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Zanthus to Author Home Control White Paper for CABA's Connected Home Research Council

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CABA is pleased to announce that Zanthus, a leading provider of technology-related market research, is authoring a white paper on home control for CABA's Connected Home Research Council.

The white paper summarizes actionable findings from past Council studies on the topic of home control. Zanthus has conducted more than a dozen major consumer studies on the topic over the last eight years for CABA's Connected Home Research Council and its predecessor organization, the Internet Home Alliance.

Given current market conditions, including U.S. federal smart grid initiative funding, increasing consumer expectations about mobile access to personal data, and developments in home control platforms, wireless networking and other enabling technologies, the Council feels the time is right to re-examine the implications of this body of work.

This white paper examines lighting control, access control, energy conservation, home temperature comfort control, and other features. It identifies trends over time and examines the benefits and barriers that must be addressed for players to realize the potential of emerging home control solutions in the marketplace.

Research cited in the study has consistently shown that while home control may not be very appealing to consumers initially, it can become highly attractive once the benefits are made clear. Arguably the most compelling feature cited by users is *remote* access to home systems, including security, lighting, temperature, and more. Knowing they can take care of just about any household situation from a phone or a computer, no matter where they are, goes a long way toward reducing stress and promoting peace of mind for those who have used home control systems.

However, significant barriers must be overcome to realize the potential of these technologies. Chief among them: getting consumers who haven't experienced home control yet to grasp its implications for their lives. This paper provides recommendations for making the benefits more tangible to consumers, including: helping them discover and acquire solutions in a hands-on, modular fashion; downplaying the underlying technology in marketing messages; and showcasing specific lifestyle improvements that resonate with busy consumers.

"CABA is pleased to be working in partnership with Zanthus to provide this value-added report to our Council," stated Ronald J. Zimmer, CABA President & CEO. "This report will analyze trends in the connected home industry, and will provide insight into the competitive challenges facing vendors aiming to create or enhance their foothold in the marketplace."

"Zanthus is pleased to be undertaking this research project," stated Mike Lehman, Zanthus President. "By focusing on home controls, the white paper will re-acquaint the Council with actionable findings from previous home control studies, in an effort to outline future approaches to taking advantage of a market space that is rapidly changing both technologically and competitively."

Zanthus intends to unveil this white paper to CABA's Connected Home Research Council at the 2010 International Consumer Electronics Show in January. The paper will be released during the Council's CES reception on Friday, January 8 at 6 pm. For more information about attending the reception, please contact Don O'Connor, Business Development Manager at 613.686.1814 x226 or connor@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 <http://www.caba.org/>.

About Zanthus

Zanthus brings a unique scientific rigor to business consulting. The kind of research-informed consulting emerging and established leaders need to make critical business decisions—confidently. Based in Portland, Oregon, the firm provides a rare combination of research and industry expertise exclusively to high-tech companies. The firm is particularly well-known for its commitment to reliable research methods and analytical techniques. More information is available at <http://www.zanthus.com>.

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