



Continental Automated
Buildings Association

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

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

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CABA Launches Intelligent Buildings Market Sizing Study

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The Continental Automated Buildings Association, through its Intelligent & Integrated Buildings Council, has begun to conduct a comprehensive assessment of the market for intelligent and integrated building technologies in North America.

The collaborative research study will chart growth in the marketplace, looking back three years, when CABA's last study was completed. This research will not only provide a gap analysis since 2005, but will also project the size and potential of the intelligent building marketplace over the next five years.

The study is designed to be of interest to: building controls manufacturers; systems integrators; controls contractors; facility management companies; energy management service companies; original equipment manufacturers of heating, ventilation and air conditioning hardware; architects; building services consultants; security, fire alarm and lighting control companies; telecommunications and computer hardware manufacturers; network and structured cabling suppliers; and installers.

CABA's market sizing study will assist its membership by focusing on a large range of concerns involved in the design, manufacture and installation of intelligent buildings controls. The study will assess market sizes by product at the first point of distribution, products at engineered and commissioned prices and determine the total value added, factoring in hardware price erosion, throughout the entire supply chain.

"The launch of this collaborative research project demonstrates that our association is committed to the growth and success of the intelligent building industry in North America," said Ronald J. Zimmer, CABA President & CEO. "The resultant market forecasting will allow our membership to undertake informed strategic planning as they launch new products and services."

The UK-based Building Services Research and Information Association will conduct the market study on behalf of CABA. BSRIA's Worldwide Market Intelligence unit has over 25 years experience in global market research and have conducted studies in affiliated CABA subsectors such as air conditioning, heating, IT cabling, piping, bathroom equipment, building control systems, renewables, facilities management and contracting.

"This study will distinguish between hype and substance, unraveling the complex web of techno-commercial considerations, in order to present a clear and constructive report on which future marketing and product strategy should be undertaken," stated Jeremy Towler, Principal Consultant at BSRIA.

Funding partners participating in CABA's market sizing study include: Automated Logic Corporation, Belimo Air Controls Inc., Cisco Systems, CommScope, Inc., Consolidated Edison Co. of NY, Distech Controls, Delta Controls, Electric Power Research Institute (EPRI), GainSpan Corporation, Honeywell International/Tridium Inc., IBM, Johnson Controls, Leviton Manufacturing Co., Inc., Natural Resources Canada (NRCan), Ontario Power Authority (OPA), Optimum Energy, LLC, Ortronics/Legrand, Philips Lighting, Robinson Solutions, Siemens Building Technologies, TAC/Schneider-Electric, Trane/Ingersoll Rand, Unitech Electronics and the U.S. Department of Energy/Pacific Northwest National Laboratory.

CABA expects the study to be completed by the end of 2009 and will announce its research findings using Cisco Systems' TelePresence product.

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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