



Continental Automated
Buildings Association

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

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

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CABA RELEASES CONNECTED HOME ROADMAP

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The Continental Automated Buildings Association (CABA) is pleased to announce the release of the Connected Home Roadmap.

The Roadmap was initiated by CABA in 2005 to stimulate the evolution of the connected home industry. The Roadmap is an assessment of the marketplace today and of the probable short-term evolution of the home industry. It is intended to provide a framework to support stakeholders and players in this sector as they navigate the complex and shifting dynamics of this emerging market.

Ipsos Reid, one of the world's leading survey-based marketing research firms, prepared the report which helps companies within the connected home sector identify, select and develop technology options to satisfy future service, product or operational needs. The firm conducted an online market study of 1,500 consumers and over 100 industry professionals for this report.

The overarching objective of the report was to facilitate the identification and development of business opportunities to encourage mainstream adoption of connected home solutions and their enabling technologies. A steering committee, composed of funding organizations, was established to lead and provide direction in the creation of the Roadmap.

Organizations who sponsored the report and collaborated in the research included: Bell Canada, Brookfield Homes, Global Inventures, Invensys, Leviton Manufacturing Co. Inc., Microsoft Corporation, Motorola, Newland Communities/ONteriors LLC, SaskTel and Trane.

Specifically, the report conveys to these organizations the value proposition of the connected home. Leveraging its renowned strength for surveys and polling, Ipsos Reid unveils the current consumer segments that represent the market. The report goes on to uncover the potential value each segment represents to the connected home market. In addition, the report also identifies the appropriate value proposition required to encourage adoption and capture revenue from these consumers.

"This Roadmap has a time frame beyond the immediate term and offers a vision of the future which can be used the industry and individual companies to set priorities," stated Ronald J. Zimmer, CABA President & CEO.

Effective today, the Roadmap was made immediately available to its sponsors, and a summary report was made available to all CABA members. The study will be highlighted in-depth at Connected@Home 2006, CABA's conference focused on connected home technologies that provide entertainment, data, voice communications and home management systems over broadband and other infrastructures. For more

information about the Roadmap, please contact Ken Gallinger, CABA's Marketing Director at 613.686.1814 x229 or at gallinger@caba.org.

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.

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