

What a smart home actually looks like beyond wi-fi

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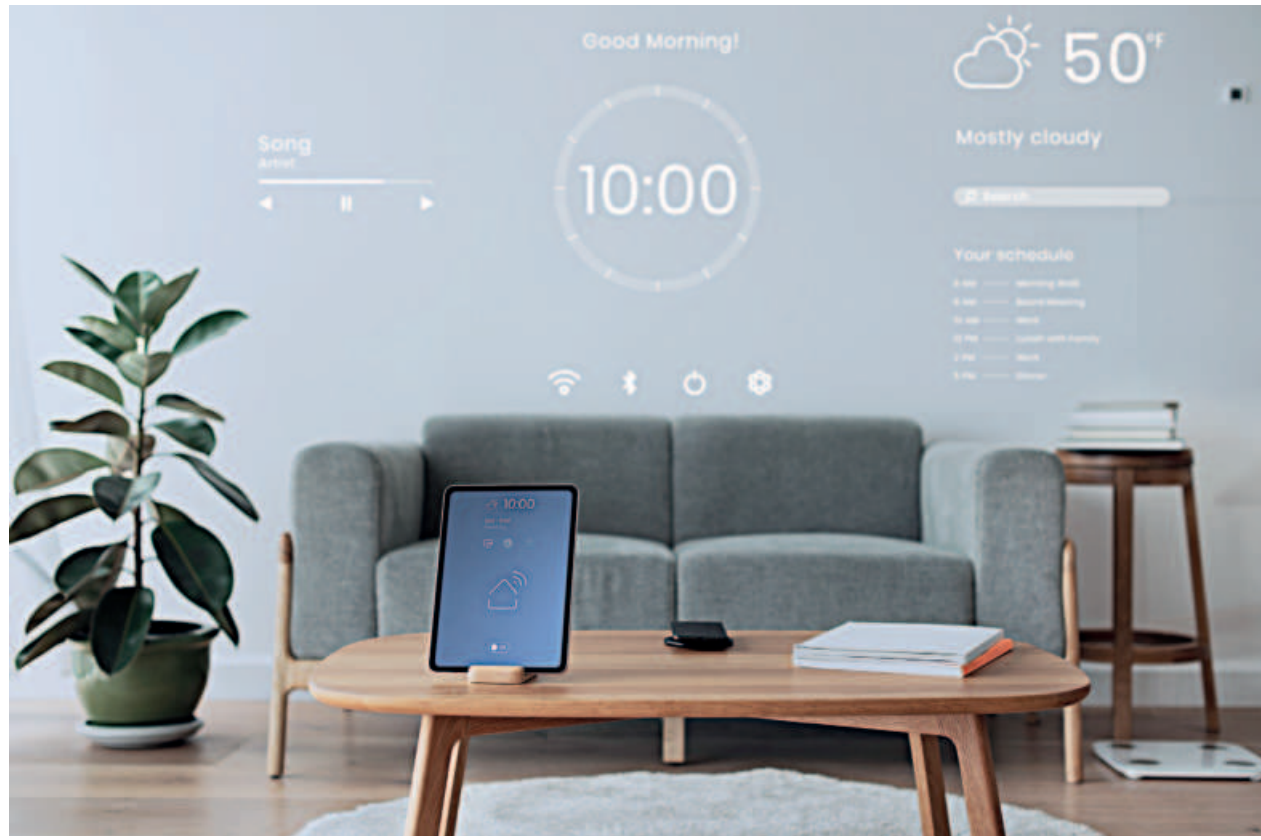
In Bangladesh, “smart home” often stops at connected devices. A smart TV, a few app-controlled lights, maybe a voice assistant. Useful, but limited.

A fully realised smart home works at a systems level. Devices exchange data, adjust behaviour, and optimise how the house runs. The impact shows up in energy use, time saved, and fewer routine decisions.

WHERE THE EFFICIENCY COMES FROM

Energy management is the most developed part of smart home technology, and it is where the numbers are clearest. Smart thermostats such as Google Nest Thermostat and systems from Ecobee use occupancy sensors and machine learning to adjust heating and cooling automatically. Field data shows these systems can reduce HVAC energy use by around 10 to 20 percent, depending on usage patterns.

