

CABA Digital Home Forum

Wednesday, March 21, 2012



CABA'S CONNECTED
HOME COUNCIL



HOSTED BY:



Basking Ridge, NJ



Member Price: \$395 US
Non-Member Price: \$595 US
Forum attendees are welcome to attend the **Free CABA Connected Home Council (CHC) meeting Thursday morning, March 22, 2012, 9 AM – 11 AM.** To register for the Forum and the CHC meeting, send an email to: disipio@caba.org. For more information contact: George Grimes, CABA Business Development Manager at **613.686.1814** x226 or grimes@caba.org

DIGITAL HOME FORUM AGENDA: Wednesday, March 21, 2012

CABA's Digital Home Forum, hosted by Verizon Wireless, will bring together leading companies involved in the 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. Hear CABA members and others share their research and market insights. In addition, learn about the Connected Home Council's current activities. Participants will be engaged to openly discuss current research strategy as it relates to the connected home sector and their respective organizations.

Venue: 1 Verizon Way
Verizon Corporate Offices
Basking Ridge, NJ

Attendee

Instructions: * Attendees are asked to go to the Verizon Main Building, **"Visitor Check-In"**
* Please go to the Reception Desk and check-in for the CABA Digital Home Forum (Michael Clay from Verizon is the meeting organizer: Michael Clay, Channel Management & Partnerships | Verizon Enterprise Solutions | Tel: 770.797.1156 | Mob: 404.606.0330)
* Reception **will have your name** and issue you a guest nametag – with your name and organization. **Nametags must be worn at all times**
* You will be given the meeting room number at the desk, and you can **proceed to the Forum Meeting Room** – where you will be met by Forum staff

AGENDA – Wednesday, March 21, 2012

8:00 - 8:30 Continental Breakfast

8:30 - 8:40 Opening Comments - Ron Zimmer, CABA President & CEO; and host/CHC Chairman, Michael Clay, Senior Manager, Channel Management & Partnerships, Verizon Enterprise Solutions

8:40 - 8:45 Introduction and update of the Connected Home Council (CHC) activities: Michael Clay, CHC Chairman, Verizon Enterprise Solutions; Scott Burnett, CHC Vice-Chairman, IBM

8:45 – 9:45 Presentation – “State of the Connected Home Market 2011”, Report Highlights

Presenter: Carole Wiedmeyer, Partner, Zanthus Corporation

Moderator: Michael Lehman, President, Zanthus Corporation

Panel Discussion: Alok Singh, Manager Design & Engineering Services, Southern California Edison Company; Fabrice Hoerner, Technical Marketing Manager, QUALCOMM; Armen Nishanian, Senior Specialist, Market Research, Consolidated Edison of New York; Greg Farrell, Vice-President, Business Development, ADT Security Services Inc. (remote via teleconference)

The Continental Automated Buildings Association completed this Landmark Research study to update participant understanding of significant developments and trends in the connected home market by investigating consumer attitudes and behaviors with regard to the connected home. The 2011 State of the Connected Home Market study is the fourth time that this study has been undertaken since 2003. The 2011 study identified key emerging areas of opportunity over the next two years to advance the connected home space in the U.S. and Canada. The study validated past and current trends, and characterized consumers' understanding of the connected home today—and in the future. In addition, this new iteration of the study had a special focus on uncovering how converged solutions map to key unmet consumer lifestyle-related needs, how development of Smart Grid initiatives will impact the connected home, and a focus on the Home Energy, Entertainment and Family Ecosystems.

9:45 – 10:30 Presentation – “Verizon Enterprise Solutions (VES)”

Presenter: Michael Clay, Senior Manager, Channel Management & Partnerships, Verizon Enterprise Solutions

Michael Clay will update Forum attendees as to the recent and innovative developments at Verizon, with the formation and launch of Verizon Enterprise Solutions (VES).

10:30 - 10:45 Networking Break and Refreshments

10:45 – 11:30 Presentation – “Smart Energy Home: The Consumer Perspective”

Presenter: Clint Wheelock, President, Pike Research

Energy is a critical enabler of the digital home, and over time digital technologies will have a profound effect on the way consumers use and manage energy in the residential environment. A number of key enabling technologies for the smart energy home are already being deployed by electric utilities, including smart meters, demand response systems, energy efficiency programs, and home area networking technologies. However, viable business models and consumer applications for smart energy technologies remain an elusive goal of the utility industry, and the sector is now entering a new stage of experimentation and creativity. This session will explore several visions of the future for residential smart energy applications, assessing the likely consumer

adoption patterns and preferences, along with the business models holding the greatest promise. The presentation is based on new primary research from Pike Research's Smart Energy Home Advisory Service, including consumer surveys as well as extensive industry interviews.

