



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](http://www.caba.org)  
E-mail: [caba@caba.org](mailto:caba@caba.org)

## **CABA Completes Connected Home Roadmap 2010 Study**

September 9, 2010

The Continental Automated Buildings Association has completed a consumer market study that examined all aspects of the connected home marketplace.

CABA's "Connected Home Roadmap 2010" project was a large-scale study created to provide insights into consumer attitudes concerning technologies, value propositions and future market adoption.

The first phase of the study determined the current state of the connected home solution marketplace through an environmental analysis that considered sales and other key trends.

The second phase was focus groups in three cities to uncover unmet consumer needs in the connected home space and find primary drivers for consumer adoption.

The third phase consisted of a consumer survey of 2,000 North American homeowners that identified high opportunities areas that are prime for product and service solution development.

The fourth phase involved the exploration of existing sources of information, including articles, industry publications, trade statistics, financial reports, syndicated research and interviews with industry players, with an aim to integrate past research with the information learned in the first three phases of the study to create a vision for the future.

The Roadmap's research quantified current business levels and identified the key players within the connected home space across multiple segments. Additionally, the project identified and prioritized consumer needs in the connected home space by pulling together past connected home research and converging it with new research to develop a concise vision where all the segments are headed. The research also identified new potential areas for future research.

The Roadmap research project examined the following market segments: safety, security, health, energy management, monitoring, entertainment and home control and automation.

"The underlying purpose of the Roadmap project was to understand, and convey the value proposition of the connected home," said Ronald J. Zimmer, CABA President & CEO. "This initiative consequently established a vision for the market today and its near-term evolution by providing a framework to support players in the connected home arena as they navigate the complex and shifting dynamics of this emerging market. It is our clear expectation that this Roadmap will ultimately be used by CABA members to identify unique opportunities in the connected home marketplace."

The study was funded by Bell Canada, Best Buy, Stanley Black & Decker, Direct Energy, Hydro One Networks, Microsoft Corporation, Moen Incorporated, Ingersoll Rand/Trane, TELUS and Whirlpool Corporation. The research was undertaken by Parks Associates, POCO Labs and JLA Strategic Research.

The research has been released to these funding partners and will be made available for purchase to the rest of the industry after an embargo period. Companies enquiring for details and pricing can contact John Hall, CABA Research Director at [hall@caba.org](mailto:hall@caba.org) or 613.686.1814 x227.

### **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/>.

### **Media Contact:**

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