



**CABA RESEARCH
PROGRAM**

CABA Webinar Invitation

"State of The Connected Home Market 2011" Landmark Research Study Overview

The purpose of this research study is 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. Those who participate in the current study will have access to all the previous reports, as important trends within the Connected Home Market have emerged over this period of time. The 2011 study 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 study will validate past and current trends, and characterize consumers' understanding of the connected home today—and in the future. In addition, this new iteration of the study will have a special focus on uncovering how converged solutions map to key unmet consumer lifestyle-related needs, and how development of Smart Grid initiatives will impact the Connected Home.

Technology trends—particularly convergence and mobility—are leading to emerging interest in mobile monitoring and control of home systems—temperature, security, lighting, etc. Add increasing consumer interest in reducing energy consumption and access to their favorite content via the “cloud,” and conditions are ripening for connected home solutions to achieve mass-market status. Yet, obstacles remain as always: lack of awareness and understanding of benefits, concerns about complexity, and concerns about cost.

By uncovering market opportunity in three main lifestyle domains: Entertainment, Family and Career - the study will be designed to:

- Identify the most desired features and combinations of features for connected home solutions, and how they map to improving consumer lifestyles.
- Identify the state of enabling network technologies for the most desired solutions, and needed improvements to facilitate adoption.
- Characterize the most promising consumers in terms of lifestyles, family dynamics, demographics, likely purchases, and decision-making processes for new purchases.
- Understand how to make the benefits of connected home solutions clearer to consumers.
- Update channel approaches to more easily entice consumers to consider purchase of connected home solutions.

Microsoft and Ingersoll Rand will champion this landmark research project, with Whirlpool, Best Buy and others already having committed to the study.