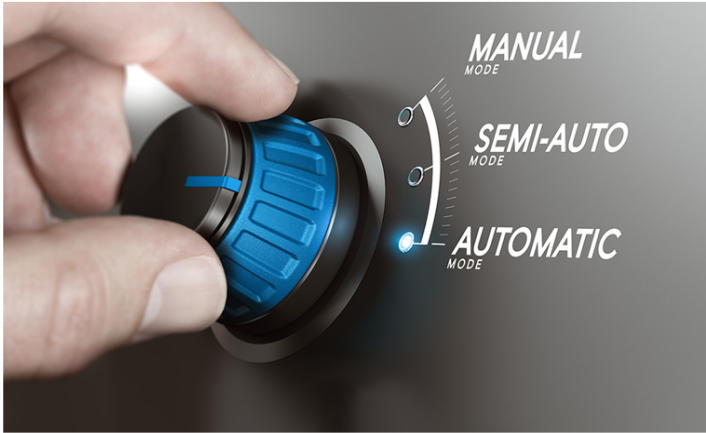


# Verosol

Demystifying automation | Understanding the Building Blocks of Smart Shading



From the Desk of Neil Krotzsch | Head of Automation & Day 2 Services

Dear valued DAY2 Ambassador,

I hope you enjoyed a restful Easter break and have now adjusted to the annual ritual of reversing Daylight Saving, a perfect reminder of how easily humans can complicate something that is, at its core, quite simple. The sun didn't change its behaviour; we merely changed our reference point.

And that's exactly why this month's topic - **demystifying automation** - is so important.

In our March edition, we explored the fundamentals of in-situ upgrades and how DAY2 strategies help you modernise an asset without disruption, excessive CAPEX, or unnecessary waste. This month, we take the next logical step: understanding what *automation* actually is, and why it's often misunderstood.

## Why automation gets confusing

Across decades of conversations with asset owners, facility managers, and consultants, one theme has been consistent:

**Most people equate "automation" with "motorisation."**

Motorisation is certainly part of the story, but it's far from the whole picture.

Just as Daylight-Saving shifts our *perception* of time rather than the sun's actual position, the industry often shifts the *definition* of automation without changing the underlying reality. To have meaningful conversations, we need a shared understanding.

## So what *is* automation?

An automated shading system is:

**A coordinated assembly of hardware, intelligence, and environmental inputs that operate window coverings with minimal manual intervention - responding to real-world conditions while still respecting occupant needs.**

Motorisation is simply the *muscle*.

Automation requires the *brain* and the *senses* as well.

To make this intuitive, let's borrow a simple analogy from the human body:

### 1. The Muscle = The Actuator

Motors move blinds just as muscles move limbs. They execute the physical action.

### 2. The Brain = Logic Control & Intelligence

Control algorithms evaluate inputs, compare them to thresholds, and decide what to do next - just like your brain processes information and triggers responses.

### 3. The Senses = Environmental Data

Sensors detect sunlight, temperature, glare, and occupancy. These inputs inform the system, just as your eyes and skin inform your brain.

Put together, these three components form a complete, responsive system - not unlike the example of shielding your eyes from bright sunlight. First you blink (simple action), then you raise your hand to shade your eyes (complex action informed by logic and experience).

A motorised blind can "blink."

An automated blind can *think*.

## Connecting back to previous editions

This is why our DAY2 approach emphasises:

- **Reusing existing infrastructure** (as discussed in February and March)
- **Applying staged upgrades** using the DAY2 Baseline Audit
- **Leveraging the Verosol Automation Shelf** (coming next month)
- **Reducing embodied carbon through circularity**
- **Preparing assets for future-ready automation pathways**

Automation is not a single product, it's a system. And systems evolve best when built on what already exists.

### Want to go deeper?

If you'd like a more technical breakdown of the three automation pillars, our **Automation White Paper** provides a detailed, accessible explanation.

You're also welcome to join one of our upcoming **Demystification of Automation** training sessions, where we unpack real-world examples and answer your questions directly.

### Coming in May

Next month, we'll shift from theory to practice with **live project insights** drawn from real upgrade pathways currently underway. We'll walk through how DAY2 principles are being applied on active sites - showing how staged automation, reuse of existing infrastructure, and smart control strategies are improving operational resilience, enhancing tenant experience, and delivering sustainable outcomes without major capital expenditure.

It's a great opportunity to see the DAY2 philosophy unfolding in real time.

Until then, stay tuned and take care.

Warm regards,

**Neil Krotzsch**

**Head of Automation & Day 2 Services**

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