

CONNECTIONS

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SUMMIT

Smart Home Channel Strategies and Business Models



Smart Home Channel Strategies and Business Models

MODERATOR—Tom Kerber, Director of Research – Home Controls & Energy, Parks Associates



Kevin Petersen
President
AT&T Digital Life



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Curt Schacker
VP and Managing Director,
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EVERYTHING



Steve Shapiro
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ADT



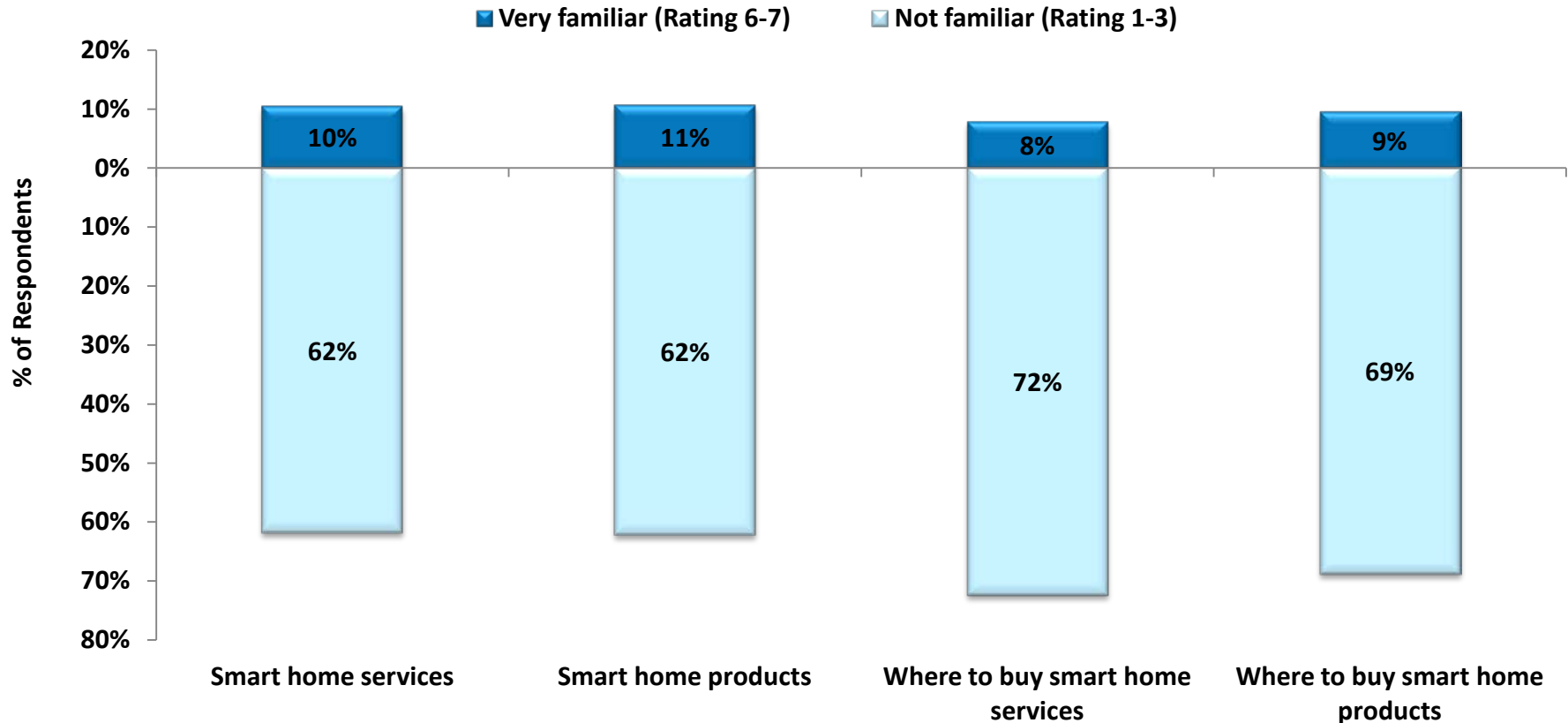
Marcus Scheiber
CEO & Co-Founder
ROC-Connect, Inc.



