

## Home Connectivity Alliance welcomes Vestel, establishes Public Affairs Working Group and invites other connected home manufacturers to join

### News Highlights:

- International home and professional appliances and television manufacturer Vestel has joined the Home Connectivity Alliance as its newest member
- HCA established its Public Affairs Working Group with consumer data privacy top of mind
- Manufacturers of long-life appliances, HVAC systems and TVs in the connected home space are invited to join HCA

**Beaverton, OR – June 1, 2022** – Home Connectivity Alliance (HCA), an organization dedicated to the development and promotion of safe and secure interoperability across long-life appliances, HVAC systems and TVs within the connected home ecosystem, today announced home and professional appliances manufacturer [Vestel](#) has joined as the newest member of HCA. Vestel Group is a multi-industry global manufacturer of consumer electronics, including televisions, major domestic appliances, HVAC systems and more.

“I’m thrilled to welcome Vestel to the Home Connectivity Alliance,” said Yoon Ho Choi, Home Connectivity Alliance President and Global Head of Planning & Partnerships, Home IoT Business, Samsung Electronics. “As a major international manufacturer of long-life appliances, TVs and HVAC systems, Vestel will help HCA further our goal of open collaboration and innovation to provide consumers with safer, simpler and more interoperable options in their connected home.”

“We are at a new age where technology is the tool for value creation to end-users, rather than the final product. Global manufacturers are not only embracing this trend internally but are coming together to make the future reality today,” said Selahattin Köksal, HCA Board Director and the Head of IoT & Digital Strategy Department at Vestel. “Interoperability is at the very core of the seamless smart home experience, and with industry-leading companies allied under HCA, we can shape the future and offer better solutions to end users.”

### Public Affairs Working Group

Consumer safety and data privacy are essential pillars of HCA’s mission, as well as driving innovation through collaboration with key government agencies and trade alliances. HCA recently established its Public Affairs Working Group to support initiatives related to data security, consumer safety and privacy.

HCA was [launched in early 2022](#) by American Standard Heating and Air Conditioning, Arçelik, The Electrolux Group, Haier, GE Appliances, Samsung Electronics, and Trane Residential to provide consumers with more choices for their connected home through C2C (Cloud-to-Cloud) interoperability, supporting the compatibility of devices across brands.

### Join Home Connectivity Alliance

Manufacturers of long-life appliances, HVAC systems and TVs in the connected home space are invited to join HCA. Members of the alliance will have the opportunity to innovate, influence industry trends, share expertise across peers, and become leaders in expanding the connected home ecosystem. Members receive access to technical resources and are able to define connected home standards by leveraging collective experience across top brands. To learn

more about the membership benefits and how to join, visit  
[www.homeconnectivityalliance.org/membership](http://www.homeconnectivityalliance.org/membership).

**About Home Connectivity Alliance**

The Home Connectivity Alliance is a member-driven organization dedicated to the development and promotion of safe and secure interoperability across long-life appliances, HVAC systems and TVs within the connected home ecosystem. For more information, visit  
[www.homeconnectivityalliance.org](http://www.homeconnectivityalliance.org).

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