



Continental Automated
Buildings Association

**Your Information
Source
for
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Automation**

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

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CABA Launches Intelligent Buildings – Market Sizing Research Project

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The Continental Automated Buildings Association, through its Intelligent & Integrated Buildings Council, has begun to conduct a comprehensive update to its original "Intelligent and Integrated Buildings Technologies: Market Sizing in North America 2010" report.

"CABA is pleased to announce that through a new research project update, the organization will continue its strong tradition of conducting market research in the intelligent and integrated building technology space," stated Ronald J. Zimmer, CABA President & CEO. "The resultant market forecasting derived from CABA's updated "Market Sizing North America Version 2" report will allow more of our membership to undertake informed strategic planning as they launch new products and services."

The original "Intelligent and Integrated Buildings Technologies: Market Sizing in North America 2010" report provided an in-depth analysis of the North American market for integrated and converged intelligent building control systems. The report examined environmental control technologies, fire detection, security, lighting systems and IT convergence.

CABA's new, updated "Market Sizing North America Version 2" research project will include a market review of the threats to the building automation and control systems (BACS) business, that include: new direct expansion central air conditioning (DX AC) entrants, increasing sophistication of air conditioning (AC) and heating controls, variable refrigerant flow (VRF) systems equipped with control and energy management functionality, and new developments in smart homes and communicating room controllers.

CABA's updated market sizing study will also be designed to assist industry stakeholders focus on a large range of concerns involved in the design, manufacture and installation of intelligent buildings controls. The study will assess market sizes by product at the first point of distribution, products at engineered and commissioned prices and determine the total value added, factoring in hardware price erosion, throughout the entire supply chain.

CABA's updated study will be designed to be of interest to: building controls manufacturers; systems integrators; controls contractors; facility management companies; energy management service companies; original equipment manufacturers of heating, ventilation and air conditioning hardware; architects; building services consultants; security, fire alarm and lighting control companies; telecommunications and computer hardware manufacturers; network and structured cabling suppliers; and installers.

Funding partners participating in CABA's updated market sizing study include: Belimo Air Controls Inc., Honeywell International, Inc., Johnson Controls, KMC Controls, MechoSystems Inc., Overhead Door Corporation, Panduit Corporation, Philips, Siemens Industry, Inc., Schneider Electric, and United Technologies – Building & Industrial Systems.

The "Market Sizing North America Version 2" research project will be conducted by the UK-based Building Services Research and Information Association. BSRIA's Worldwide Market Intelligence unit has over 25 years of experience in global market research and have conducted studies in affiliated CABA subsectors such as air conditioning, heating, IT cabling, piping, bathroom equipment, building control systems, renewables, facilities management and contracting.

"We are extremely excited to have the opportunity to undertake this research on behalf of CABA," stated Jeremy Towler, Senior Manager - Energy & Smart Technologies at BSRIA. "It is our intention to examine how technologies and business approaches are rapidly evolving, along with the changing patterns that are creating new business models and value chain networks."

This study, slated to be completed by October 2014, 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 about the CABA Research Program, please see www.caba.org/research. To learn more or to participate in the study, go to: <http://www.caba.org/research/projects/market-sizing-NA-version2>, or contact Greg Walker, CABA's Research Director, at 613.686.1814 x227 or at walker@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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