Christopher Williams
Sr. Director Product
Strategy and Development
Time Warner Cable

Barriers to Smart Home System Adoption - Awareness

Smart Home Familiarity (Q2/14)



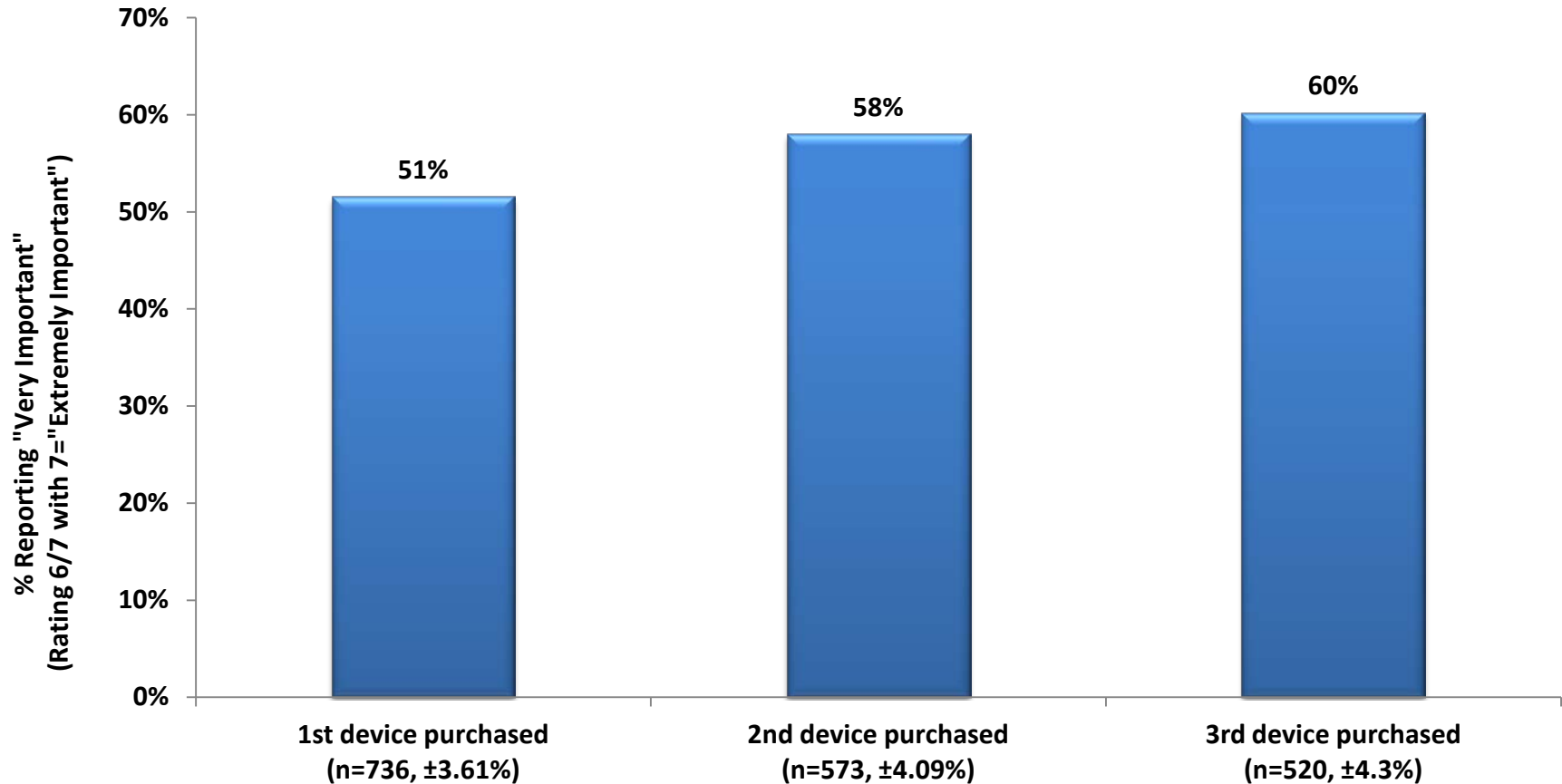
Source: American Broadband Households and Their Technologies Q2 2014

