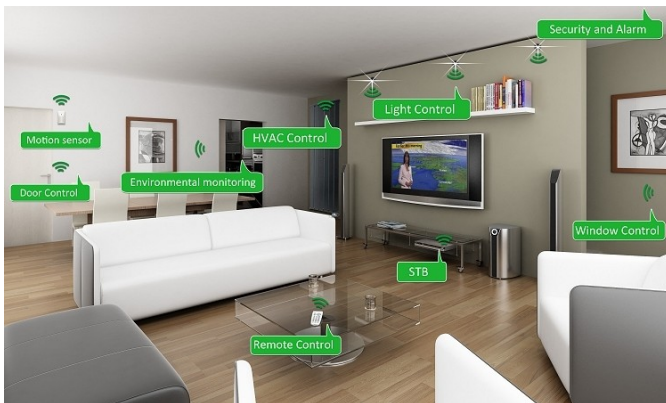


## Apple and Google's Next Battleground?

Written by Marco Attard  
27. 05. 2014

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The Apple 2014 Worldwide Developer Conference might involve more than OSX and iOS updates-- the Financial Times reports the event will have company revealing a "big play" in the home automation arena.



According to the FT's anonymous sources this will involve "a new software platform that would turn the iPhone into a remote control for lights, security systems and other household appliances." Apple already owns [the patents for such a system](#) featuring location-based control (via Bluetooth and iBeacon, perhaps?) of lighting and other connected devices.

The platform will even involve a "Made for iPhone"-style scheme for the makers of devices compatible with the system, and the company will emphasise privacy as a plus over Google's "multi-device future" plans, the FT continues.

Unsurprisingly Apple itself refuses to comment over the alleged plans, which might be a reaction to Google's \$3.2 billion acquisition of [smart thermostat maker Nest](#) and the [Samsung Smart Home automation platform](#).

Not that Google is sitting on its laurels-- if one is to believe The Information the search giant plans to expand further into smart home space via the acquisition of connected camera maker Dropcam.

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[On the Dropcam HD Pro by John Womack - Macrumors](#)