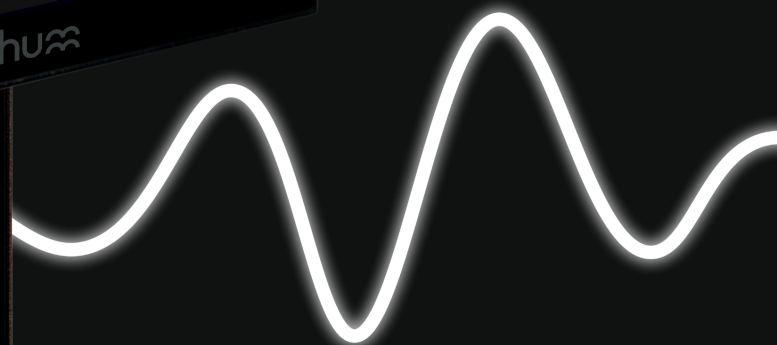




rithum

Cost-effective & dynamic control

Residential | Hospitality | Retail | Hotels | Commercial | Education





Dear reader,

Thanks for taking the time to consider Rithum for your business.

For the last four years, we have been daring to challenge the status quo of the control system.

After over a decade as an integrator, I founded Rithum to offer a solution in the underserved mid-market. It seems like yesterday that I learnt to design PCBs (badly) and code (to POC standard), before turning to professionals for help to take things to the next level.

Back when we were Violet, we entered the market with just Sonos & Philips Hue integrations. Now on our third generation switch plus the soon to launch Rithum Switch Pro, and with more than fifteen integrations, we are excited about where things are going, yet feel like we've just got started.

2024 is set to be a great year, with some developments in the pipeline that we can't quite wait to share.

I believe Rithum's positioning to address the mid-market sets us & our partners up for success in a shifting landscape where consumers and businesses alike are constantly looking to do more with less.

In fact I think that is an important thread in what we are doing: More with Less.

Whether it's an end-consumer preferring to spend their hard earned cash on a better audio-visual experience rather than a bloated control system; a business or educational centre wanting more dynamic control in their rooms without blowing their budget; or hospitality venues and hotels looking to seamlessly empower staff & enable visitors without confusing them, efficiency of both budget and systems themselves is crucial.

As we move forward, we are focused on further enhancing the capabilities of Rithum, and ensuring our products not only meet but exceed the expectations of our diverse clientele.

Your trust in us fuels our passion, and we are deeply grateful for the support we've received from each and every one of our customers and valued partners. Together, we are shaping a future where technology in our built environment is more intuitive, efficient, and accessible to all.

We're just getting started, and we can't wait for what's next.

Warm regards,

Ryan Owens
Founder & CEO



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on LinkedIn



rithum



National Technology Awards 2023

Tech Company
Of The Year



Rithum is a derivative of Rhythm and Human
to suggest Human Rhythm

Decentralised Control

Each Switch is its Own Processor

Rithum is a decentralised control system offering simple control of lighting, audio, climate, AV and more.

It is decentralised as each Rithum Switch is not just a control point but is also a processor, meaning that there is no centralised Rithum hardware required.

This makes the system easy to design and scale. Simply add a Rithum Switch or Rithum Switch Pro to a room and it has convenient control. If another room needs control, simply add another switch.

On top of this, Rithum's built-in sensors further condense the need for other hardware.

This all positions Rithum as a premium mid-market control solution with the versatility for many sectors & use cases.



Works With

Rithum works with a variety of third party brands from lighting systems and climate control to multi-room audio and video distribution. We are constantly working to expand on our integrations so please do let us know what would add value for you.



Scenes & Levels Screens



Scenes Screen

Rithum's Scenes Screen can be thought of as the home screen. Up to eight scene buttons can be shown on the scenes screen, which could be from one or more integrations.

Scenes don't need to be limited to just lighting. Rithum also exposes various commands from other integrations, such as playing an audio favourite in a specific zone, or switching AV sources to a predefined configuration.

In fact, using HTTP requests you can trigger almost anything from a scene or group scene.

