



Continental Automated
Buildings Association

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

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

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CABA Launches “State of the Connected Home Market 2011” Research Study

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The Continental Automated Buildings Association has launched a collaborative research project, entitled the “State of the Connected Home Market 2011” to study significant developments and trends in the connected home market by investigating consumer attitudes and behaviors with regard to the connected home.

The study, the fourth of its kind since 2003, will identify key emerging areas of opportunity over the next two years to advance the connected home space in the U.S. and Canada.

The research project will identify the most desired features and combinations of features for connected home solutions, and how these map to improving consumer lifestyles. The project will also investigate the state of enabling network technologies for the most desired solutions, and needed improvements to facilitate adoption. The study will also be designed to characterize the most promising consumers in terms of their lifestyles, family dynamics, demographics, likely purchases, and decision-making processes for new purchases.

It will also attempt to understand how to make the benefits of connected home solutions clearer to consumers, while effectively addressing concerns; and also update channel approaches to more easily entice consumers to consider purchase of connected home solutions. In addition, this new iteration of the study will have a special focus on energy management and how the development of Smart Grid initiatives will impact the connected home.

“Determining the demand and potential for connected home products and services is key to our organization’s mission,” stated Ronald J. Zimmer, CABA President & CEO. “CABA’s series of credible and actionable reports on the subject have enabled visionary organizations to successfully plot a course for their offerings. Our organization intends to continue to be the best source of market research and analysis on the connected home.”

Companies participating in CABA’s “State of the Connected Home Market 2011” research project include: 3M, ADT Security Services, Best Buy, BSH Home Appliances Corporation, Consolidated Edison Co. of NY, GE Energy Services, Hydro One Networks, IBM, Ingersoll Rand/Trane/Schlage, Landis+Gyr, Microsoft Corporation, NYSERDA, Pacific Gas and Electric Company, Schneider Electric, SecurTek Monitoring Solutions, Sempra Utilities, Shell, Southern California Edison Company, TELUS Corporation, USNAP Alliance, Verizon Wireless, and Whirlpool Corporation. The research is being conducted by Zanthus Corporation research consultancy.

CABA expects the study to be completed by November 2011. The study is a major initiative of the CABA Research Program, which offers a range of opt-in technical and advisory research services designed to provide industry stakeholders with collaborative research and R&D opportunities. For more information, please see www.caba.org/research. Organizations can purchase the report by contacting CABA at 888.798.CABA (2222) or 613.686.1814 (x 226).

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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