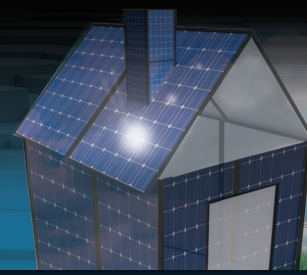


SMART ENERGY SUMMIT

engaging the consumer

FEB 19-21 2018 AUSTIN TX
OMNI AUSTIN DOWNTOWN

HOSTED BY
PARKS ASSOCIATES



RESEARCH & ANALYSIS ON IoT AND THE EVOLVING SMART HOME

— Demand Response, Distributed Generation, Energy Efficiency —

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#SmartEnergy18

KEYNOTES

FEB 20—9:45 AM

“Hey Google, What’s Next for Energy Providers?”

Jamie Staples

Head of Retail Energy Partnerships, Nest Labs



FEB 20—1:30 PM

“Housing Market Disruption”

CR Herro

Vice President of Innovation, Meritage Homes



FEB 20—4:30 PM

“Digital Transformation: Creating New Opportunities for Utilities and Consumers”

Russ Vanos

Vice President, Sales and Marketing, Global Software and Services, Itron



FEB 21—9:45 AM

“Partnering for the Future of Mobility”

Dave Packard

Vice President, Utility Solutions, ChargePoint



FEB 21—11:30 AM

“Smart Neighborhoods and the Future of Energy”

Kim Greene

Executive Vice President and Chief Operating Officer, Southern Company



Consumer Perceptions and Interest

- 56% of U.S. broadband households believe it is very important to have an energy-efficient home but only 9% think their home is very energy efficient.
- 70% of smart device owners believe energy-related smart devices help reduce energy consumption.
- 37% of U.S. broadband households are highly familiar with backup generators and 50% consider these energy products to be highly valuable.
- The most popular energy-efficiency equipment for 2018 is a backup generator, with 19% of current non-owners planning to make this purchase.
- 20-25% of homeowners in U.S. broadband households are interested in bundling home and energy services; 27% are interested in HVAC bundled with their electricity bill, and 25% find a home warranty and energy bundle appealing.
- More than 50% of U.S. broadband households find at least one energy management use case for the smart home highly appealing. Energy management is second only to home and personal safety as a popular use case in an expanded smart home system.

SOLAR

- ~33%+ of U.S. broadband households see strong value in energy products such as solar heating panels, solar PV panels, and battery storage.
- 80% of U.S. broadband households would buy solar panels either from the manufacturers, their energy provider, or a company specializing in energy solutions.
- 12% of U.S. broadband households that do not currently have solar PV panels are likely to purchase them in the next year.
- 40% of U.S. homeowners in broadband households are interested in bundling solar power purchasing with their electricity bill.

THERMOSTATS

- Adoption of smart thermostats reached 13% of U.S. broadband households in 2017, up from 11% in 2016.
- Only 30% of U.S. broadband households believe that smart thermostats are affordable and only 18% of consumers would purchase one of these devices for \$250, the historic price point for products such as Nest, ecobee, and Honeywell Lyric.

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