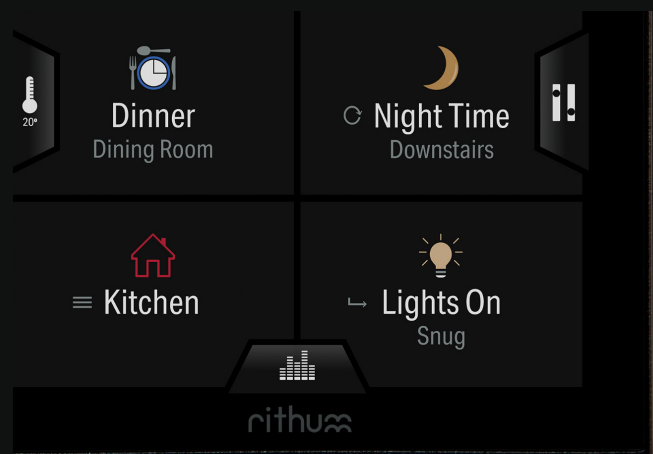
Group Scenes

In addition to single scenes, a scene could be a Group Scene, extending the functionality of Scenes Screen. There are three Group Scene modes:

↻ Macro - Triggers all sub-scenes when the group is triggered. Great for combining functions from multiple systems and integrations into functions such as "All Off".

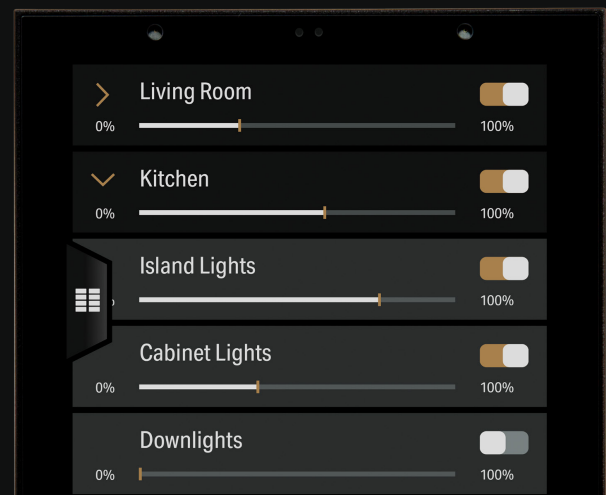
↳ Step - Activates the currently shown scene when the group is pressed and cycles to the next sub scene ready for the next press. Step could be used for manual sequences such as time of day.

☰ List - Shows an overlay (see image below) when the group scene is pressed showing a list of all the sub-scenes to be selected from. Lists could be logically grouped by area, by time of day, or any other way that works for the application.



Levels Screen

Probably the simplest of screens to understand, the Levels screen simply provides the ability to adjust the levels of zones or devices within them, or indeed toggle zones or circuits on and off.

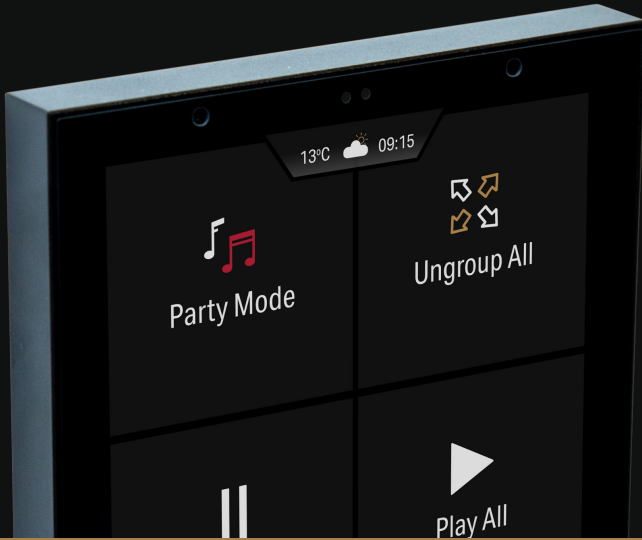


Media Screen

Responsive Audio Control

The audio screen gives you access to your favourite music services. A responsive interface presents the simple, quick actions you need most often. Designed for quick and easy control of the most used actions, including zone grouping, favourite selection, and transport & volume controls.

