



Continental Automated
Buildings Association

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Source
for
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Automation**

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

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CABA RELEASES STUDY ON CUSTOM MOBILE ADVERTISING

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The Continental Automated Buildings Association (CABA), through its Internet Home Alliance Research Council, has completed a study on custom mobile advertising, described as advertising that is tailored to specific interests and mobile locations when consumers are traveling away from the home.

The study was designed:

- To estimate the size of the maximum total addressable market for specific advertising concepts that could be offered via in-vehicle technology, mobile phone technology, and across both platforms.
- To gauge interest in specific types of advertising content and advertising delivery mechanisms (such as voice and text) within specific use scenarios.
- To understand consumer preferences for various features, including: connectivity options (wireless vs. wired); user interface (voice, text, on-screen menus); media and advertising storage and transfer options (mobile phone, PC, in-vehicle device, other); and user profile controls (computer, phone, in-vehicle). For in-vehicle concepts, an additional objective is to understand how preferences may vary for the driver vs. the passenger experience; and
- To profile adapters of the advertising scheme.

"We are pleased to have conducted this study," states Ronald. J. Zimmer, CABA President & CEO. "It was the natural evolution of previous studies undertaken by CABA's Internet Home Alliance Research Council which included examinations of subsidized and location-based advertising."

The new advertising study found that approximately one-in-seven adult U.S. consumers make up the target audience for custom mobile advertising. Within this group, just under one-in-four (21 per cent) finds the custom mobile advertising concept 'very appealing,' while more than a third of teens (36 per cent) are similarly attracted to the idea. About half of target adults (48 per cent) and teens (53 per cent) are neutral about the concept upon initial introduction.

The report was completed with the guidance and financial support of AT&T, Cisco and General Motors through CABA's collaborative research model.

"The results of this study help validate our findings in identifying new market opportunities and business models for mobile content providers, " says Jeff Dean, Rich Media practice lead for Cisco's Internet Business Solutions Group (IBSG), the company's global consulting arm. "In addition, the feedback from consumers will be key to help develop

relevant and engaging solutions for new custom mobile advertising platforms."

David Skelly, Principal of POCO Labs, formerly Cookson Development, who managed the effort for CABA notes: "The research conducted is truly timely. The industry is already seeing leveraged opportunities from mobile advertising platforms that are catalysts for offerings of meaningful managed services based on a profiling of specific interests."

The report, entitled "Custom Mobile Advertising", is currently available to Internet Home Alliance Research Council members. It will be available for sale through CABA's eStore at www.caba.org. The report was prepared for CABA by Zanthus.

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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