



Profiting from Connected Home Devices & Services

## Home Monitoring & Control: Attracting New Subscribers



PARKS  
ASSOCIATES

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THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  
CEA

# Speakers

## Panelists

**Jim Johnson**, Executive VP, General Manager, **iControl Networks**

**Benoît Joly**, SVP Marketing & Smart Life, **Technicolor**

**Jay Kenny**, Vice President, Marketing, **Alarm.com**

**Kevin Meagher**, Vice President, Smart Home, **Lowe's**

**Kevin Petersen**, President, **AT&T Digital Life**

**Adam Tichelaar**, Director, Connected Home Solutions & Program, **Amdocs**

## Moderator

**Tom Kerber**, Director, Research, Home Controls & Energy, **Parks Associates**



# Home System Comparison



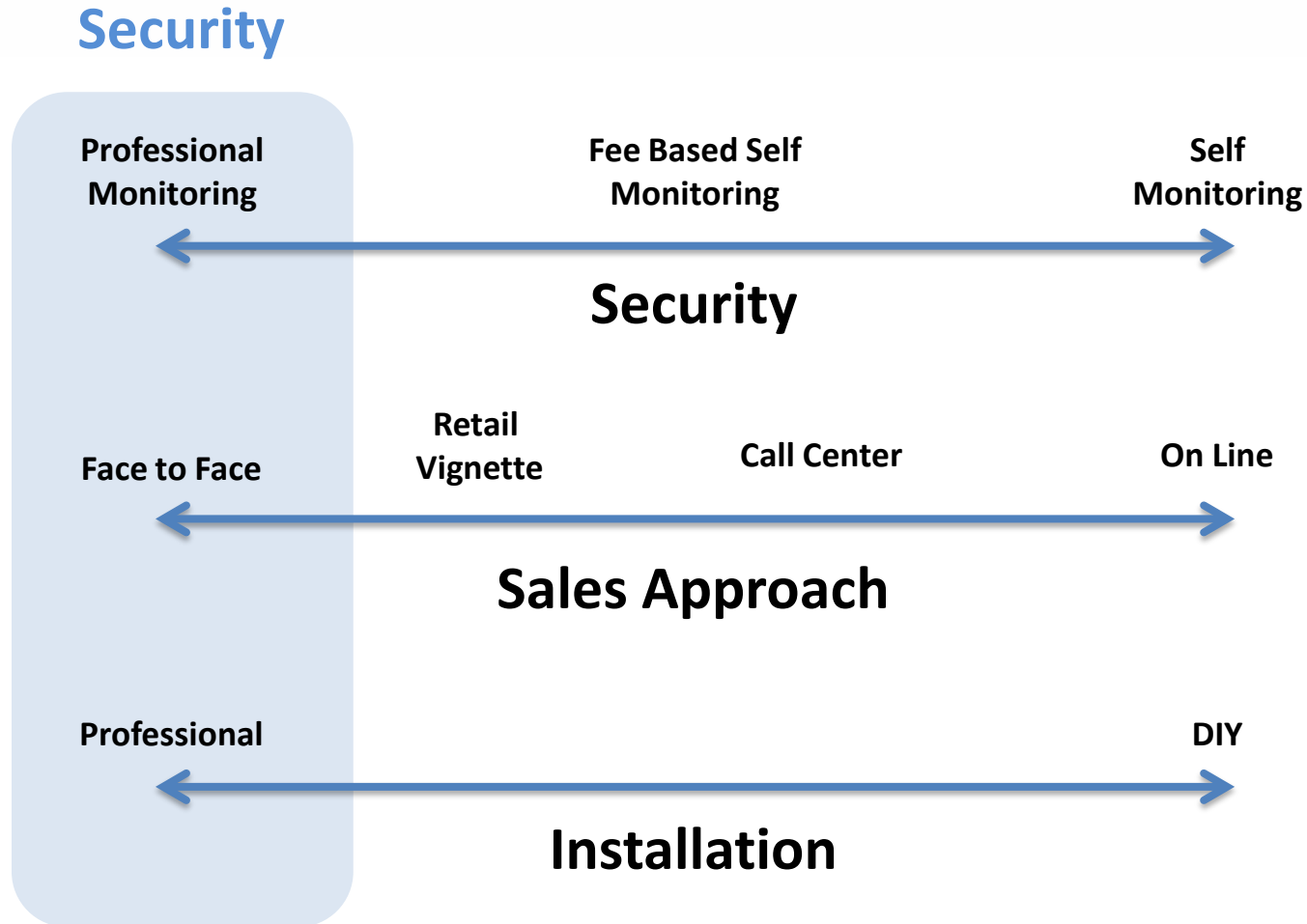
# Home System Comparison



# Home System Comparison



# Home Systems Comparison



# Two Paths to Market

## Products



## Systems



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## Business Focus

- SaaS company delivering software platform solutions for the Connected Home market.
- Enabling the next generation of home management and security.



## Market Focus

- Broadband service providers, home security companies, utilities.
- Bring together key partners, integrating and enabling a diverse ecosystem.



