



Continental Automated
Buildings Association

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

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

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CABA Launches Impact of Smart Grid on Connected Homes Research Study

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The Continental Automated Buildings Association, through the Connected Home Council, has launched a collaborative research study entitled "Impact of Smart Grid on Connected Homes".

The study will analyze smart grid and connected home technologies from different industry perspectives and adjacent markets, elucidating opportunities for industry players.

CABA will design the study to identify market demand and growth areas for new products and to compare and contrast competing product strategies. The research will also determine product preferences for end-users, develop messaging that resonates with target audiences, define critical success factors to expand product offerings to end-user markets and establish a market approach and foundation for strategic decision-making efforts.

Past CABA research has outlined ambiguities in determining which technologies will remain current and adaptable in the connected home. For industry participants to execute a successful market strategy regarding smart grid infrastructure deployments, it will be critical to be well informed concerning the distinct challenges, market gaps, and channel influences. It will also be important to have a firm understanding of the evolving market environment.

To address this expansive and changing environment for home energy services, which overlap between various verticals from Internet connectivity and power generation to building technologies, CABA's study will utilize a unique cross-industry and cross-functional perspective.

"CABA always values the opportunity to assist its membership in gaining an understanding of the connected home market," stated Ronald J. Zimmer, CABA President & CEO. "Through this project, we are intent on combining consumer market research with stakeholder input to create new insights."

Sponsors of this CABA study include: CableLabs®, ClimateTalk Alliance, Comcast Communications, Consolidated Edison of New York, Emergent Incorporated, fifthplay nv, Hydro One Networks Inc., Hydro Quebec, IBM, IEEE, Intel Corporation, Landis+Gyr, Microsoft Corporation, Pacific Gas and Electric Company, Pella Corporation, Philips Lighting, Qualcomm Incorporated, Samsung Telecommunications America LLC, Southern California Edison, Sykes Assistance Services, TELUS, Tridel Corporation, TRILabs and the Z-Wave Alliance.

CABA has contracted Frost & Sullivan to undertake the research and expects the study to be completed by October 2012. The study is a major initiative of the CABA Research Program, which offers a range of opt-in technical and advisory research services designed to provide industry stakeholders with collaborative research and R&D opportunities. For more information, please see www.caba.org/research. Organizations will be able purchase the report after it is made available by contacting CABA at 888.798.CABA (2222) or 613.686.1814 x 226.

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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