

PRESS RELEASE

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Media Contact:

Oren Segal, Founder, CEO

Email: oren@mash-home.com

Phone: +1-669-234-9989

www.mash-home.com

mash Debuts at NAHB International Builders' Show 2026, Unveiling the First Digital Utility for AI-Enabled Homes

Startup Zone Participant to Showcase mashNet Platform That Transforms Every Home Into an Always-Online, Intelligent Living Space

ORLANDO, FL – February 17, 2026 – mash, a pioneer in AI-enabled home infrastructure, is making its official debut at the 2026 NAHB International Builders' Show (IBS) in Orlando, Florida, February 17–19. Selected to participate in the prestigious IBS Start-Up Zone and New Product Zone, mash will introduce mashNet, a revolutionary digital utility built directly into residential properties that unifies smart devices, AI platforms, and home systems into a single, secure, and always-online network.

Founded by members of the team that helped launch the Matter smart home standard alongside Apple, Google, and Amazon, mash is addressing the industry's most persistent challenge: smart home fragmentation. With mashNet, builders can deliver future-ready homes without disrupting existing workflows or locking residents into a single ecosystem.

Solving the Builder's Smart Home Dilemma

Today's homebuilders face mounting pressure to deliver smart home capabilities, yet existing solutions force difficult choices—proprietary platforms that limit consumer choice, complex integrations that disrupt construction timelines, or fragmented systems that create post-sale support burdens. mashNet eliminates these tradeoffs entirely.

"We're defining what the AI-enabled home looks like," said Oren Segal, CEO and founder at mash. "mashNet is the missing infrastructure layer that lets builders offer a premium, future-proof smart home experience using their existing vendors and workflows. Residents get true freedom to use any device, any platform, any AI assistant and setup that takes 60 seconds only."

Key Benefits for Builders and Residents

For homebuilders and property managers, mashNet delivers measurable operational and financial advantages:

- **Zero workflow disruption** – Works with current smart home vendors and construction processes
- **Unified remote management** – Securely control access to all properties from a single dashboard, reducing costs for showings, security, and vendor access
- **Reduced warranty claims** – Proactive monitoring identifies leaks, HVAC anomalies, and system issues before they escalate
- **Lower insurance costs** – Advanced leak detection and automatic shutoff capabilities help residents qualify for premium reductions
- **Differentiated communities** – Offer a truly intelligent, always-online home that commands premium pricing

For residents, mashNet provides unprecedented flexibility and simplicity:

- **Universal platform compatibility** – Works with Apple Home, Google Home, Amazon Alexa, and any Matter-enabled emerging AI platform like Gemini or ChatGPT
- **Bring your own devices** – Full compatibility with devices residents already own or add to the system later
- **60-second setup** – Complete home intelligence activated in under a minute
- **Always online** – Continuous connectivity and monitoring from day one

IBS 2026: Launch, Competition, and Limited Pilot Program

mash will exhibit in the Start-Up Zone Booth 5643, New Product Zone, and compete in the official Start-Up Pitch Competition during IBS 2026. The company is opening a limited 2026 pilot program for select builders and will conduct private demonstrations and consultations throughout the three-day event.

"With our deep awareness regarding data privacy at Apple and Skybox Security," added co-founder and CTO, Adam Dadon, "we have a security-first architecture. Core communication happens locally in the home rather than relying on the cloud, which improves reliability and

reduces exposure. mashNet is built to support continuous updates over the life of the home to manage privacy and security with the best-in-class standards.”

The 2026 International Builders' Show is expected to attract more than 70,000 residential construction professionals and feature 1,700+ exhibiting brands at the Orange County Convention Center.

About mash

mash is defining the AI-enabled home with mashNet, a digital utility infrastructure built directly into residential properties. By unifying native devices—from switches and locks to sensors, thermostats, and Wi-Fi—into a secure, managed network, mashNet keeps every home always online, intelligent, and ready for any AI platform or smart device. Founded by the team that initiated the Matter standard, mash delivers builder-first solutions that integrate seamlessly with existing workflows while giving residents unprecedented freedom and simplicity. Learn more at www.mash-home.com.
