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Buildings Association

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**North America's  
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## Zanthus & CABA's Connected Home Research Council Release Home Control White Paper

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The Continental Automated Buildings Association, through its Connected Home Research Council, will announce the release of its new Home Control White Paper at the 2010 International Consumer Electronics Show in Las Vegas.

The research, conducted by Zanthus, a leading provider of technology-related market research, is now available as part of the ever-growing online Public Research Library housed on CABA's Web site.

The 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, such as manufacturers and service providers, to realize the full potential of emerging home control solutions in the marketplace.

The paper draws from nearly a decade of market research that gauged consumers' reactions to numerous home control concepts. A variety of research techniques were employed, from focus groups and surveys that tested product and service mock-ups, through extensive in-home pilots involving the installation of prototype smart home devices with hundreds of homeowners. Target respondents were North American consumers, mainly in the United States, who were interviewed from 2001 through 2008, for research projects conducted for CABA's Connected Home Research Council, and its predecessor, the Internet Home Alliance.

"Consumers get energized when they understand how home control can improve their lives," stated Mike Lehman, Zanthus President. "This paper builds on previous consumer research that Zanthus has conducted by analyzing consumer behavior and suggesting ways that manufacturers and service providers can better provide home control."

One of the major findings of the paper is that consumers derive the most benefit and satisfaction from home control solutions that provide peace of mind, offer financial savings, and are easy to use.

The paper also lists the most desirous features in a home control system. These features include: home temperature control, enhanced security features, advanced control of indoor and outdoor lighting, networked door locks, enhanced energy conservation and monitoring, and increased safety monitoring and notification for fire, smoke, leaks, power outages and air quality.

"Our mandate includes providing our members with the most cutting-edge market research opportunities," said Ronald J. Zimmer, CABA President & CEO. "We feel that this white paper represents the best culmination of residential technology research that the Continental Automated Buildings Association has provided to its active membership over the last decade."

The CABA / Zanthus Home Control White Paper is available for immediate download, free of charge as an industry service, at <http://www.caba.org/connectedhome/homecontrol>.

**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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