



## Digital Home Ecosystem Forum 2010

**Wednesday, May 5, 2010**  
**Hosted by Microsoft Corporation**  
**Redmond, WA**

<http://www.caba.org/connectedhome/forum>

The Digital Home Ecosystem Forum, hosted by Microsoft Corporation, will bring together leading companies dealing with integration of consumer electronics and other cutting-edge technology throughout the home. Learn about current trends in the digital and connected home from a wide range of companies working in this space and explore future research opportunities.

Organizations such as: APC, Ball State University, Best Buy, Bell Canada, Black & Decker, CBS Vision, comScore, Direct Energy, Energy Eye, Exceptional Innovation, Hydro One Networks Ingersoll Rand/Trane/Schlage, Intel Corporation, Lifestyles Insights, Microsoft Corporation, MASCO, MOEN, Philips, POCO Labs, Procter & Gamble, Sensory Inc, Sigma Design (Z-Wave Alliance/CopperGate), TELUS, Texas Instruments, The Duchossois Group (AMX/ Chamberlain), Tyco Electronics, Vantage/LeGrand and Zanthus will collaboratively discuss new leading-edge research with "Connected Home" technologies.

In addition, hear about member research and the Connected Home Research Council's current activities. Participants will be engaged to openly discuss the Council's current research strategy as it relates to industry and your respective organizations. There will be tours of Microsoft's "**Home of the Future**" and the "**Center for Information Work**". The current agenda with speakers is outlined below:

### **Agenda – Wed, May 5, 2010**

8:00 - 8:30 Full Breakfast

8:30 - 8:45 Opening Comments - Ron Zimmer, CABA's President & CEO, and host Cheri Marine, Microsoft Corporation

8:45 to 9:00 Introduction of the Connected Home Research Council (CH-RC): CH-RC Chair David Dollihite, Direct Energy, and CH-RC Vice Chair - Jerry Gouge, Ingersoll Rand

9:00 – 9:45 High-Level Results from **CH-RC Video Consumption** Project – TBA – CBS Vision/comScore

The Continental Automated Buildings Association, through its Connected Home Research Council, has completed a report that develops a better understanding of digital video consumption by examining the habits, practices, and desires of current consumers in regard to TV, computers, and mobile devices. The study was prepared for CABA by CBS Vision and comScore and examined viewing decisions; video suggestions and recommendations; new technology purchases; portable devices; future video preferences; and video content purchases. The study findings will cover consumers viewing decisions; new technology purchases; which device is preferred for watching video; and their interest in the new emerging "video tablet" concept. The study was funded by: Ball State University, Bell Canada, Hewlett-Packard Company, Microsoft Corporation, Procter & Gamble, TELUS and Whirlpool Corporation.

9:45 – 10:30 **Mommy to Maven™: Virtual is the Reality** - Robin Avni, Principal, Lifestyle Insights

It doesn't really matter if Mom is working the iPhone apps, setting up shop on the kitchen island with her designer netbook or capturing digital memories to add to the family scrapbook, whatever the technology may afford the goals are simple: communicate, create and coordinate. By referencing seven current trends, you will learn how a woman's motivation to adopt technology is influenced by lifestyle and life stage. These insights will highlight her incentives and provide product examples of how she seeks to gain day-to-day efficiencies, tap her creative spirit and, most important of all, enhance connections with family and friends.

10:30 - 10:45 Networking Break and Refreshments

10:45 - 11:30 Presentation - Preliminary Results – **CH-RC Connected Home Roadmap** Project

Through a collaborative research process, the primary objectives for Connected Home Roadmap (CHRM) 2010 study examines the current market for "Connected Home" solutions, uncovered unmet needs, key drivers and trends of the future. The 2010 CHRM project utilized the talents of Parks Associates, JLA Strategic Research and POCO Labs as they examined the "Connected Home" solution market inclusive of size, trends, channels and adoption. Attend this session and gain insights into consumer attitudes towards "Connected Home" technologies, the value proposition and predict future market adoption. This research was funded by: Bell Canada, Best Buy, Black & Decker, Direct Energy, Hydro One Networks, Ingersoll Rand, Microsoft Corporation, MOEN Incorporated, TELUS Corporation, and Whirlpool Corporation. (Speakers TBA)

11:30 - 12:30 Networking and Lunch Break

12:30 - 1:30 Presentation – **Is Home Control Heating Up?**

From lights to locks, and energy management to entertainment, it's looking more and more like the answer to that question is "yes." But, can home control solutions be more compelling now than they've been over the past decade, when the typical consumer response has been, "Why do I need that?" According to more than a dozen consumer studies on the topic, the idea of home control can become strongly compelling once the benefits are made clear. This session will address how to overcome the challenge of communicating the benefits to a population with no simple way to experience them. Following a presentation summarizing key research implications, a panel of leading industry players will offer their perspective based on real-world experience.

[Presenter & Moderator:](#)

Carole Wiedmeyer, Zanthus

[Panel Speakers](#)

- Kris Bowring, Best Buy
- Ken Fairbanks, The Duchossois Group (AMX, Chamberlain, HeathCO, Milestone, Brivo)
- Dwight Gibson, Ingersoll Rand Residential Solutions

1:30 - 2:15 Update and Review of CH-RC Research Strategy and Projects

“Think Tank” on Research Topics – Moderator - **Orly Cocco, Procter & Gamble**

Members and delegates will discuss the current research strategy, identify gaps and opportunities for future collaborative research:

- **Energy Management as a Managed Service** – Participating companies: Direct Energy (Lead company), 3M, Best Buy, Intel Corporation, TELUS, Trane/Ingersoll Rand/Schlage, Tyco Electronics, and Whirlpool Corporation
- **NexGen Widgets/Applications**
- **Magic Kitchen (Phase II)**

2:15 - 2:30 Networking Break and Refreshments

2:30 - 3:15 Research Recommendations and Next Steps

3:15 - 3:30 Closing Remarks - David Dollihite

3:30 - 4:45 Tours of Microsoft's [“Home of the Future”](#) and their [“Center for Information Work”](#)

# Microsoft

## Sponsor & Host

### Campus Details:

Microsoft Corporation

1 Microsoft way

Redmond, WA 98052

### Hotel Info:

#### Hilton Bellevue

**\*\*Ask for the Microsoft Corporate rate when booking!**

300 112th Avenue SE, Bellevue, Washington, United States 98004

Tel: 1-425-455-1300 Fax: 1-425-455-0466

[http://www1.hilton.com/en\\_US/hi/hotel/LION-HF-Hilton-Bellevue-Washington/index.do](http://www1.hilton.com/en_US/hi/hotel/LION-HF-Hilton-Bellevue-Washington/index.do)

## Register Now!

Registrations for CH-RC members are FREE to the first five (5) registrants for CH-RC Advisory Board members and to the first two (2) registrants for CH-RC Affiliate members; CABA members pay \$395 and non-members start at \$595. Details can be found at: <http://www.caba.org/connectedhome/forum>

### Contact Details:

Don O'Connor

Business Development Manager, CABA

613.686.1814 ext 226

[oonor@caba.org](mailto:oonor@caba.org)

