



Continental Automated
Buildings Association

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

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

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INTERNET HOME ALLIANCE OFFERS RESEARCH REPORTS AT CABA ONLINE RESEARCH BOUTIQUE

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Internet Home Alliance, the nation's leading cross-industry network of companies advancing the home technology market, has announced that it will make its research reports available at CABA's eStore, ensuring that CABA remains the premier information source for home and building automation.

The Continental Automated Buildings Association is dedicated to the development, promotion, pursuit and understanding of integrated systems and automation in homes and buildings.

"CABA's eStore is an initiative designed to provide its members and the general public with access to a centralized repository of research," states Ronald J. Zimmer, CABA President & CEO. "The CABA eStore offers a Research Boutique that enables industry participants and the general public to search and purchase high-quality research focused upon system integration and home/large building automation. "

CABA's Research Boutique aims to provide the public with access to the most complete listing of industry intelligence and market research concerning home and building automation and integrated systems.

Vendors, such as Internet Home Alliance, will use the Boutique to market various products and services, including research reports, case studies, newsletters, educational materials and other subscription products.

Internet Home Alliance is a cross-industry network of leading companies advancing the home technology market. A non-profit organization, the Alliance offers members breakthrough research about the emerging home technology market and provides established and emerging companies with the collaboration and real-world testing opportunities they need to launch their home technology products and services more quickly, successfully and cost effectively. Member companies include such leading companies as Best Buy, Cisco Systems, General Motors, Hewlett-Packard, IBM, Invensys, Microsoft, Panasonic, SBC Communications, Sears, Sun and Whirlpool.

"Internet Home Alliance is pleased to provide access to its research reports via the CABA eStore," stated Kristine Stewart, president, Internet Home Alliance, and director, Market Development, Worldwide Commercial Marketing, Cisco. "By making our research available to CABA members and the general public, we can offer companies and individuals the information they need to understand and advance the home technology market."

In addition, the Boutique functions as a cross-marketing mechanism for like-minded organizations such as Internet Home Alliance.. Once an end-user locates research, and requests more information about a vendor's

product and service, they are forwarded to more information about the research, which resides on the vendor's Web site.

This information can assume the form of a Web page or PDF document that resides on the vendor's Web site. Vendors can choose what reports they wish to feature on CABA's Research Boutique.

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 www.caba.org.

About Internet Home Alliance

Internet Home Alliance is the leading cross-industry network of companies advancing the home technology market. A non-profit organization, the Alliance provides companies with the collaboration, research and real-world testing opportunities they need to gain a competitive advantage in the home technology market. Members of the Alliance, which was founded in October 2000, come from a variety of industries and include such leading companies as Best Buy Co. Inc, Cisco Systems, Inc., General Motors, Hewlett-Packard Company, IBM, Invensys, Microsoft, Panasonic (Matsushita Electric Corporation of America), SBC Communications, Sears, Roebuck and Co., Sun Microsystems and Whirlpool Corporation.

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