Meta data on now playing content complete with album art provides a rich but not overwhelming experience.



Media Scenes

In addition to the Media Screen itself, our media integrations present various scenes which can be used on the scenes screen.

These provide quick actions across one or more zones, including grouping and ungrouping all zones; playing or pausing specific zones; or even playing a specific favourite in a specific zone.

When paired with Group Scenes, these become even more powerful.

Standby Gestures

No-Look Control

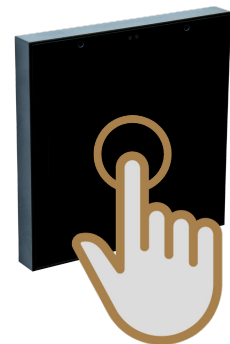
Using Rithum's standby gestures, users can turn the lights and audio on and off without waking the screen or even looking. The gestures can also be combined into a double-tap-and-hold to activate them both simultaneously.



Hold will toggle the lights. An "on" scene can be specified.



Double tap will play/pause the currently selected audio zone.



Tap to wake the screen if more control is required.

Climate Screen



Two Climate Screen Modes

The Climate Screen provides quick manual adjustment of the setpoint or other settings, plus in some cases a seven-day scheduler.

There are two modes that the Climate Screen can work in:

1. Climate Integration - In this case, the Climate Screen is the front-end for the third party system, with all of the logic in the third party system. Some of our integrations do support temperature sensor feedback too, whereby Rithum's temperature sensor data is fed back into the integration. See specific integrations for more info on this.
2. Rithum Stat - Rithum's built-in thermostatic software is called Rithum Stat. In this instance, all of the logic is built-into each switch.

Rithum Stat

Built into Rithum Switch & Rithum Switch Pro is our thermostatic software, called Rithum Stat.

Rithum Stat uses the onboard temperature and humidity sensor and then offers both manual setpoint adjustment and also access to our seven-day scheduler.

Whilst Rithum Switch has a temperature sensor, there is currently no relay, so it should be paired with a relay within one of our other integrations (or a HTTP request) in order to do the load switching, making it really flexible.



Climate Scheduler

Rithum's Climate Scheduler provides a simple seven day schedule for Rithum Stat. With up to eight timeblocks per day it covers most use cases.

Setup of the schedule is easy and intuitive, with the ability to quickly copy and paste from one day to the next.

The whole schedule can be easily turned off with the toggle button for when life isn't running to schedule.

Dimensions & Mounting

Multiple Mounting Options

Rithum Switch and Rithum Switch Pro mount to a standard single gang UK or EU back box as standard. Depending on space for wiring, a depth of just 25mm is possible. In addition, there are adaptor plates available for other territories, such as a US J-Box, plus a UK double adapter and a table stand.



Configuration

On-Screen Configuration In Minutes

Both Rithum Switch & Rithum Switch Pro offer the same on-screen setup procedure. Simply configure the necessary integrations, then your screens. In just a few minutes the installer can have commissioned a switch ready for use.

HTTPviaSD for HTTP Requests

For any non-native commands, simply load them via the SD card in a yaml file by following our HTTPviaSD guide. You can then trigger almost anything from a scene, group scene, or Rithum Stat.



Sensors & Hardware

Processing, Control, & Sensing with Minimal Hardware

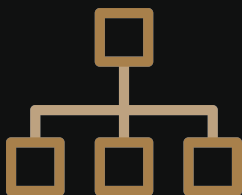
By incorporating built-in sensors, Rithum not only adds more value to projects but also reduces wall clutter. Integrated temperature sensing removes the need for unsightly thermostats, where proximity and lux sensing data will soon be activated in order to automate certain elements, such as turning the lights (or display) on when motion is detected, or lowering the light bightness on an already bright day.



