

Simple Device Discovery Protocol



Control ™
Better. Together.™

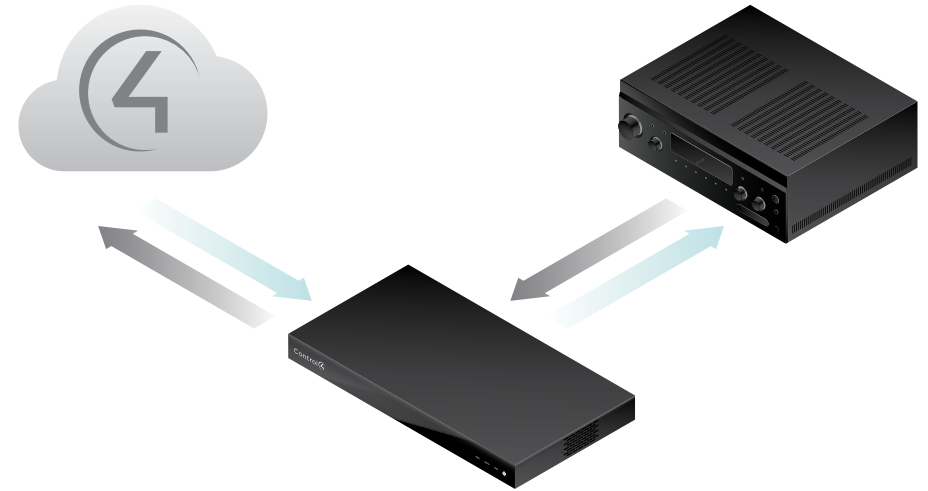
Working together to make automation even better

The Control4 philosophy is as straightforward as it is simple: Life's better when everything—and everyone—works together. From a company strategy perspective, that means Control4 stands behind an open platform: We are committed to interoperability so both Control4 dealers and customers can count on a system that communicates with and controls virtually anything and everything in their homes or businesses. To that end, we work directly with world-class manufacturers to ensure a world-class brand experience for all.



Introducing SDDP

Control4® Simple Device Discovery Protocol (SDDP) is software that is built into a manufacturer's product to make integration with a Control4 system easy and seamless. Incorporating Control4 SDDP technology into new products is a great way for companies to easily enter the rapidly growing home and commercial automation industry.



How Control4® SDDP works

- Leading consumer electronic brands integrate Control4® SDDP into projectors, Blu-ray players, flat panel TVs, audio/video receivers, and a variety of other wired and wireless devices.
- Dealers add these devices to a Control4® system and the controller automatically recognizes them.
- If the dealer chooses to include the device, then the correct driver is automatically added to the project and the device is installed.



Why SDDP?

For the dealer

SDDP reveals great opportunities for Control4 dealers to please even the most demanding customers. With more products available from leading manufacturers that “just work,” installers benefit from a significantly simplified setup and installation process. By saving time and avoiding costly installation and programming mistakes, dealers enjoy a healthier bottom line because of SDDP.

For the consumer

Thanks to SDDP, the consumer enjoys a lower cost of installation. Their Control4 system will also be more reliable, thereby reducing the need for maintenance.

For the manufacturer

For manufacturers, SDDP offers an easy way into the rapidly growing automation market with products that “just work.” They also get instant access to over 2,800 high-end, influential custom installers worldwide and an opportunity to quickly introduce new products to a hungry market.

Manufacturers who incorporate Control4 SDDP software into their products, enjoy a variety of support from Control4, including:

- Participation in co-branded marketing initiatives
- Listing on Control4 website
- Stories in newsletter and brochures
- Products included in Control4’s ComposerPro installation software

For more information about SDDP, email partners@control4.com



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