



## **ehome Fachbeirat**

**Guenther Ohland**, Founder and President of GO Redaktionsbuero  
President of "SmartHome-Paderborn Association" and "SmartHome Initiative  
Germany".

Guenther Ohland spent 15 years with Nixdorf Computer and held different management positions across the IT-industry in Europe. In 1990 he founded "GO Redaktionsbuero" as a Marketing- and PR-consulting firm. GO's customers are national and international Telecommunications- and IT manufacturers as well as distributors.

As an European lighthouse he planned and realised "SmartHome Paderborn", an example for an intelligent networked home. The entire object has been built using existing products. The message is that SmartHome is no longer a future vision, but today's reality. Everybody can purchase smart home products and assemble an individual energy saving, comfortable and safe intelligent home. The building is a marketing- and sales platform for companies presenting their products within the context of a totally networked home and environment. In 2008 Guenther Ohland founded "SmartHome initiative Germany" in order to provide the various intelligent homes with marketing communication support, technology transfer and education across the SmartHome industry.