## Platform Approach

- Multiple platforms to meet the differing needs of various industries.
- Technology-agnostic, open architectures (Z-Wave, ZigBee, Wi-Fi, others).



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# TECHNICOLOR TODAY

**€3.5Bn**

revenue in 2012  
incl. €1.2Bn for  
Connected  
Home Division

**~30 millions**

STB & GTW consistently  
delivered each year

**>170 millions**

households served by our  
gateways and set-top boxes

**>75%** of blockbusters  
touched by our creative teams

**#1WW**

for access gateways by  
telecom operators

**13 000**  
employees

**1,45 Bn** DVD et Blu-Ray™ shipped  
per year to **> 40 000** locations

**~250**

Operators  
as clients

**>80%**

consumer electronic  
manufacturers integrate  
our Intellectual Property

**#2 WW**

for TV decoderS

**4 000 +**

Visual effects shots  
every year



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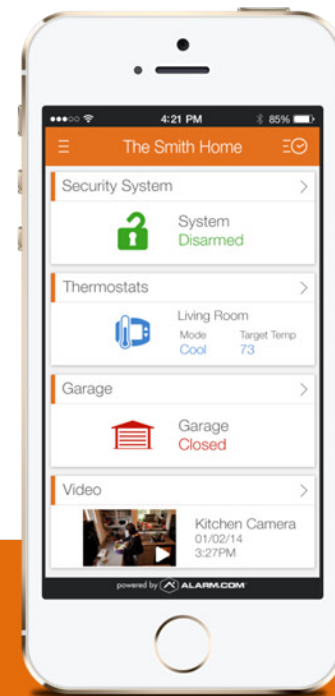
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# **ALARM.COM®** Connecting the Connected Home



powered by  **ALARM.COM®**



Interactive Security



Video Monitoring



Wellness Solutions



Energy Management



Home Automation

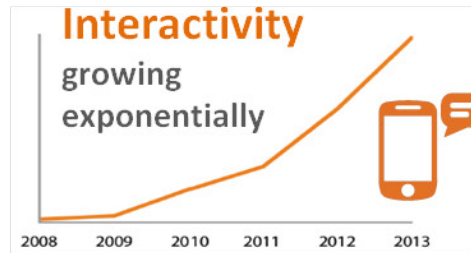
**Millions of users**  
in well over  
**1 Million homes**



On average  
Alarm.com powers  
**15 sensors &  
devices per home**



**Interactivity**  
growing  
exponentially



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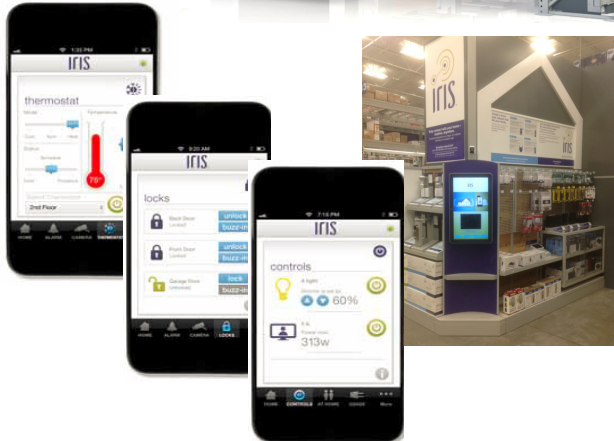




CES - 2014



## Lowe's – working to deliver the connected home...



### Home Monitoring

- Motion Detectors
- Door/Cabinet/Window Sensor
- Key Fob
- Keypad
- Panic/Help Button
- IP Video
- Motion Detector (pet tolerant)
- Water Sensor
- Fire Detector
- Carbon Monoxide
- Directional Detectors
- Device Tagging
- Safety

### Energy Management

- Analytics
- Thermostat
- Smart Plug
- Optical Meter Reader
- Clamp
- Integrated Metering
- Water Monitoring
- Gas Monitoring
- Oil Monitoring
- Ceiling Fans
- Water Heaters
- Water Filters/Purifiers
- Temperature Sensors
- Humidity Sensors

### Home Automation

- Door locks
- Wall Switches (Int/External)
- Wall Plug Sockets (Int/External)
- Controllable Light bulbs
- Window Blinds
- Water Shut Off Valves
- Window Shading
- Garage Doors
- Humidifiers/Dehumidifiers

### Appliances

- Fridges/Freezers
- Washers/Dryers
- Cooking
- Misc devices
- HVAC

### Vehicles

- Car Integration
- EV Charging
- Prox sensing
- Maint Data

### Garden

- Irrigation Control
- Pool Pumps
- Pool Heaters
- Machinery (Mowers etc)

### Renewables

- Solar Panels
- Wind Generators
- Storage

### Other Property

- 2nd Home
- Parents
- RVs, Boats

### Support Services

- My Lowe's
- Installation
- Utility Rates
- Appliance Repair
- Pro Monitoring
- Insurance
- Nurse Call
- Location-based services

