



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

1173 Cyrville Road, Suite 210
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814
Fax: 1.613.744.7833
US/Canada: 1.888.798.CABA

Web: www.caba.org
E-mail: caba@caba.org

CABA Launches Connected Home Roadmap 2010 Study

November 16, 2009

The Continental Automated Buildings Association, through its Connected Home Research Council, is launching a consumer market study that will examine all aspects of the connected home marketplace.

CABA's "Connected Home Roadmap 2010" project will be a large-scale study designed to provide insights into consumer attitudes concerning technologies, value propositions and future market adoption.

The first phase of the study will establish the current state of the connected home solution marketplace through an environmental analysis that will consider sales and other key trends. This phase will involve exploration of existing sources of information, including articles, industry publications, trade statistics, financial reports, syndicated research and interviews with industry players.

The second phase will consist of a consumer survey of North American homeowners designed to determine consumer needs and to find primary drivers for consumer adoption.

"The underlying purpose of the Roadmap project will be to understand, and convey the value proposition of the connected home," states David Dollihite, Vice President of Home Services, Direct Energy and Chair of CABA's Connected Home Research Council. "This initiative will consequently establish a vision for the market today and its near-term evolution by providing a framework to support players in the connected home arena as they navigate the complex and shifting dynamics of this emerging market."

The Roadmap project will be designed to examine the following market segments: safety, security, health, energy management, monitoring, entertainment and home control and automation.

"It is our clear expectation that this Roadmap will ultimately be used by members of CABA's Connected Home Research Council to identify unique opportunities in the connected home marketplace," states Ronald J. Zimmer, CABA President & CEO.

Member participating in this project include: Bell Canada, Best Buy, Black & Decker, Direct Energy, Hydro One, Microsoft Corporation, Trane, TELUS and Whirlpool Corporation.

CABA expects the study to be completed by mid-2010.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

Media Contact:

Rawlson O'Neil King
Communications Director, CABA
king@caba.org
613.686.1814 x225
888.798.CABA (2222)