

Nest is finally here – Clas Ohlson launch partner in the Nordics

Nest Labs, the company that makes security products for safer homes, are known all over the world for their ingenious products. Now they are finally available on the Nordic market and Clas Ohlson is one of Nest's selected launch partners.

With products like Nest Protect, Nest Cam Indoor, Nest Cam Outdoor and Nest Cam IQ, Nest Labs has quickly become known for its stylish and clever home security products.

"Products for the smart home are becoming increasingly popular in our range. That we have been selected as launch partner for Nest Labs' products in Sweden, Norway and Finland is something we are very proud of, since it means we will be able to offer our customers the very latest within smart home security products," says Richard Larsson, product manager at Clas Ohlson.

The following products are currently available in Clas Ohlson's stores and e-com in Sweden, Norway and Finland:

- The smoke and carbon monoxide alarm **Nest Protect**, which detects fires that have been ignited, smouldering fires and carbon monoxide. It tells you where the danger is and sends an alert to your phone in case you are not at home.
- The security camera **Nest Cam Indoor** is designed to help you look after your home and family – even when you're away. See everything that happens in 1080p HD and get alerts in case something happens. Nest Cam Indoor has a built-in speaker and mic, so you can hear what's happening at home. Or tell the dog to get off the couch.
- With **Nest Cam Outdoor** you can look after your home 24/7. It plugs into the mains so you never have to worry about dead batteries. You get alerts if something happens, and you can talk and listen via the Nest app.
- Thanks to advanced algorithms, **Nest Cam IQ** can identify when someone is in your home, alert you, and automatically track the person's movements through the room. With a Nest Aware subscription, you can even get an alert if it sees a friend or a family member, or if it detects an unfamiliar person.

Read more at www.clasohlson.com

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of approximately 8 billion SEK and more than 4,800 employees. Visit Clas Ohlson at www.clasohlson.com.