

60 SECONDS WITH...

Joel Reis

Who are you?

My name is Joel Reis. I am the CEO and co-founder of Life Emotions. I grew up in a small village in Portugal, helping out with my family business. When I started University, I moved to Lisbon, where I have remained ever since. It was during my graduation in Communication Networks Engineering that I started to develop my own business.

What's your company and where is it based?

Life Emotions is a company that I co-founded with Michelle Reis (Designer) and Abel Silva (IT Engineer). In 2009, we started designing and developing tailor-made home solutions for high-end customers. Life Emotions is based in Lisbon in Portugal, where we have our main showroom.

How did you get into the industry?

I was always passionate about entertainment and control systems. I started developing a plan for Life Emotions in 2005, with the idea of enabling the home to stream entertainment content, such as movies, photos, music and video

games across a network. I wanted to be able to allow this content to be available to the entire family from anywhere in the home, using an intuitive interface.

A few years later, I noticed the market was starting to shift into home integration. That's when Life Emotions was born.

Which home technology do you consider the most important today and why?

Considering the potential growth of IP-based technologies for the home, I would say that IP is the future and perhaps the most important technology at present.

With IP, we can create networks where all entities speak with each other. It's the globalisation of home technology. On the same IP network, we can have multiple technologies such as Modbus, DALI, DMX, KNX, BacNet, Lutron, as well as many different devices, including cameras, washers, ovens, refrigerators, cars and health sensors. Using IP, we are able to integrate all these technologies.

For example, the health sensor can

trigger a phone call, turn on all the lights in the home and unlock the main entrance. Surely, in the near future, it will also be possible to send instructions to the car to drive itself to the nearest hospital.

How long have you been a CEDIA member?

Life Emotions has been a CEDIA member ever since the company started 7 years ago.

What do you enjoy most about being a CEDIA member?

What I most enjoy, is the extensive library that covers both business and technical topics. The training on offer is also very useful and enjoyable.

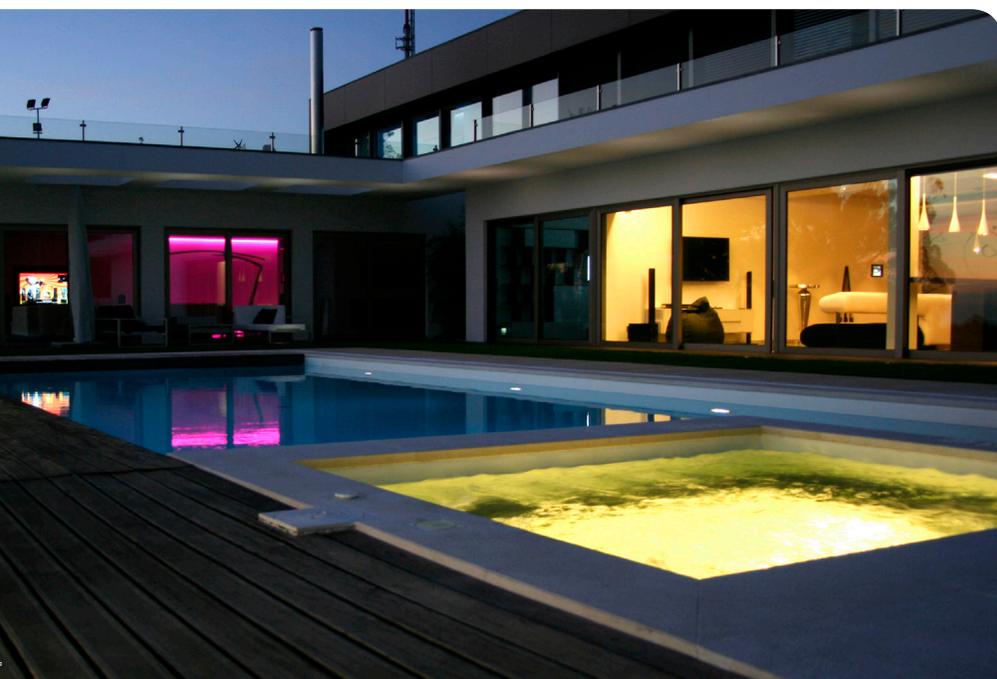
The awards are a challenge - in a good way - and it motivates us to deliver better projects every time. I think it is a healthy competition and it allows us to improve and be inspired by other member's projects.

If there was one thing you could change in the industry what would it be?

In these last few years, we have been seeing a lot of new technologies and products emerging that depend on the cloud. In some cases, this has proven to be a big problem for customers when some companies close their doors or decide to discontinue a product. It would be good for the industry if there were laws forcing the companies to open their products if they cease providing the service to the customers.

What is Life Emotions best achievement in the last year?

Last year, we were invited to work on a project that sits outside of





our core business. The project came from the biggest hospital management company in Portugal. They asked us to customise a room in a hospital, to ensure their clients feel at home. With this, they are able to improve treatment results and customer satisfaction. This achievement shows that our company is trusted to work on projects outside of our core business.

We are currently seeing a huge increase in sensors. These are used all around us - at home, in the car and on our clothes, and they can be used in data analysis and AI for improving wellness, comfort, energy consumption and security.

Another area that Life Emotions will be focussed on will be the improvement of monitoring every



What's the next focus for Life Emotions?

Life Emotions will be focussed on emerging technologies of home automation, such as working with AI (Artificial Intelligence) for automated decisions and data analysis.

component in the home. Not only if the devices are up and responding, but also their health (e.g. temperature). Monitoring the components correctly in our customer's home, helps us to provide a much better service for them.

If you weren't in the home technology sector, what would you like to be doing and why?

Well, this is something I have never given a great deal of thought to, but I would definitely be doing something related to improving people's lives. I could be running a health clinic, for example.



www.life-emotions.pt



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