N=10,000 broadband households, $\pm 0.98\%$

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Barriers to Adoption - Interoperability

Importance of Interoperability (Q2/14)



Source: American Broadband Households and Their Technologies Q2 2014

N=10,000 broadband households, ±0.98%

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Two Paths to Market

Products

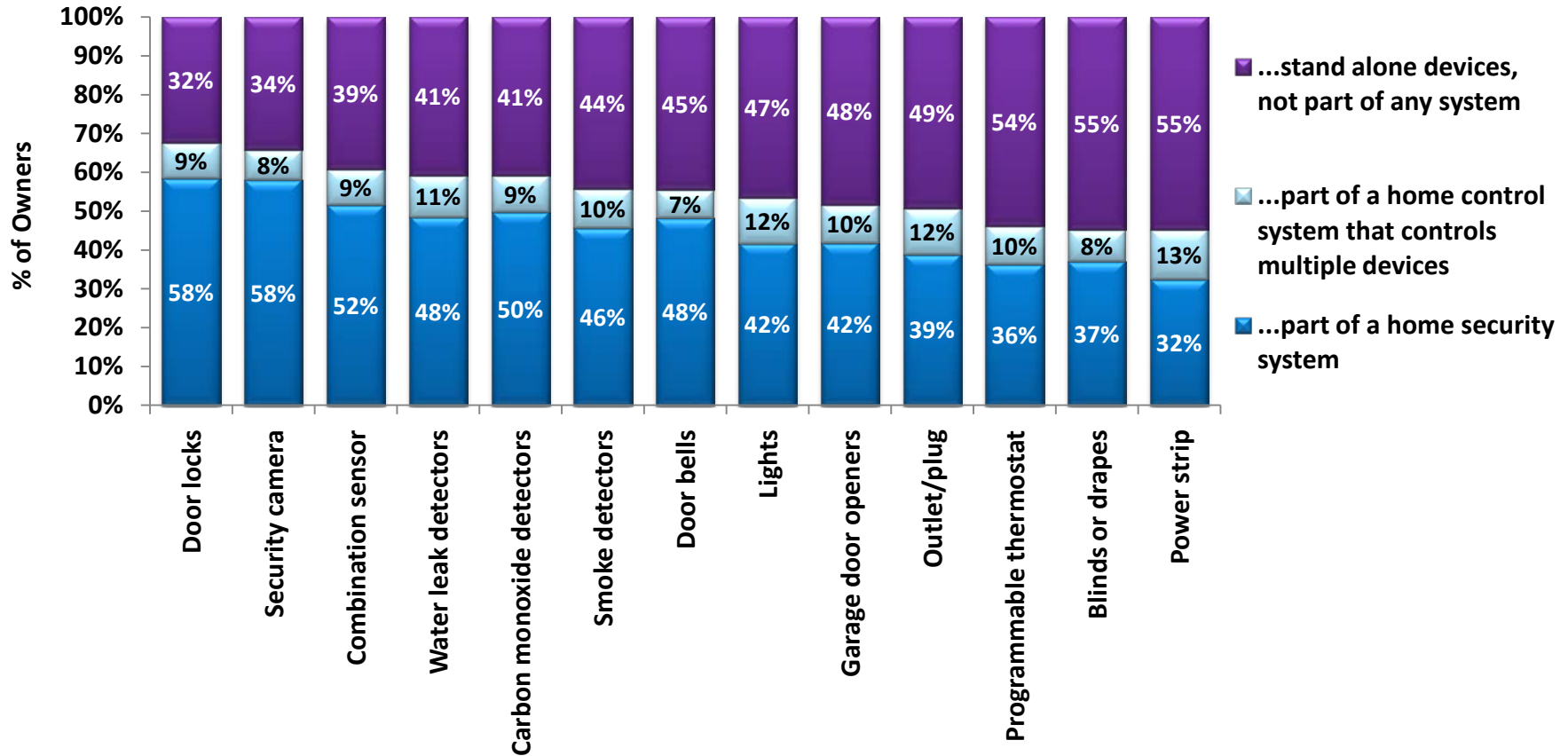


Systems



Two Paths to Market

Smart Home Devices as System or Stand Alone (Q2/14)



Source: American Broadband Households and Their Technologies Q2 2014 | N=10,000 broadband households, ±0.98% | © 2014 Parks Associates

SPEAKER



Kevin Petersen

President

AT&T Digital Life

@ATT

AT&T Digital Life

Growing the Smart Home and Beyond

- Transform the End to End Experience
- Integrate security and automation capabilities
- Utilize AT&T Core Strengths
- Open Platform with countless possibilities