At a larger scale, companies like Verdigris Technologies install AI-based sensors that monitor electricity at circuit level. Their systems identify inefficiencies and unnecessary loads in real time, something that was not



possible with traditional metering.

This is where smart homes move beyond convenience. They actively reduce waste.

DEVICES THAT COORDINATE, NOT JUST RESPOND

The difference between a connected home and a smart one comes down to coordination.

Platforms like Samsung SmartThings bring multiple devices into a single system. Lighting, appliances, and climate control can respond to shared data instead of acting independently.

Recent updates in SmartThings introduced “ambient sensing”, where devices such as TVs and speakers detect motion and activity to trigger

automation. A room that senses no movement can reduce cooling and switch off lights without manual input. This type of coordination is where time savings begin to show. Small actions disappear from daily routines.

THE KITCHEN AS A DATA POINT

Smart appliances are often dismissed as gimmicks until their practical use becomes clear.

Early models like the Samsung T9000 from 2013 introduced inventory tracking and calendar integration. Newer refrigerators from GE Appliances now include internal cameras and barcode scanning. Users can check contents remotely and build shopping lists automatically.

The effect is simple. Fewer duplicate purchases. Less food waste. Less time spent checking what is already at home. These are not dramatic features, but they solve everyday inefficiencies.

SHIFTING WHEN POWER IS USED

Another area with measurable impact is load shifting. Smart washing machines, dishwashers, and water heaters can run during off-peak hours when electricity demand is lower. This reduces strain on the grid and, in some markets, lowers cost.

Research into AI-driven home energy systems shows total household energy savings of up to 20 percent when these optimisations are applied consistently. In contexts like Bangladesh, where

load management and power stability are ongoing concerns, this kind of scheduling has practical value beyond cost.

HOMES THAT LEARN PATTERNS

Recent progress comes from how data is used, not from new hardware. AIoT systems track behaviour over time, mapping when people are home, when electricity demand peaks, and how different appliances interact. Operations are adjusted automatically based on these patterns.

Cooling systems can ease off when kitchen appliances are drawing power, helping balance overall load. Rooms can be cooled before occupants arrive, then stabilised once conditions are met. These changes run continuously in the background without requiring constant input.

Many homes described as smart still operate in fragments. A connected air conditioner, a few smart plugs, and a streaming device remain isolated without a shared system. Integration is what allows devices to exchange data and act together.

Platforms like Samsung SmartThings and earlier ecosystems such as Qivicon were built around this idea. Linking systems allows coordinated decisions across the home, which is where real efficiency begins.

WHAT THIS MEANS FOR BANGLADESH

The local market is still early. Most households are experimenting with individual products rather than full ecosystems. That gap is likely to narrow. Rising electricity costs, urban density, and growing access to connected devices are pushing demand toward more efficient systems.

A smart home, in practical terms, reduces energy use, trims daily effort, and handles routine adjustments in the background. This is done not by adding more devices, but by making the ones already there work together properly.



MD. RASHEDUL ISLAM
Head of Business
Transcom
Electronics Ltd.



“We are shifting the consumer mindset from the initial sticker price to the long-term return on investment through energy-efficient, AI-powered technology.”

SMARTER HOMES For Better Living

Transcom Electronics Ltd.

Transcom Electronics Ltd. has been a cornerstone of Bangladesh’s household electronics market for decades, bringing global giants like LG, Samsung, and Hitachi to local doorsteps. As the nation pivots toward a digital-first lifestyle, Transcom Digital has transformed from a traditional retailer into a pioneer of smart living solutions. Md. Rashedul Islam, Head of Business at Transcom Electronics Ltd., discusses how the company is shaping the future of Bangladeshi homes through innovation and efficiency.

The Daily Star (TDS): Which smart home appliance category is currently leading your sales and what is driving that demand?
Md. Rashedul Islam (MRI): Smart Inverter ACs and Large-Screen TVs are our top performers. The demand is fueled by the dual need for extreme energy efficiency during intense summers and the “Home Cinema” trend. Consumers are increasingly seeking a stadium-like atmosphere for major global sporting events, which has made high-end entertainment systems a priority.

