



Continental Automated
Buildings Association

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

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

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CABA Launches Monetization of Connected Homes Research Project

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The Continental Automated Buildings Association, through its Connected Home Council, has launched a collaborative research study entitled "Monetization of Connected Homes".

The purpose of this collaborative landmark research is to aid in the development of more effective models that increase the revenue potential for connected home solutions. The research will be designed to examine the connected home value chain. Insights gained from value chain categorization, benchmarking and analysis of current monetization practices and models will identify existing gaps, and the potential for change in existing models or in new model development.

The research will underpin the identification and understanding of behaviors and practices, potential new affiliations and partnerships, and the analysis of end-user desires and adoption points, translating into optimized revenue models. Predictive modeling and scenario building will also project how the market and value chain may evolve.

"This new landmark research study from CABA will serve to create models that define the process of transforming new and existing connected home products and services into profits," stated Ronald J. Zimmer, CABA President & CEO. "The ultimate goal of the research will be to find adaptable operational efficiencies that can be garnered through the value chain."

Overall, the study will employ a growth approach. The core objective of the growth model is the identification of a determined set of opportunities that can be optimized and validated, based on addressing strategic objectives and capabilities of the study participants. For this project, the methodology will concentrate on the evaluation and evolution of monetization, providing an analysis of potential revenue opportunities.

The following CABA members are confirmed sponsors of the study: Alarm.com, American Honda Motor Co., Inc., fifthplay, Hydro One Networks Inc., Hydro-Québec, IBM, Lowe's, Pella Corporation, Qualcomm Incorporated, Robert Bosch LLC, Samsung, Schneider Electric, SecurTek Monitoring Solutions and TELUS.

CABA has contracted IHS Electronics & Media to undertake the research and expects the study to be completed by October 2013. 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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