

FROM AUTOMATION TO THE SMART HOME, CAME REPORTS STRONG GROWTH IN DIGITAL APP USAGE

Gabriele Franceschin, Chief Sales & Marketing Officer of CAME S.p.A.: «Providing advanced technologies that are easy to use and seamlessly work together is a key differentiator. »

Dossan di Casier (Treviso) 13.07.2026. The **smart home** market continues to grow, driven by increasing demand for connected and integrated solutions. According to the Internet of Things Observatory of Politecnico di Milano, the market exceeded **€1 billion in value for the first time in 2025** (+11% compared with the previous year), while more than six in ten Italians (63%) now own at least one smart device in their homes.

Against this backdrop, **CAME S.p.A.** — a leading global brand for automation and innovative solutions that enhance security and comfort in homes and businesses, designed to improve people's lives and professionals' work — has recorded **significant growth in the use of its digital applications**, reflecting the evolving relationship between technology and users. Over the past year, the company's automation apps, which enable users to open, close and monitor gates, garage doors and entrances from anywhere via smartphone, recorded a **35% increase** in usage. The video intercom app, which allows users to answer calls and grant access remotely, recorded **32% growth**. Even more significant was the performance of the climate control app, whose usage increased by **67%**, highlighting growing demand for intelligent solutions that enhance comfort and energy efficiency. These figures point to a tangible shift: technology is no longer seen as an optional extra, but as an integral part of everyday life, simplifying the management of living spaces and improving quality of life.

«The market is evolving rapidly towards increasingly connected and integrated solutions. In this context, the ability to provide advanced technologies that are easy to use and seamlessly work together is a key differentiator», says **Gabriele Franceschin, Chief Sales & Marketing Officer of CAME S.p.A.** «The growth of our applications reflects a broader transformation: users and professionals are looking for reliable tools that ensure control, operational continuity and ease of use. That is why we continue to invest in developing solutions that promote the integration of different systems, enabling them to be managed simply and in a coordinated way, even as they become increasingly complex.»

CAME Connect: an integrated ecosystem for system management

At the heart of this evolution is **CAME Connect**, the Group's cloud-based digital ecosystem. Designed for installers and professionals, CAME Connect brings together automation, video intercom and climate control solutions within a single platform, providing a comprehensive tool for system management. Through a web interface and dedicated apps, the platform allows users to configure, monitor and remotely manage complex systems, simplifying operations and reducing response times. CAME Connect stands out for its ability to bring different technologies together within a single system, giving professionals centralised control while providing end users with a simple, intuitive experience. As digitalisation continues to reshape the industry, the platform plays a key role in supporting market evolution by providing tools that improve efficiency, security and service quality.

CAME

CAME is a leading global brand for high-quality technological solutions and products for automation, smart home, access control and security and parking systems that can improve the lives of the people who use them and the work of professionals.

With more than 50 years of history behind it, and even longer experience thanks to the companies that now belong to it, the Group founded by Paolo Menuzzo, now President of the holding company, is headquartered in Dosson di Casier, in the province of Treviso, and owns 10 manufacturing sites in Italy, France, Spain, UK, Turkey, and Brazil. Andrea Menuzzo, son of the founder, is the Chairman and CEO of CAME S.p.A. The company has over 2500 employees, serves the market with more than 25 branches and 40 warehouses around the world, and operates in over 110 countries worldwide through partners and distributors with an integrated and global vision. In 2025 it generated a turnover of 362 million euro.

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