Local Control, Cloud Support

Always Local Control Where Possible

Rithum always employ control on the local system where possible to ensure a quick and seamless experience that is not reliant on internet connectivity. Third party system state is constantly checked and updated, ensuring that when the user is ready to act, so is Rithum. In the background, our cloud platform allows us to collect diagnostics on any errors and rollout updates to one switch or multiple, plus push frequent feature enhancements to the field.



Our integration all use local control where the third party API supports it. This ensures responsive control which does not rely on internet connectivity.



Rithum's cloud platform collects diagnostics from any undesirable situations so that we can resolve any issues rapidly.



Frequent updates are made automatically via the cloud, with the option to update individual switches if necessary.

Products & Features

Standard & Professional Products

Rithum Switch currently comes in two flavours: Rithum Switch, and Rithum Switch Pro. Being a Professional-type product, the latter is not available to end-customers directly from Rithum nor online. Pro plugins are also Professional products and therefore subject to the same availability. Both switches run the same software, although certain features may not function without specific hardware features.

	Rithum Switch RS-01	Rithum Switch Pro RSP-01
Connectivity		
Wi-Fi	✓	✓
BT / BLE 4.2	✓	✓
Ethernet	✗	✓
Power		
PoE (IEEE 802.3af)	✗	✓
100-240V AC Power Input	✓	w/ PoE Injector
12-30V DC Power Input (10W Max)	✓	w/ USB Adapter
USB Power Input (10W Max)	✓	✓
USB		
USB Location	Bottom edge	Rear
USB Type	Micro	USB C
Audio		
Microphones	✓	✓
Speaker	✗	✓
Sensors		
Temperature/Humidity sensor	✓	✓
Proximity/Lux sensor	✓	✓
Service buttons		
Software Reset Button	Bottom Edge	Rear
Hardware Reset Button	✗	Bottom Edge
Other		
Packaging	Colour	Brown/Black
Professional Product (not available online)	✗	✓

Plugins

Integrations are Provided via Plugins

Each Rithum Switch or Rithum Switch Pro ships with some integrations and features out of the box, which are known as Standard Plugins. There are additional plugins which can be bought online (Premium Plugins) or through a dealer (Pro Plugins). Premium and Pro plugins are a one-off purchase on a per-switch basis. This provides flexibility in configuring a switch to work with a specific system.

Adding a plugin to a switch takes seconds: simply click the unique licence URL, type in the serial number & on-screen authorisation code (which changes every 12 hours), and the plugin automatically downloads & is ready to be configured.

For detailed plugin information, see the back of the virtual software box.



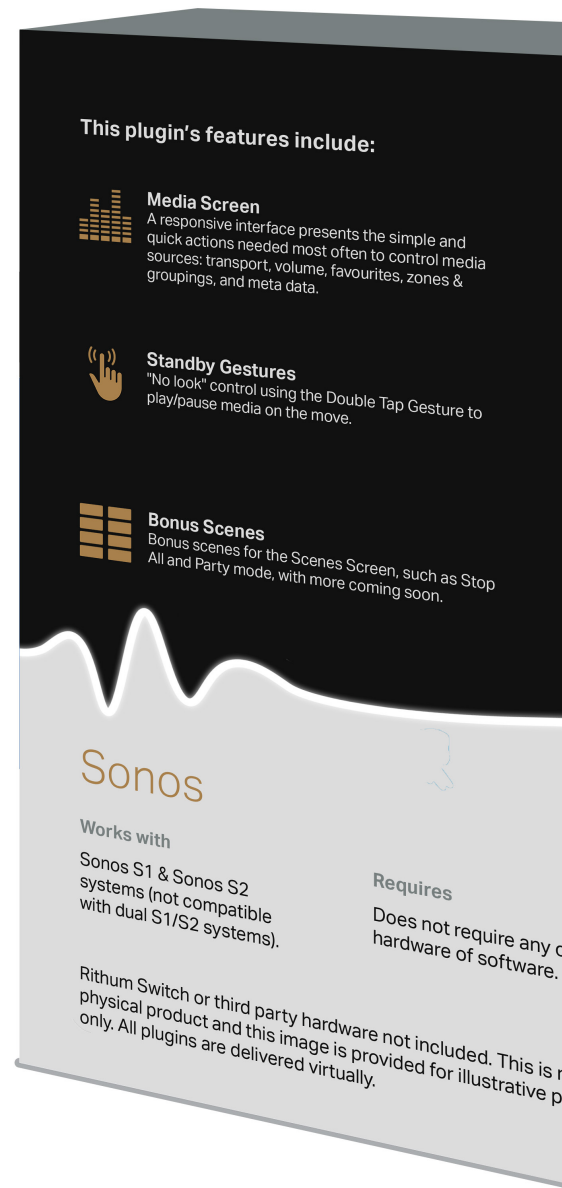
Standard plugins are included with every switch.



