Building the future of smart living.

In real estate, innovation isn't a luxury–it's a necessity.

And Rogers Smart Community (RSC) is at the forefront of transforming how we live, work, and connect. By partnering with leading developers like Mattamy Homes, RSC is helping shape the future of housing through smart, connected communities where technology enhances every aspect of daily life.



The challenge: Smarter Living, without the complexity.

Urban developments require infrastructure that's intuitive, scalable, and built for modern living.

"Other systems required too much hardware–touchpads, extra devices–and that created problems with warranty and connectivity," explains Logan Baker, Director of Special Projects at Mattamy Homes.

Why it works: Tech that's built for people.

Today's residents expect more than just a place to live–they want smart, secure, and connected homes. Rogers Smart Community delivers on that expectation.

RSC ensures every resident and property manager receives hands-on training, ensuring adoption and satisfaction from day one. It's not just about installing tech–it's about empowering people.

The breakthrough: A mobile-first, hardware-light solution.

Rogers Smart Community delivered a seamless, mobile-first platform that integrates:

- **Bulk internet**
  Reliable, fast, secure WiFi–ready on day one for both, team and guests.
- **Smart access and security**
  Virtual concierge, visitor parking, integrated hardware and mobile building access.
- **ICAT engineers**
  Design and implementation of custom solutions tailored to each project's unique needs.

"With RSC, residents just need their phone. It's simple, reliable, and it works," says Baker.

ROGERS
Smart Community

Our advantage: Seamless collaboration.



One of RSC's greatest strengths is its collaborative approach.

"Communication is number one. Working with the Rogers team very early in the design stages is critical–just to understand the technology requirements, scheduling, and to create a plan that ensures the construction phase goes smoothly," says Baker.

This isn't just plug-and-play–it's plan-and-execute, with Rogers leading the way.



The market Is demanding It.

Smart technology is no longer a luxury–it's a must-have. Over 40% of MDU residents say smart home features influence where they choose to live, and many are willing to pay more for bulk broadband bundled with rent[2]. Smart apartments consistently deliver higher satisfaction, lower turnover, and increased rental value[3]. Smart buildings are now seen as strategic assets–shaping tenant demand and driving investment[4]. The message is clear: tech-enabled living isn't a trend–it's a proven path to long-term value.

Smart living for everyone.

RSC is already enabling tiered smart packages to match different building profiles and budgets–from downtown towers to suburban mid-rises.

> "Technology should make buildings more livable and more affordable. That's the future we're building toward, says Baker."

The future is already here.

If you're still relying on outdated systems, you're already behind. Mattamy's success with Rogers Smart Community proves that the right tech partner:

- Cut costs and simplify operations.
- Deliver reliable internet that guarantees smooth, connected living.
- Future-proof your developments.
- Enhance resident satisfaction.

Create smarter, safer, and more connected communities with Rogers Smart Community.

Contact us to learn more at **rogers.com/business/major-accounts**

ROGERS
Smart Community

References:
(1) https://www.parksassociates.com/bento/shop/whitepapers/files/ParksAssoc-Future-ReadyBB-2021.pdf
(2) Popmodo & Forbes
(3) CMCH & JLL

2025 Rogers Communications Inc.