### Senior Care

- Help Pendants
- Activity monitoring
- Bed Sensors
- Location Based Sensors
- Medical dispensers
- Automated doors
- 2 Way Voice
- Stair Lifts
- Mobility Vehicles



### Practical Fun

- Plant monitors
- Localized scents

### Pets

- Door Flaps
- Location monitor
- Feeders

The New Connected Home Category in all Stores

Visit us in South Hall, Hall 2 Room S115

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2013

## ACCOMPLISHMENTS

- ✓ 59 U.S. Markets
- ✓ Customer satisfaction ranks amongst the top in the industry
- ✓ Strategic partnerships

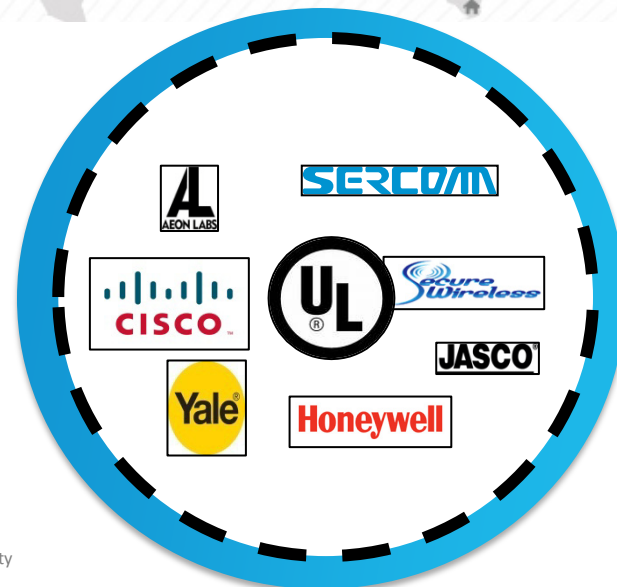


*"It's been a two-year journey for us, and it's a real pleasure to get to the market and see how customers like it. We couldn't be more happy about the reception."*

*-Kevin Petersen  
President, AT&T Digital Life*

## Digital Life Evolution - 2014 and Beyond

- Enhance our core Security Offering
- Expand the number of devices & services using platform
- "Raise the Bar" with an Industry Leading customer experience



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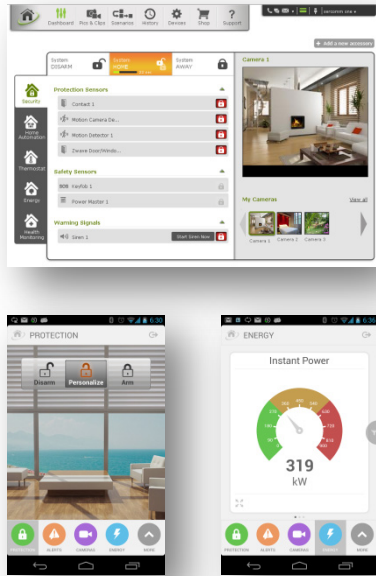
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# The Hidden Part of Smart Home Project Launches

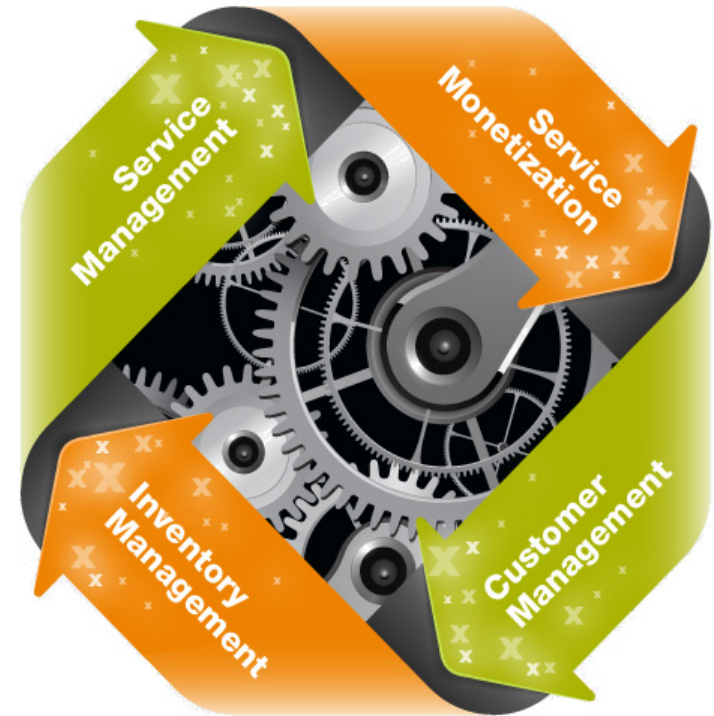
## End-User Apps



## Multi-Domain Smart Home Project



## Back-Office (the bottleneck)



## Back Office Complexity:

Converged Customer Care, Billing/Payments, Device & Partner Management

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## Thank You

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LAS VEGAS — JANUARY 7, 2014

