



Continental Automated
Buildings Association

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

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

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IPSOS REID TO DEVELOP CABA CONNECTED HOME ROADMAP

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The Continental Automated Buildings Association (CABA) is pleased to announce that Ipsos Reid has been contracted to undertake the preparation of the Connected Home Roadmap.

"The Roadmap that will emerge will have a time frame beyond the immediate term and will offer a perspective of the future which can be used by the industry and individual companies to set priorities," states Steve Levy, President, Ipsos Reid, Eastern Canada.

The specific objectives of CABA's Connected Home Roadmap will be to: identify applications in the connected home that have the greatest potential for broad consumer acceptance and migration of the industry to a mass market environment; to identify the technological developments needed to support these applications and determine the key R&D needs for these technologies; and to provide direction to the public and private sector stakeholders in the connected home industry in terms of educating the consumer.

Ipsos Reid, one of the world's leading survey-based marketing research firms, will create a report that helps companies within the connected home sector identify, select and develop technology options to satisfy their future service, product or operational needs.

Companies who will obtain access to the Roadmap are those who sponsored the project, which include: Global Inventures, Inc., Invensys Controls, Leviton Manufacturing Co. Inc., Microsoft Corporation, Motorola, Newland Communities, Trane, two major Canadian telecommunications firms and a top 25 homebuilder on the Builder100.

Specifically, the Roadmap will convey to these companies the value proposition of the connected home. Leveraging its renowned strength in market research, Ipsos Reid will determine the consumer perspective concerning market segmentations based on their attitudes towards the connected home and their driving motivations for using its applications.

"The Connected Home Roadmap will identify where the industry believes it needs to go, not just attempt to predict where the industry is going," says Ronald J. Zimmer, CABA President & CEO. "For this reason, we are extremely pleased to have engaged a research firm as highly-regarded as Ipsos Reid to develop our Roadmap."

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 Ipsos

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,300 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services-guided by industry experts and bolstered by advanced analytics and methodologies-in advertising, customer loyalty, marketing, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services. Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization. In 2004, Ipsos generated 605.6 million (\$752.8 million U.S.) in total revenues, of which 35% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999. To learn more, visit www.ipsos.com.

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