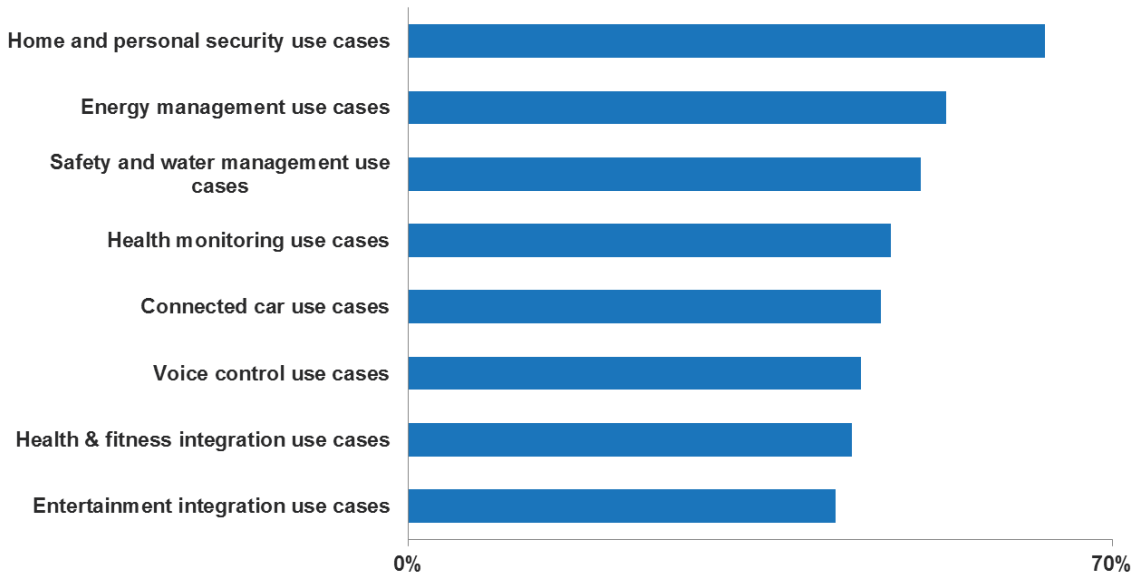


High Appeal of Smart Home Adjacency Use Cases U.S. Broadband Households



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SYNOPSIS

Today the smart home is mostly limited to traditional security sensors, thermostats, lights, network cameras, door locks, and garage door openers. As the breadth of new smart devices entering the home expands, smart home platforms must consider first, whether to integrate the new products, and second, what value can they create from the integration. This research evaluates new safety, security, appliance, entertainment, and energy related capabilities as well as opportunities to expand voice control to new use cases.

ANALYST INSIGHT

“Understanding the crossover potential for all of these adjacencies must start with a clear understanding of the consumer. This research examines specific use cases that are enabled through integration and quantifies the opportunities in smart home adjacencies.”

— Patrice Samuels, *Senior Analyst*, Parks Associates

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