



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

WHIRLPOOL, BELL CANADA, CISCO, HP, MICROSOFT, P&G AND OTHERS ANNOUNCE COLLABORATION TO ADVANCE THE CONNECTED HOME SPACE

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Underscoring the importance of collaboration in the smart home space, 10 top companies -- Whirlpool Corporation, Bell Canada, Cisco, Direct Energy, HP, Legrand, Leviton, Microsoft, Procter & Gamble and Zensys as well as the Z-Wave Alliance -- announced today that they are teaming up to conduct an in-depth study about the state and future of the smart home. The smart home is defined as a home where the systems (security, lighting, sensors, heating, air-conditioning, audio-video, etc.) are interconnected to allow the automatic or remote control of the home to save energy and improve comfort, safety and convenience for the homeowner.

The 2008 State of the Connected Home Market Study is being conducted under the auspices of the Internet Home Alliance Research Council, which is part of CABA, a not-for-profit industry association that promotes advanced technologies for the automation of homes and buildings in North America.

The results of the study, which will conclude on May 30, 2008, are expected to be released to the public in January 2009. The study is being conducted by Zanthus, a market research-based consulting firm that serves high-tech companies.

"Cross-industry collaboration is key to the adoption of smart home products and services," said Henry O. Marcy, vice president, Global Technology, Whirlpool Corporation, the study's lead participant. "Our research reveals that consumers want comprehensive connected home solutions. They don't want to have to cobble together smart home products and services themselves."

Bob Becker, Vice President and General Manager for Leviton's Residential Business concurs. "As the market for home automation grows, it is imperative that product suppliers understand their customers' needs as well as what other major industry players are doing to support the overall growth of the market. This intelligence will allow us to innovate in ways that provide value to end-users and help grow our respective businesses."

"That kind of intelligence is why companies from across the value chain have joined forces in this study," says Ron Zimmer, president and CEO of CABA. "These companies could certainly conduct this type of research independently, but they recognize that collaboration and conversation are particularly important in this space."

"As Canada's leading provider of communications products and services, Bell is constantly striving to improve and simplify our customers' busy lives," said Kevin Crull, President, Bell Residential Services. "This study will help us further understand our customers' needs in an effort to deliver our promise of the Bell Better Home."

In addition to validating past and current trends in the marketplace and evaluating general consumer understanding of the connected home, the study will assess potential products and services and provide trend lines in specific application areas, including music, video, gaming, lighting, temperature control, security, communications/scheduling, health/fitness and productivity.

According to Brian Burch, marketing director for HP's managed home business, "Consumers are just beginning to understand the value of connected entertainment systems and get excited about viewing digital content from their PCs on the biggest screen in the house, their HDTV. But, we still see a big, untapped opportunity out there and we want to see where those opportunities are."

Orly Cocco, Future Home Innovation Manager, Procter & Gamble agrees. "We know that consumers today are constantly seeking ways to simply their lives and we are very enthusiastic about the role the home and products in the home can play in making people's lives easier and more fulfilling."

To get those answers, the group will be conducting a series of Web surveys among both primary market consumers, defined as consumers who adopt technology as products first come on the market, and mass market consumers who wait for prices to fall or to assess a product's popularity before making new technology purchases. The study will also gauge the size of the 'chasm' between the two consumer groups in terms of technology adoption.

Consumers will be asked about the connected home solutions they own currently, their immediate and long-term home technology wants and needs, their home technology product and service purchasing habits and intentions, and their preferred channels for making and installing smart home solutions.

Following are some of the potential applications that will be tested in the study:

- When the phone rings, the caller ID shows up on a television screen
- The home's temperature can be controlled remotely, allowing the homeowner to save on energy costs by adjusting the home's temperature according to changing weather conditions

- Multiple rooms in a home can be video-monitored via the Internet from anywhere in the world
- A homeowner can adjust the home's lighting remotely, allowing travelers to give the home a "lived-in" feel.

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)