\$115B

Global smart home market*

3000+

Retail distribution points

118M

AT&T US Wireless Subscribers

82M+

Households in Digital Life footprint

* Sources: Strategy Analytics, 2014, Parks Associates, 2013



SPEAKER



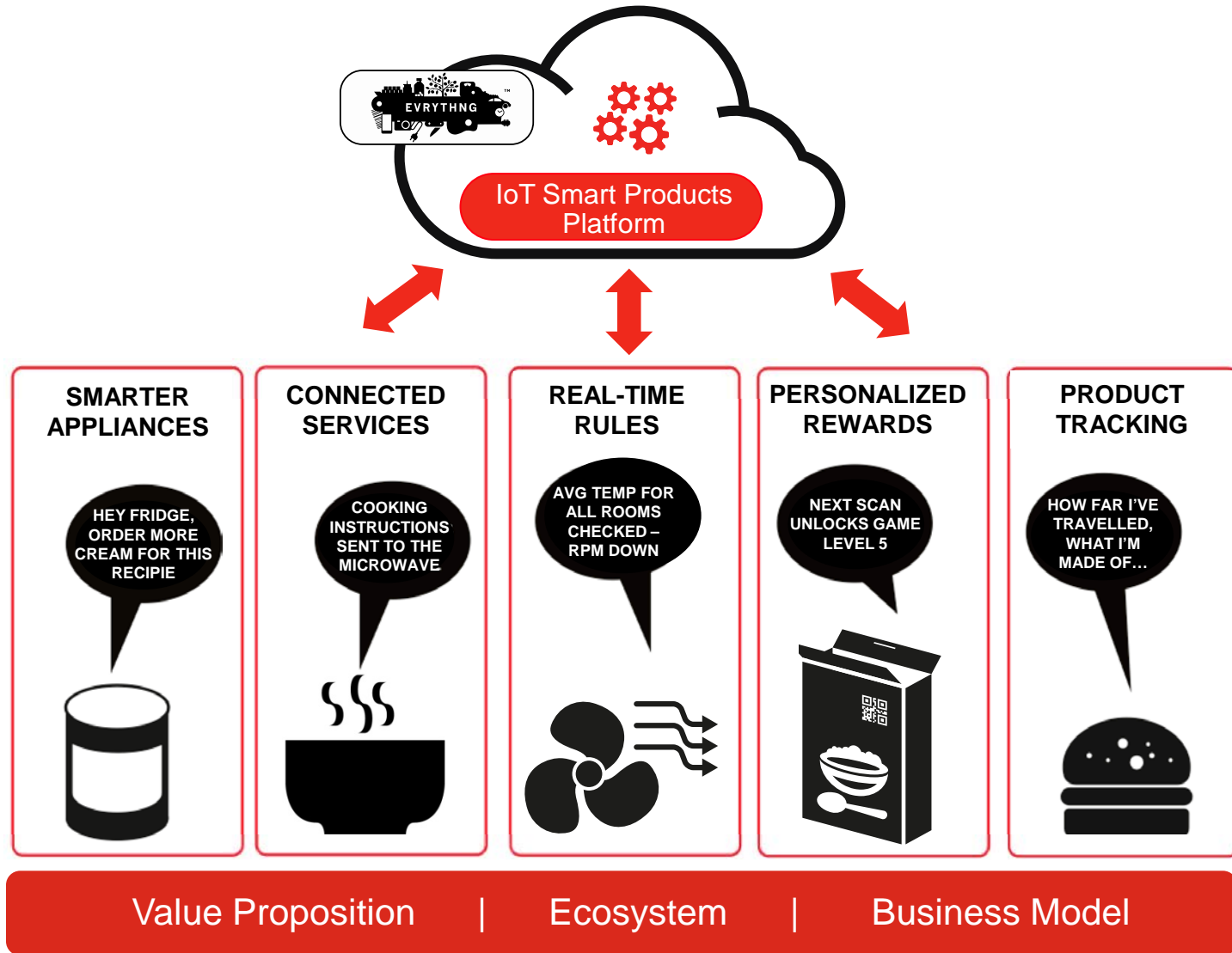
Curt Schacker

VP and Managing Director,
Connected Products

EVERYTHING

@EVERYTHING

What smart homes can learn from a can of Coke



SPEAKER



Marcus Scheiber

CEO & Co-Founder

ROC-Connect, Inc.

complete, branded, today

Smart Home as a service
everything your company needs to create a smart
solution for your customers



