

Smart Lighting Landscape for the Connected Home

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By Brad Russell, Research Analyst

<p>Synopsis</p> <p>This report examines the smart lighting ecosystem of products and services for the connected home with attention to four industry segments: standalone lighting systems, lighting systems for self-installed home control platforms, lighting systems for interactive security services, and custom installed lighting for whole home systems. It addresses key industry players, market drivers, and industry trends in lighting devices and systems and provides five-year forecasts for selected smart lighting devices.</p>	<p align="center">Smart Home Device Owners and Purchase Intentions</p> <p align="center">Smart Lighting Device Purchase, Adoption, and Intention U.S. Broadband Households</p> <table border="1"> <caption>Smart Lighting Device Purchase, Adoption, and Intention (Estimated Data)</caption> <thead> <tr> <th>Device Category</th> <th>Purchasers in 2015</th> <th>Owners</th> <th>Intenders</th> </tr> </thead> <tbody> <tr> <td>Smart Light Bulbs</td> <td>~8%</td> <td>~10%</td> <td>~35%</td> </tr> <tr> <td>Smart Outlets, Switches</td> <td>~5%</td> <td>~8%</td> <td>~18%</td> </tr> <tr> <td>Smart Plugs</td> <td>~5%</td> <td>~8%</td> <td>~16%</td> </tr> </tbody> </table> <p align="right">© Parks Associates</p>	Device Category	Purchasers in 2015	Owners	Intenders	Smart Light Bulbs	~8%	~10%	~35%	Smart Outlets, Switches	~5%	~8%	~18%	Smart Plugs	~5%	~8%	~16%
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“Adoption of smart lighting devices and systems is growing, fueled by the convenience of self-installable devices that can be standalone products, part of self-installed home control systems, or self-installed add-ons to professionally installed interactive security systems,” said Brad Russell, Research Analyst.

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ADT Pulse	LG Electronics
Aeon Labs	LIFX
Alarm.com	Linear
AlertMe	Lowe's Iris
Amazon	Lumileds
AMX	Lutron
Ankuuo	Luxor
Apple	Maximus
AT&T Digital Life	Monitronics,
Big Ass Fans	Nest
Bitdefender	OSRAM
Blackloutd	Philips Hue
Bluetooth	ProControl
British Gas	Protect America
Chamberlain	Protection1
Comcast Xfinity	Qolsys
Control4	Quirky
Cooper	Revolv
Cox HomeLife	Rogers Smart Home Monitoring
Crestron	RTI
Digi xBee	Samsung SmartThings
D-Link	Savant
Elan	Scout
Flex	Sengled
Flux	Stack
Frontpoint	Time Warner
GE	UpLink
Google	URC
Home Depot	Vantage
Honeywell	Vera
Hunter Fan Company	Vivint
Icontrol	WeMo
ilumi	Wink
Insteon	Yeelight
iSmartAlarm	ZigBee
Jasco	Z-Wave



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