



Continental Automated
Buildings Association

**Your Information
Source
for
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**North America's
Home & Building
Automation Association**

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CABA INITIATES STATE OF THE CONNECTED HOME MARKET REPORT 2007

April 10, 2007

The Continental Automated Buildings Association, through its Internet Home Alliance Research Council, is initiating work to update the State of the Connected Home Market Report.

The report will be a collaborative effort between CABA, research firm Zanthus, and the Information Storage Industry Center (ISIC) at the University of California, San Diego (UCSD) that will measure interest in home technology ownership, and study home technology related behaviors.

The report will build upon previous CABA research studies that have found that a critical mass of consumers have adopted three key foundational connected home technologies: multiple PCs in the home (53 per cent of US households), broadband Internet access (70 per cent of US households), and home networks (28 per cent of US households).

The new report will develop a longitudinal analysis of consumer attitudes and trends in the digital home. It will measure the intent to purchase selected existing products and services in the spheres of entertainment, family and career. The report will also determine household ownership of consumer technology products, services and the reasons for purchase. It is also slated to determine preferred channels for purchase, adoption and installation of consumer technologies and determine the degree of interest and purchase intent for new products and concepts.

"CABA is pleased to continue the annual Internet Home Alliance tradition of publishing a report that analyzes the connected home space," says Ronald J. Zimmer, CABA President & CEO. "This research will allow companies contributing to the project to gain important insights into the marketplace and leverage those insights into viable new business opportunities."

Under a tripartite agreement, Zanthus will conduct field surveys and complete the main industry report, while ISIC will provide drill down research in consumer trends analysis and digital ownership.

"Zanthus has undertaken many projects for the Internet Home Alliance Research Council and looks to build on that rich history by authoring this report," states David W. Edwards, Zanthus CEO & Founder. "We are excited to be working with both CABA and ISIC to help continue to quantify opportunities in the connected home marketplace."

"One mandate of the ISIC is to understand where converging technologies, new consumers and new firms are taking digital entertainment in the home," notes James E. Short, Research Director at the Information Storage Industry Center. "Our participation in the State of the Connected Home Market project will allow us to further our research

with industry affiliates that addresses the future of the storage industry, in terms of competition, profitability, and revenue growth.”

Members of CABA’s Internet Home Alliance Research Council are invited to sponsor the report. As sponsors, they will receive preferential access to the report and be able to shape its research direction. New companies intent on participating, and that concurrently want to join the Council can contact Fred Bryson, CABA’s Business Development Manager, at 613.686.1814 x226 for more details.

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 the ISIC

The Information Storage Industry Center (ISIC) at the University of California, San Diego is a social science research program studying the business and economic aspects of the data storage industry. Established in 1998 as an Alfred P. Sloan Foundation Industry Center, ISIC conducts research on all segments of this rapidly evolving and highly competitive global industry. ISIC is affiliated with UCSD’s Graduate School of International Relations and Pacific Studies (IR/PS), one of the world’s top international graduate programs specializing in the Pacific Rim. For more information on the ISIC, visit isic.ucsd.edu.

About Zanthus

Zanthus brings a unique scientific rigor to business consulting. The kind of research-informed consulting emerging and established leaders need to make critical business decisions—confidently. Based in Portland, Ore., the firm provides a rare combination of research and industry expertise exclusively to high-tech companies. The firm is particularly well-known for its commitment to reliable research methods and analytical techniques. For more information about Zanthus, visit www.zanthus.com.

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