



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 Completes 2011 Landmark Connected Home Market Study

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The Continental Automated Buildings Association has completed a landmark research study that identifies key emerging areas of opportunity in the North American connected home marketplace.

CABA's State of the Connected Home Market 2011 study analyzed the most desired features for connected home solutions, including communications, security, comfort, and energy savings, in order to determine how service providers and consumer electronics manufacturers can combine these features to improve consumer lifestyles.

Using an "ecosystem" approach to uncover market opportunity, three household surveys were fielded, each corresponding with entertainment, family interaction, and home energy management. In all, 2,400 surveys were conducted throughout North America in order to map consumer demography in terms of lifestyle, family dynamics, likely purchases, and decision-making processes for new connected home products and services.

The research found that there has been a significant increase in appeal for connected home products since 2008 and that over 40 percent of both U.S. and Canadian consumers believe connected home technologies provide substantial benefits in terms of safety and security, energy savings, and providing remote control over home functionality.

The study also examined the state of enabled networking technologies, such as high-speed Wi-Fi, ZigBee, Z-Wave, and cloud computing, to evaluate ways to improve adoption and improve consumer education.

"CABA's State of the Connected Home Market study validates past and current trends and characterizes consumers' current and future understanding of the smart home," stated Ronald J. Zimmer, CABA President & CEO. "The research ultimately demonstrated to CABA Research Program participants how to make the benefits of connected home solutions clearer to their customers and updates channel approaches to more easily entice consumers to consider purchase of connected home solutions."

Organizations that participated in CABA's State of the Connected Home Market 2011 study included: 3M Company, ADT Security Services, Best Buy Co., Inc., Broan NuTone, BSH Home Appliances Corporation, Carrier Corp., Consolidated Edison Company of New York, GE Energy Services, Honeywell International, Hydro One Networks Inc., IBM, Ingersoll Rand/Trane/Schlage, Landis+Gyr, Microsoft Corporation, Moen Inc., Pacific Gas & Electric Company, Qualcomm, Schneider-Electric, SecurTek Monitoring Solutions, Sempra Utilities, Shell, Southern California Edison Company, TELUS Corporation, USNAP Alliance, Verizon Wireless and Whirlpool Corporation.

The firms participated in the study through the CABA Research Program, which offers a range of opt-in technical and advisory research services designed to provide industry stakeholders with collaborative market research and R&D opportunities. Zanthus, an independent market research consulting firm, conducted the study, which is the latest in a series of landmark studies that the firm has conducted for CABA every three years since 2003.

The report has been released to its funding partners and will be made available for purchase to the rest of the industry after an embargo period. Companies enquiring for details and pricing can contact George Grimes, CABA's Business Development Manager at grimes@caba.org or 613.686.1814 x226.

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)