

## Press Release

### Panasonic Life Solutions India Introduces Roma Urban Smart Switch: A New-Age Smart Home Solution Blending Technology with Glamour

**Mumbai, February 23, 2026** - Panasonic Life Solutions India today announced the launch of the Roma Urban Smart Touch Series, a next-generation smart home IoT solution designed to deliver enhanced convenience, safety, and lifestyle efficiency for modern Indian homes. Built for connected, design-led spaces, the new switch range combines Smart Home control with premium aesthetics.

Designed for today's fast-paced lifestyle, the Roma Urban Smart Touch Switch enables users to manage electrical devices through three interfaces - a mobile application, voice commands, and a feather-touch physical switch. This hybrid control model delivers smart functionality while preserving the familiarity of manual use.

This range of IoT switches is crafted for home buyers—who aspire to elevate their lifestyle and value modern aesthetics. It also caters to the demand of tech-savvy professionals, premium homeowners, architects, and interior designers. With compatibility across a wide ecosystem of appliances—from lights and fans to air conditioners and televisions—it delivers a truly seamless smart home setup.

A key differentiator is its easy installation and retrofit compatibility. Suitable for both new and existing homes, the switch works with current wiring infrastructure and does not require extra wiring or a separate gateway device. This reduces upgrade complexity, cost, and installation time, making smart upgrades more accessible and practical.

Powered by the company's smart platform and operated through the MirAle app, users can create customized scenes and automation profiles enabling multiple devices to respond simultaneously to a single command. Built-in scheduling features also help reduce energy wastage and improve power saving. At the core of this new solution lies a strong commitment to cybersecurity and data privacy, both of which remain uncompromised. The Roma Urban Smart Touch series is built on a cloud platform that is owned, maintained, and managed by Panasonic India. All data exchange and transmission between the devices and the cloud are securely encrypted, eliminating the risk of unauthorized access or data breaches.

Speaking on the launch, a company spokesperson Yoshiyuki Kato, Managing Director, Panasonic Electric Works, Panasonic Life Solutions India, said, "Consumers today seek smart solutions that are technologically advanced, simple to use, and visually refined. The Roma Urban Smart Switch blends Smart Home control, elegant design, and retrofit convenience to upgrade everyday living with personalized, connected experiences - without changing existing infrastructure."

Configuration is user-friendly, with QR-based onboarding and guided in-app setup. The system runs on standard 2.4 GHz Wi-Fi networks for stable connectivity. Available in premium glass and metal finishes, the range optimizes switchboard space, enabling up to 50% higher functional control within the same plate size.

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