



Continental Automated
Buildings Association

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

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

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Continental Automated Buildings Association Launches New Research Program

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The Continental Automated Buildings Association is pleased to announce the launch of the CABA Research Program. This new effort will build upon and succeed the research efforts that were undertaken by CABA's Connected Home Research Council and CABA's Intelligent and Integrated Buildings Council.

The new research program will help firms evaluate both smart home and intelligent building technologies and create strategies to successfully commercialize new products and services and position them within the global marketplace.

Utilizing the CABA Research Program, firms will be able to forecast industry growth, benchmark their success within the industry, target appropriate customers, plan product development, better understand their market and competition, identify the needs of their customers and identify key barriers to product adoption.

CABA will provide its research program participants with technical and advisory services to facilitate the creation of objective market research through consumer surveys, product pilots and primary research studies. The association will provide options for both individual and collaborative research participation.

In collaborative research projects, the Continental Automated Buildings Association will work to manage projects between multiple partners, utilizing systematic and proven project management techniques to maximize the benefits of research collaboration for all participants while minimizing costs. In individual research projects, CABA will specifically work with single, specific companies to fulfill their research objectives. In all cases, CABA will act as an agnostic platform to ensure that realistic and neutral research results are achieved.

"Research keeps both CABA members and industry stakeholders informed of market trends and industry advances by delivering leading-edge information, data, trends and analysis," states Ronald J. Zimmer, CABA President & CEO. "Our competitive market intelligence will help the industry, in general, and our members, in particular, build and sustain profitable, growth-oriented businesses."

In addition, the CABA Research Program will develop two landmark studies on an annual basis that will respectively focus on intelligent building and smart home technologies, with an aim to create critical market data that helps industry stakeholders refine their product development and marketing efforts.

CABA's new Research Director, John L. Hall, will administer the new research program. Mr. Hall has had a 24-year career in progressively responsible positions in market research, analysis and development, market intelligence and social science research. To learn more about how your organization can participate in the CABA Research Program, please contact Mr. Hall at 613.686.1814 x227 or hall@caba.org.

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/>.

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