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SYNOPSIS

The Market for Connected Appliances identifies the key connected appliance features desired by consumers and gauges willingness to pay for such features, with particular attention to the demand for energy-saving features that would allow utilities to shift energy consumption to off-peak hours.

The research also assesses the potential to use connectivity to generate revenues through the sale of supplies (e.g., detergents) and the role of connected appliances within the broader market for home management products and services.

ANALYST INSIGHT

“Consumers are interested in connected appliances, but they are seeking safety, troubleshooting, and energy-efficiency features first and foremost.”

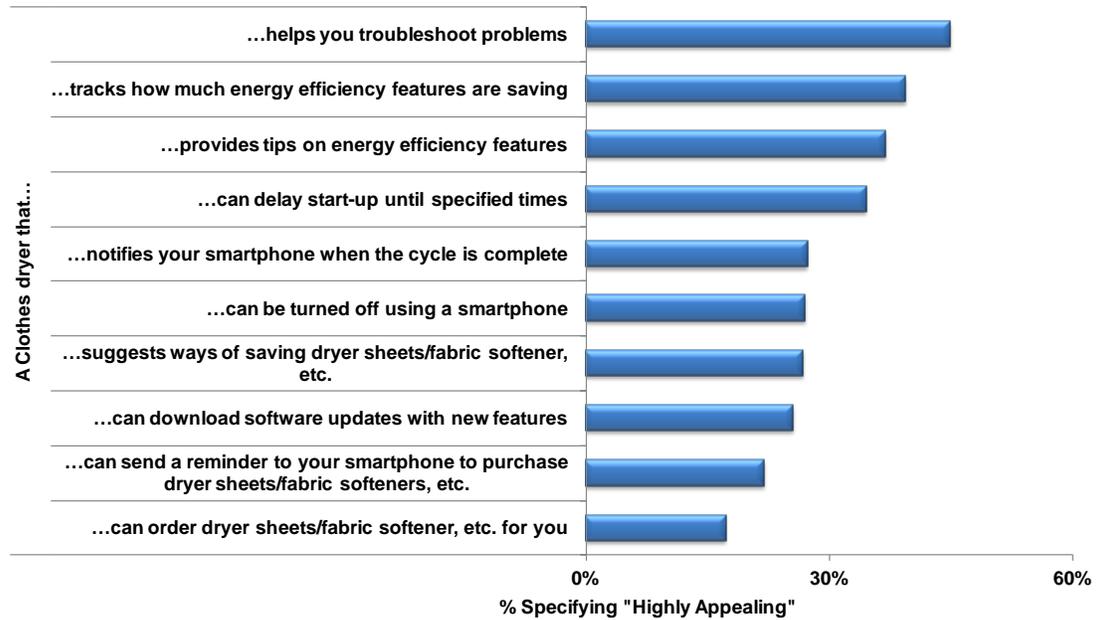
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Appeal of Features for Clothes Dryers

(U.S. Broadband Households)



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- Willingness to Allow Energy company to Monitor/Manage Appliances (Q4/12)
- Willingness to Allow Energy company to Monitor/Manage Appliances by Age (Q4/12)

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- Appeal of Home Management Features (Q4/12)
- Appeal of Home Management Features – Cont'd (Q4/12)
- Appeal of Professional Monitoring Services (Q4/12)
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- Desired Platform to Manage/Monitor Appliances (Q4/12)
- Desired Platform to Manage/Monitor Appliances by Age (Q4/12)

Additional Research from Parks Associates

ATTRIBUTES

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Number of Slides: 54
Published by Parks Associates

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