Premium plugins available from Rithum & their partners.



Pro plugins only available through an installer.



Works With
COOLAUTOMATION
THERMOSTATS



Works With
heatmiser



Works With
tado°
Smart Thermostat



Works With
Rithum Stat

Climate

With options for climate control via integration or using our built-in Rithum Stat, Rithum's Climate plugins provide simple and intuitive manual control as well as scheduling in some cases.

As discussed on page 4, Rithum Stat is our built-in thermostatic software that uses the onboard temperature sensor. Simply pair with a relay via another integration and there is a thermostat with a seven-day scheduler ready to go.

In addition, integration with Heatmiser, CoolAutomation, and Tado offer front-end control of those third party systems. Or there is also Homey & Fibaro (pg. 10) which have deeper climate integration and can utilise Rithum's temperature sensor.



Lighting & Shading

Control of lighting & shading is split into the Scenes Screen and the Levels Screen, with most of our lighting plugins covering both and offering Standby Gesture control to boot.

Plus, use relays within all of these integrations alongside Rithum Stat.

In the majority of cases, scene, circuit, and zone names are pulled from the third party system (although can be renamed), providing a quick setup process.

Our built-in Philips Hue plugin provides a responsive bridge into Zigbee devices. Great for simple setups and retrofits. The Shelly plugin provides an interface into their cheap Wi-Fi modules which are useful in a pinch.

And the Lutron Ra2 Select, Rako, and now KNX plugins provide a dynamic interface into these ubiquitous systems.

Also, see our multi-function integrations on page 10 which also provide lighting/shading control and HTTPviaSD for integration with anything that supports HTTP requests.

Multiroom Audio

Responsive yet simple control of the multiroom audio systems of Sonos & BluOS from both the Media Screen and convenient scenes at both the system or zone level, such as Stop/Pause, Group All, or even Play Favourite X in Zone Y.

The built-in Sonos plugin is setup in a matter of seconds by simply discovering players on the network, in the same way that the BluOS plugins do.

BluOS Lite provides control of smaller systems of up to four players and is not compatible with multi-zone amplifiers. BluOS Multi-room supports those amps and an unlimited number of zones, plus includes our audio zone filter to hide certain zones from certain switches.

Control of Audioflow's IP-controllable speaker switches provides a convenient yet cost effective solution for open plan spaces.



Multi-function

These plugins offer exactly what they say: multiple functions. Be it Zuma with both Sound & Light; or Fibaro & Homey which both offer Levels, Scenes, and Climate integration.

The Zuma plugin provides level control of Light and Sound functions alike, with scenes for various presets including their Circadian mode.

Trigger Homey Flows or Fibaro scenes from both single or group scenes, using gestures or from Rithum Stat, and their Levels integration provides manual adjustment of connected lighting devices.

Both the Fibaro & Homey Climate integrations support the feedback of Rithum's temperature sensor into their system, removing the need for additional sensors.



Audio Visual

Rithum's Audio Visual plugins provide a bridge to control not just the AV routing of matrices & switchers, but also attached devices.

Trigger HDANYWHERE sequences that can control a variety of different system elements, from sources and displays to lighting and more.

