

MEDIA RELEASE

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EUFY HOME SECURITY RANGE WINS CANSTAR BLUE AWARD

eufy, Australia's leading provider of smart home devices and appliances, has won the prestigious Canstar Blue Award for the Most Satisfied Customers in the Home Security category.

Canstar Blue is the preeminent consumer review and comparison website with a team dedicated to helping Australian consumers make better-informed purchase decisions. Canstar Blue is focused on product and service excellence and aims to act as a real voice of consumers.

Manufactured by Anker Innovations and exclusively distributed in Australia & New Zealand by Directed Electronics, the **eufy Security** range received the highest overall satisfaction ranking based on customer satisfaction ratings in the areas of features and functionality, performance and reliability, ease of installation, connectivity, ease of use, design and appearance and value for money.

The winning **eufy Security** range features the largest ecosystem of products that all connect via a single App. Featuring security and floodlight cameras, video and smart lock doorbells, indoor cameras and alarm systems, the **eufy Security** products have set the benchmark for innovation in this category.

In accepting the award as **eufy's** exclusive distributor in Australia and New Zealand, Directed Electronics' Product & Marketing Manager, Karl Schuster, was very excited by the award win. "We have been working closely with our partner, Anker Innovations, for some years now and to see the evolution and growth of the **eufy Security** range to now being the dominant player in the Home Security category, is tremendously satisfying and a credit to not only the premium product range but the efforts of our retail partners."

Anker Innovations' Head of Sales & Operations for Australia, Gaspar Xie, said about winning the award: "We launched our **eufy Security** range in Australia back in late 2018 in partnership with Directed Electronics. Since then, we've used our customers' feedback to continue improving our ecosystem of products. I'm very proud of our team and humbled to see all their effort officially recognised by Canstar Blue."

eufy Security products are available through a range of leading retailers including Bunnings, Bing Lee, Costco, David Jones, The Good Guys, JB Hi-Fi, Mitre 10, Officeworks, Supercheap Auto and Amazon.

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**MOST SATISFIED CUSTOMERS
HOME SECURITY 2022**

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