TDS: For buyers on different budgets, how should they decide which smart features are worth the investment?
MRI: For long-term value, buyers should invest in the “heart” of the appliance. This means prioritising a High-End Inverter Compressor for refrigerators, a Direct Drive Motor for washing machines, or an OLED panel for TVs. These core components dictate the actual lifespan and performance of your investment, ensuring the appliance remains functional and efficient for years.

TDS: How is Transcom integrating AI and IoT to make appliances more intuitive for local users?
MRI: Through platforms like

LG’s ThinQ AI, we are creating a connected ecosystem. We offer ACs that learn your cooling habits and TVs that act as a central dashboard for the entire home. Furthermore, Samsung’s AI Energy Mode analyses usage patterns and suggests saving modes to cut consumption, making daily life both intuitive and hands-free.

TDS: With rising electricity costs, how do your appliances help consumers reduce monthly utility bills?
MRI: Efficiency is no longer optional; it is a necessity. Our latest range of Twin-Inverter ACs and AI-ECO refrigerators can reduce monthly energy consumption by up to 70%. This allows consumers to enjoy premium comfort and massive food storage without the constant burden of high electricity bills.

TDS: What is your company’s future vision for the next three to five years?
MRI: Our primary goal is to shift the consumer mindset from “sticker price” to “long-term ROI.” Transcom Digital is evolving into a Smart Solutions Provider. We are transforming our showrooms into interactive hubs where customers can experience a fully connected, AI-powered lifestyle across every product category.



GERALD SUNGHO CHUN
Managing Director
LGE Singapore,
Bangladesh branch



“Our inverter technology can cut energy consumption by up to 70 percent for Bangladeshi consumers.”

Innovations SHAPING SMART LIVING

LG Electronics Bangladesh

LG Electronics Bangladesh remains a pioneer in smart home market, renowned for integrating ThinQ AI and energy-saving inverter technology into modern households. Mr. Gerald Sungho Chun, Managing Director of LGE Singapore Bangladesh branch discusses LG’s commitment to localised manufacturing and high-tech solutions designed to maximise durability.

The Daily Star (TDS): Which smart home appliance category is currently leading your sales in Bangladesh and what is driving that demand?
Gerald Sungho Chun (GSC): Dual Inverter air conditioners are leading our growth. Rising temperatures and higher electricity costs are pushing consumers toward these energy-efficient solutions. Demand peaks during pre-summer and Eid seasons.

TDS: For buyers on different budgets, how should they decide which smart appliance is worth spending more on and which features are non-negotiable?
GSC: Consumers should focus on core technology like inverter efficiency and durability. Cosmetic features should be considered secondary to voltage protection and build quality.

TDS: Which smart products have been your best sellers in the last three years?
GSC: Our best sellers include 1.5 Ton Dual Inverter ACs and 43-inch Smart TVs. We also see high sales for 260/300L Instaview refrigerators and 7-8kg front-load washing machines.

TDS: How is your brand integrating Artificial Intelligence (AI) and IoT to make appliances more intuitive for Bangladeshi users?
GSC: We use the LG ThinQ app to help users control appliances remotely. This system allows for energy monitoring and smart

diagnostics. We focus on practical AI that simplifies daily life.

TDS: What are the top three features Bangladeshi buyers should look for when choosing a smart home appliance?
GSC: Buyers should prioritise energy efficiency through inverter technology. They should also look for durability features like Gold Fin protection. Finally,

LG is revolutionising the local market by combining practical AI with local manufacturing to provide durable and energy-efficient smart home solutions.

cleaner indoor air solutions are essential for health.
TDS: With rising electricity costs, how do your smart appliances specifically help consumers reduce their monthly utility bills?
GSC: Our inverter technology can cut energy consumption by up to 70 percent. Smart features like scheduling and eco modes also help users manage their power usage effectively.

TDS: Could you share insights into your company’s ongoing initiatives and future plans for the next 3-5 years?
GSC: We will expand our range of energy-efficient and AI-driven products. We are also enhancing our after-sales service. LG is currently setting up a world-class manufacturing facility in Bangladesh.