11:30 – 12:30 Networking Lunch Break

12:30 – 1:15 Presentation – “Smarter Home Enabled by Cloud Devices are Talking – Are You Listening?”

Presenter: Scott Burnett, Director, Consumer Electronics Industry, IBM

Devices are connecting, yet the consumer experience remains fragmented. Value today is shifting away from a focus on the latest device feature and function to delivering and fulfilling consumer experiences. Companies are looking at the flexibility, resiliency, and cost advantages of utilizing new technologies, like the Cloud, for delivering these new experiences. We'll explore moving complexity out of the home and into the cloud, simplifying the user experience and expanding consumers' choice for devices and services, creating a smarter home along with enabling an ecosystem of partners and new paths to revenue.

1:15 – 2:00 Presentation —“Video Content Distribution in the Smart Home”

Presenter - Stephen Froehlich, Senior Analyst, Consumer Electronics Group, IMS Research

There are a number of disruptive forces at work regarding video delivery in the home. Among these are DLNA's DTCP-IP-secured Premium Video Profile, embedded implementations of UPnP A/V, proliferation of broadband and Wi-Fi-enabled CPE, and advances in no-new-wire networking technology. Drawing on IMS Research's recent studies covering topics such as home networks, residential gateways, secure premium content delivery, IPTV and OTT, this presentation will provide a concise overview of the future of video content distribution in the smart home.

2:00 – 3:15 CABA Research Program – Update and Review

1. Landmark Research Update - Impact of Smart Grid on Connected Homes – Konkana Khaund Industry Manager – Environment & Building Technologies, Frost & Sullivan (30 minutes – remote via teleconference)
2. Members and delegates will discuss the current research strategy and identify gaps and opportunities for future collaborative research – Ron Zimmer, CABA President & CEO; John Hall, CABA (45 minutes)

3:15 – 3:30 Closing Remarks – Ron Zimmer, CABA President & CEO; and host/CHC Chairman, Michael Clay, Senior Manager, Channel Management & Partnerships, Verizon Enterprise Solutions

3:30 – 4:30 Tour – Verizon Innovations Centre “Solutions Showcase”

5:00 Refreshments and Networking Dinner – Sponsored by Verizon Enterprise Solutions

Airport: Newark Liberty International (19 mi E) - to Verizon Corporate Offices, 1 Verizon Way

Recommended Hotel Accommodations:

The Dolce Basking Ridge, 300 North Maple Avenue, Basking Ridge, NJ:

<http://www.dolcebaskingridge.com/> (located on the Verizon Campus – enquire about the Verizon corporate rate) 908.953.3000

Other hotels located near the Digital Home Forum at the Verizon Wireless Corporate Offices can be found at: <http://www.caba.org/digital-home-forum>.

***NOTE:**

The next CHC meeting will be held in conjunction with the CABA Digital Home Forum - hosted by Verizon Wireless in Basking Ridge, NJ. The **CHC meeting will be held on Thursday, March 22, 2012 at the Verizon Corporate Offices, 1 Verizon Way, Basking Ridge, NJ.** We invite everyone who is attending the Digital Home Forum to attend the CHC Meeting. **We ask that you confirm your in-person attendance at the CHC meeting as soon as possible with Tony Disipio (disipio@caba.org).**

The face-to-face meeting is scheduled for **9 AM – 11 AM ET** for attendees and by conference call for non-attendees. The meeting agenda has been drafted and sent out to CHC members. We ask that you provide any items you wish added to the agenda to CABA. Please let us know if you wish to add anyone else from your organization to the CABA CHC. In addition, **CABA is always welcome to CHC member meeting agenda item input.** Please contact John Hall, CABA Research Director, at hall@caba.org if you would like to add to the meeting agenda and **provide a presentation for a CHC meeting.** You can view all CHC participants, previous CHC minutes, etc. at: <http://www.caba.org/connected-home-council>.

For more information regarding the Verizon Digital Home Forum and CHC Meeting, contact:

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