

# Premium Smart Appliance Domain Assets released for sale

Sunday 4 January, 2015

*Isle of Benbecula, Scotland – January 5, 2015 - Voove® Limited, a digital media and technology solutions company, is for the first time offering its premium collection of Smart Appliance domains:*

SmartAppliances.com  
SmartAppliances.net  
SmartAppliances.org

This set of domains positions the buyer in the forefront of the Smart Appliance market, a market expected to achieve sales revenues of over \$26 billion by 2019 and grow to annual value of \$34.9 billion by 2020.

Smart appliances will be front and center at January's International Consumer Electronics Show (International CES 2015) in Las Vegas, Nevada. The Consumer Electronics Association has this year seen the need to give the Smart Home its own dedicated space at the Sands Hotel.

SAP, the German enterprise software corporation, predicts that the networked economy will be the next economic revolution, creating over 70 billion connections between people and their appliances and other devices by 2020. New opportunities for business will drive innovation and growth and transform society. Smart appliances are at the heart of this transformation. According to a survey by Acquity Group, nearly two-thirds of people surveyed plan to own an Internet-connected device for their home. Acquity further predicted that by 2019, nearly 70 percent of consumers will have a connected thermostat, and 60 percent will invest in a smart security system.

Smart appliances revolutionize the way people interact with their everyday world. As consumers become more educated about the value of smart appliances, demand will soar. According to a December 2014 report by Navigant Research, revenue from Home Energy Management (HEM) products and services alone will grow from \$846 million in 2013 to \$2.4 billion in 2023. The purchase by Google of Nest Labs for \$3.2 billion in 2014 has shown the market that major technology companies see value in smart appliances.

Ownership of the SmartAppliances.com domain set uniquely positions the domain owner to capitalize on this burgeoning market. The Smart Appliance domain set is priced at \$1.22 million (USD).

Angus Doyle, CEO of Voove, explained, "This is the perfect time to offer the Smart Appliances domain set to the marketplace. We have been investing in domain names since the 1990s and have a passion for future technologies. Selling this collection of domains will allow us to raise the capital required to expand our operations throughout Scotland and the rest of the United Kingdom."

Voove Limited is an established, multifaceted Digital Media and Technology Solutions company with over 25 years of experience in providing consumers and businesses with fast, efficient technology support. Voove manages a portfolio of domain name assets, web services and online real estate worth over £3 million GBP, including over 10,000 premium domain names in 40 vertical markets.

Navigant Research: Smart Appliance Market to Reach Nearly 35 Billion in 2020 (February 26, 2013)  
Retrieved from: <http://www.navigantresearch.com/newsroom/smart-appliance-market-to-reach-nearly-35-billion-annually-by-2020>

## Related Sectors:

Consumer Technology ::  
Manufacturing, Engineering & Energy ::

## Related Keywords:

Smart Appliances :: CES :: Smart Home :: Voove ::

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