Using the Blustream plugin, it's possible to go one step further and send specific CEC commands to both sources and displays, such as turning them on or adjusting the volume.

Rithum Plugins

Included with every switch are HTTPviaSD and Rithum Stat. As covered on page 4, Rithum stat is the built-in thermostatic software of every Rithum Switch.

Opening up integration is HTTPviaSD which allows the loading of HTTP requests via an SD card that can then trigger either cloud or local services such as IFTTT, Control4 and many other things. These can then be used alongside Rithum Stat or with Scenes or Gestures.



Plus more plugins and new features coming soon..

Use Cases

Residential

The intuitive interface of Rithum Switch gets praised for its ease of use from all family members, not just the techies. With macro scenes to turn off multiple systems at the touch of a button and lists to logically group areas, the Scenes Screen can be configured for the room and for the users. The effortless climate and audio interfaces provide just the right amount of control without being overbearing.



Hotel Rooms

With Rithum, each hotel room can have its own self-contained system without the need for an app or centralised hardware. Intuitive icons can be understood by travellers from afar, offering integration with the centralised GRMS as required. Whether the room needs all the screens or just scenes, any unused navigation tabs can be hidden to keep things simple for the guests.



Use Cases

Hospitality & Retail

Rithum means staff have just the right amount of control they need at their fingertips without reliance on a smart phone or app. Macros can be used for different times of day or events and predefined favourites & presets for audio control are always ready to go. In sports bar settings, our AV plugins can provide the switching to various configurations depending on the matchday.



Commercial & Education

Using our HDANYWHERE and Blustream integrations as a bridge, Rithum Switch can control the world of audio visual. With CEC control via Blustream, Rithum can control not only the switching components but also the sources and displays. This makes for a compelling meeting room solution at a competitive price point which offers much more than static controllers can. Plus lighting integrations to boot.



Customer & Partner Comments

"One of the simplest interfaces I've ever used. Lighting, audio and heating. Brilliant!"



"The switch is easy to set up and the response from lights etc immediate."



"It works exactly as advertised, and works perfectly. Thumbs up from the rest of the family too for being simple to use."



"The experience is superb in my home setup. Everything works flawlessly"



"Great product that now is installed in almost every room in our house."



"Apart from the amazing smart switch... which is brilliant and innovative. It is backed up with amazing customer service and technical support."



BLUSTREAM

"At Blustream we're really excited by the Rithum control panel as it offers both a fresh and cost effective approach to decentralised control of any meeting space. Simple to program and very aesthetically pleasing, I think the Rithum solution has the potential to bring positive disruption to the channel."

- Phil Davis, MD, Blustream EMEA



ANATECH
DISTRIBUTION

"Rithum is a great addition to the Anatech portfolio, allowing access to a range of basic control functions and feedback at very reasonable cost, and with minimal install skills required. The feature-set is constantly evolving - I know there are some more exciting things to come from Rithum in 2024 and beyond."

- Keir Livock, CI Channel Sales, Anatech Distribution



ALLTRADE

"Alltrade see huge potential for Rithum in the mid-market as a control solution not only for smart homes but far beyond. They are challenging the status quo of the control system and are constantly evolving & updating their platform, including adding integrations which we also sell and support such as Sonos, Lutron Ra2 Select, & Blustream."

- Lee Harding, Technical Director, Alltrade Distribution



JDK

"Rithum serves as the future's smart switch, acting as the connecting element to control your smart home as a unified system. We see huge potential for Rithum in the mid-market as a control solution not only for smart homes but far beyond. Their products are easy to install and constantly evolving so they grow with you and get smarter all the time"

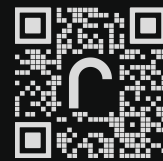
- John de Regt, CEO, JDK Benelux

Warranty & Support

Customer Service is Our Priority

At Rithum we prioritise customer service and support, be it to end customers or our partners. We look to respond to all tickets within minutes, not hours. If you need support, please visit our help centre or email us on support@rithumhome.com.

support.rithumhome.com | support.rithumpro.com



rithum 
Get control of yours