

Make your **home** your castle.



NHSM | UJ student project presentation 25 June 2019

Sponsored by **Yale**

National Home Security Month (NHSM) aims to create awareness around the importance of good home security, and how we can ensure our homes and families remain safe. NHSM runs throughout the year, however additional emphasis is placed in the month of June to maximum exposure and awareness of this important topic.

The campaign is initiated by security specialist ASSA ABLOY and is open to all like-minded organizations, including businesses, charities, non-profit groups, as well as members of the general public.

This year NHSM is sponsored by Yale Security and together we have partnered with the University of Johannesburg to give students an opportunity to create an awareness campaign around the importance of good home security.

The students studying Communication and Design were presented with a brief. They were tasked to promote NHSM & showcase how end users can implement security solutions to protect their families and homes. The Yale Smart hub alarm and Yale Smart Living products were also included as they form an ecosystem where users are able to fully control their own home security which was previously not really possible. With fibre to the home and good mobile infrastructure, self monitoring systems and smart solutions are now even more affordable and attractive than ever before.



Pictured: Sandisiwe Jaka & Dominic Hobbs at Assa Abloy office 25 June 2019

Dominic Hobbs & Sandisiwe Jaka applied their minds, to construct a creative set of material that covered exactly that. A social media campaign, print artwork and a conceptual stand layout for the Decorex 2019 show was produced to support the NHSM campaign.

The students presented their ideas to a full panel of judges made up of media specialists, industry leaders and a UJ faculty member on 25 June 2019. The assessments were tallied and Yale's managing director, Lise Kimmings, presented both students a cheque for R5000.00 each for their incredible work.

Dominic was voted the overall winner and was also presented with a Yale Smart Living CCTV surveillance DVR kit.

Congratulations also goes out to Anita Bloom from Decorex, who was the lucky spot prize winner of a Yale IP camera sponsored by Yale.

Thanks to all that took time out of their busy schedules to participate at our event **#NHSM2019**



Pictured: Lise Kimmings, managing director of Yale, presenting a cheque to Dominic Hobbs (left) & Sandisiwe Jaka (right) for their incredible work at the NHSM event 25 June 2019