



Continental Automated
Buildings Association

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

**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

AWARD RECOGNIZES CABA's STRONG COMMITMENT TO CONNECTED HOME RESEARCH

November 15, 2007

The Continental Automated Buildings Association earned a top international industry accolade at the Net-atHome conference in Europe this month. The trade association received a "Net-atHome2007 Award", in recognition for its contribution and commitment towards strengthening the connected home industry.

CABA has been proactive over the last year in providing opportunities for industry to collaboratively develop research projects that advance the connected home space. Through its Internet Home Alliance Research Council, CABA has led a cross-industry network of companies to develop high-quality market research that can be used for future product marketing and development related to the intelligent home sector.

"The recognition we received at the Net-atHome conference validates the strength of our new intensive industry research undertakings," states Ronald J. Zimmer, CABA President & CEO. "It is our intention to continue to develop and provide critical market data that helps our association members in particular, and the industry at large, refine their product portfolios."

Recently, the organization's Research Council completed research studies that examined: interactive TV; custom mobile advertising; intelligent laundry solutions; the use of consumer electronics and appliances in North American kitchens; and technology solutions that consumers over the age of 50 want most to keep them safe, comfortable and living independently in their own homes as they grow older.

CABA also completed a segmentation study for the industry, entitled the Connected Home Roadmap, which determined the consumer profiles of those who buy digital lifestyle products and services. This report assisted manufacturers and other vendors that cater directly to end-users to identify resource requirements and potential investment opportunities.

All of these studies are available for sale through CABA's eStore.

The organization also maintains a Connected Home Council which initiates and reviews projects that relate to connected home and multiple dwelling unit technologies and applications. The mandate of the Council, made up of active CABA members, is to examine industry opportunities that can accelerate the adoption of new technologies, consumer electronics and broadband services within the fast-growing connected home market.

"On the tenth anniversary of our Net-atHome event, we felt it fitting to recognize the strong efforts CABA has made to grow the connected home industry in North America and beyond," states Karine Valin, Managing Director of Homega Research, the marketing and technology firm that

organizes the annual industry event. "The work of both CABA's Research and Connected Home Councils are recognized through the industry alliance award we have bestowed on the organization."

To become involved in CABA's connected home research projects or with the CABA Connected Home Council, please contact Alex Detre, CABA's Research Director at 613.686.1814 x228 or detre@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.

Media Contact:

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