



Continental Automated
Buildings Association

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

1173 Cyrville Road, Suite 210
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814
Fax: 1.613.744.7833
US/Canada: 1.888.798.CABA

Web: www.caba.org
E-mail: caba@caba.org

CABA LAUNCHES INDUSTRY TASK FORCE TO EXAMINE INTELLIGENT BUILDINGS ROADMAP RECOMMENDATIONS

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The Continental Automated Buildings Association has launched an Intelligent Buildings Task Force to examine recommendations made in CABA's Intelligent Buildings Roadmap. The task force will study ways to strengthen the intelligent building industry by developing a business plan to locate market potential and eliminate market barriers.

The business plan will summarize the views and position of the CABA Intelligent & Integrated Buildings Council. It will give recommendations on how CABA can successfully integrate new strategies, as suggested by the Roadmap, to accelerate market acceptance of intelligent building technologies.

CABA Board member Roy Kolasa for Honeywell International, Inc. will chair the Intelligent Buildings Task Force. Other participating companies include Building Intelligence Group, LLC; CB Richard Ellis; Delta Controls Inc.; Direct Energy; Johnson Controls Ltd.; Ortronics/Legrand; Panduit Corp.; Siemens; TENG Solutions; The Sextant Group, Inc.; Trane; Tridium; and Wattstopper/Legrand.

Recommendations to be deliberated will include the potential introduction of a training and certification program; branding; new promotional programs; and industry awards and events.

"The establishment of this industry task force indicates the seriousness in which CABA regards actions called for in our Intelligent Buildings Roadmap," states Ronald J. Zimmer, CABA President & CEO. "It is our intent to turn the substantive findings and extensive analysis contained in the Roadmap into a substantive action plan to improve market conditions."

The Roadmap itself notes that intelligent buildings are at the edge of wide adoption. The report, authored by Building Intelligence Group LLC, employed qualitative market research including focus groups, interviews, and trend analysis to conclude that a series of barriers inhibit industry growth. The report recommends a complete strategy to remove these barriers, and surveys the sentiments of industry stakeholders.

Using the "Crossing the Chasm" analogy, as outlined by Geoffrey A. Moore in his groundbreaking book of the same name, the Roadmap argues that specific marketing and positioning techniques are needed to make the concept of the "intelligent building" a mass market reality. CABA's industry task force will determine the suitability of the measures recommended and develop its own action plan.

The CABA Board of Directors will review the industry task force's business plan and respond in full in Autumn 2007. Its future policy with respect to a comprehensive intelligent buildings strategy will be formed by this response.

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.

Media Contact:

Rawlson O'Neil King
Communications Director, CABA
king@caba.org
613.686.1814 x225
888.798.CABA (2222)