



Continental Automated
Buildings Association

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

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

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CABA Launches White Paper Initiative

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The Continental Automated Buildings Association will begin publishing its own white paper series focused on both connected homes and intelligent buildings.

White papers are authoritative reports and studies that educate and support professionals in their decision-making. CABA's white paper series will be designed to provide its membership with actionable market research and technical analysis.

The white papers will provide strong ROI analysis to quantify the benefits of implementing fully converged technology through home and building automation, security and IT infrastructure. The white papers will also focus on providing full examinations of commercial energy management using cloud technology and the impact of wireless technology on HVAC, security, life safety and lighting equipment within the home and building automation field.

In order to facilitate publication of the white paper series, CABA's Connected Home Council and the CABA Intelligent and Integrated Buildings Council will both establish committees to oversee and guide white paper development and production.

CABA will work with a number of research consultancies to develop the white papers. This will provide CABA's research partners the opportunity to generate qualitative leads for further research and showcase their expertise in the intelligent home and building market.

"We are pleased to announce the enhancement of CABA's research offerings through the creation of this white paper series," stated Elizabeth Jacobs, Director of Marketing for the Building Technologies Division, Infrastructure & Cities at Siemens Industry, Inc. and Chair of the CABA Intelligent and Integrated Buildings Council. "The white papers will be a great addition that will gather for CABA members the latest industry thinking and direction on hot issues in the intelligent building market. The IIBC members believes these reports will enhance the ability of the entire CABA membership make appropriate investment, strategic planning and integration decisions for their companies."

CABA already undertakes a wide number of research initiatives, which includes its Research Program, that offers a range of opt-in technical and advisory research designed to provide industry stakeholders with collaborative market research and R&D opportunities. Currently, research projects include "Intelligent Buildings and the Bid-Specifications Process" and the "Impact of Smart Grid and the Connected Home". Recently completed CABA Research Program studies include the "State of the Connected Home Market" and "Smart Grid Impact on Intelligent Buildings". CABA also undertakes boutique market research like its completed "Aging in the Connected Home" study.

Paid CABA membership also provides organizations with access to the CABA Member Research Library, which is the world's largest collection of connected home and intelligent building research.

To learn more about CABA's white paper initiative and the CABA Research Program, please contact John Hall, CABA Research Director at 613.686.1814 x 277 or at hall@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/>.

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