Simply connect things

Increasingly smarter

SPEAKER



Brian Seemann

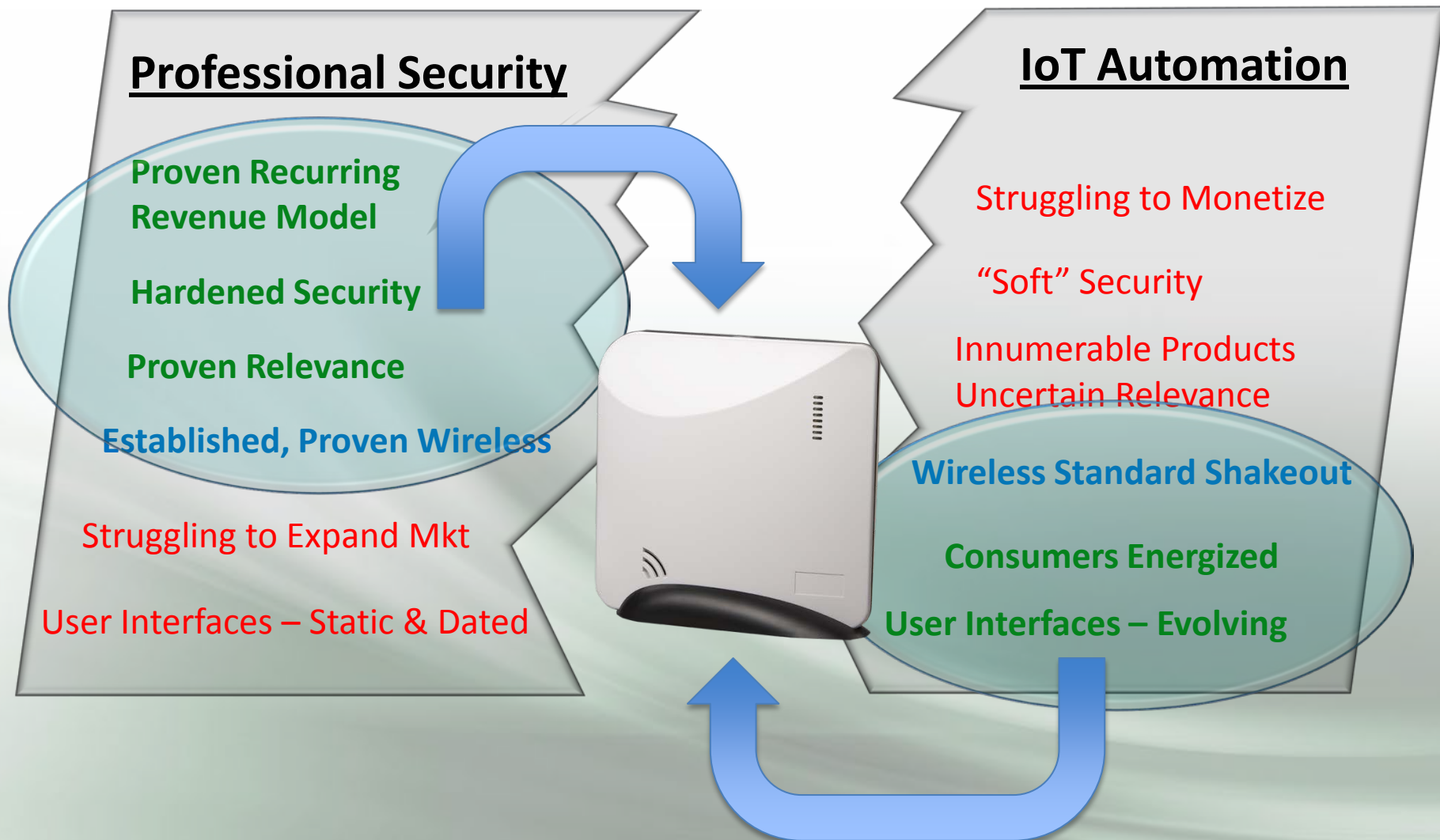
President

**Resolution Products,
Inc.**

[@Resolution_Tech](#)

Convergence in the Smart Home

Why Resolution is in the Game....



SPEAKER



Steve Shapiro

Vice President,
Industry Relations

ADT

[@stevenshapiro](#) [@ADTstaysafe](#)

The ADT Smart Home = The Safe Home



Customer Network of Nearly 7 Million, including more than 1 Million ADT Pulse Customers



- Delivers professionally installed and monitored security
- Answers approximately 19M alarms each year
- Offers home automation and control with ADT Pulse interactive services with security at the core, providing flexibility for remote control
 - System arm / disarm
 - Lighting and appliance control
 - Door lock and garage door control
 - Custom notifications and scheduled events
 - Temperature and energy monitoring
 - Video monitoring and video clips
- Holds strategic partnerships with companies such as McAfee, Life360 and IFTTT for enhanced solutions and services

“With more than one million ADT Pulse interactive security customers, we believe that the smartest smart homes must also be safe. Simply put, our view is that safety and security is something that you should not compromise on.”

Arthur Orduña, senior vice president and chief innovation officer for ADT

Steve Shapiro VP of Industry Relations
January 6, 2015

SPEAKER



Christopher Williams

Sr. Director Product
Strategy and Development

Time Warner Cable

@twc

Time Warner Cable IntelligentHome



- IntelligentHome is TWC's **home management** system that delivers **next-gen home security, automation, video surveillance** and **energy management**
- IntelligentHome is delivered on a **flexible platform** for innovation, incremental revenue streams and the ability to provide customers **value and control** in ways that are **simple and easy**
- Time Warner Cable is rapidly evolving the **ecosystem** using **iControl OpenHome DDK's** and **API's** to enable **compatibility** with best in class partner solutions
- Support is provided for **both professional install and DIY** for certain components (e.g. LG Light Bulb, Kwikset 914 door lock available online from Best Buy)



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- See the IntelligentHome CES partner demonstration @ **LG Electronics Booth #8204**
 - iControl OpenHome partner program: www.iconcontrol.com/developers
 - View OpenHome compatible solutions: www.openhome.io/home
 - Time Warner Cable IntelligentHome: www.twc.com/intelligenthome

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THANK YOU

FOR MORE INFORMATION:

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