

# SMARTENERGY SUMMIT

## ENGAGING THE CONSUMER

February 17-19, 2014

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Four Seasons Hotel

Austin, TX

Examines the expanding market for energy solutions

## RESEARCH & ANALYSIS ON THE EVOLVING SMART HOME

—New Energy Solutions, Connected Appliances, & Security—



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INTERVIEWS:**

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### KEYNOTES

FEB 18—10:00 AM



**"Leveraging New Approaches  
& New Technology in Addressing  
Utility Challenges"**

Deborah Kimberly, VP of Distributed  
Energy Services, Austin Energy

FEB 18—12:15 PM



**"From Push to Pull:  
How Nest is Redefining  
Energy Services"**

Erik Charlton, VP, Business,  
Nest

FEB 18—4:45 PM



**"Partner or Compete:  
Utility Decisions on Home  
Energy Management"**

Kevin Meagher, VP & GM,  
Smart Home, Lowe's

FEB 19—9:45 AM



**"The API Economy: The  
Impact to Consumers &  
Energy Management"**

Stuart Lombard, President  
& CEO, ecobee

FEB 19—12:15 PM



**"Connected Homes Power  
Energy Management"**

Bill Horrocks, VP, Product  
Management—Xfinity Home,  
Comcast

## PARKS ASSOCIATES

## RESEARCH HIGHLIGHTS

### Energy

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**Nearly 40%** of U.S. broadband households are interested in energy management products, but the majority are interested in energy offerings bundled with other smart home solutions.

**When surveyed** on potential electricity plans, fewer than 20% of U.S. broadband households chose a variable rate plan over a fixed rate plan in the absence of additional incentives.

**Interest in a Time-of-Use** (TOU) tariff plan increases from 12% to 48% of households when it includes a "no risk" trial period.

**43-62%** of broadband households would purchase a thermostat necessary to enroll in a demand response program if offered a \$25-\$75 rebate.

### Connected Appliances

**26%** of U.S. broadband households planned to purchase a smart thermostat during the 2013 holiday season.

**Roughly 50%** of U.S. broadband households own a programmable thermostat; 11% have a thermostat that can connect to the Internet.

**42%** of U.S. broadband households rate monitoring their air conditioner as highly appealing; 28% rate monitoring their dishwasher highly appealing.

**Consumers** want to use connectivity to help troubleshoot problems with their refrigerator; 44% of U.S. broadband households found this feature highly appealing.

### Smart Home

**Approximately 66%** of all U.S. broadband households find a smart home bundled package appealing. Home management is the most appealing bundle, including safety alerts, remote home monitoring, and remote management of the home's thermostat.

**Roughly 7%** of all U.S. broadband households own smart lighting.

**In 2017**, more than 11 million U.S. broadband households will have some type of smart home controller.

**Among U.S.** broadband households, 56% would buy door/window sensors, 53% would buy door locks, & 44% would purchase lighting controls modules, provided they could control these devices using a PC, phone, or tablet.

**Nearly 50%** of U.S. broadband households would prefer to have smart home equipment professionally installed.

### Security

**25%** of U.S. broadband households have an electronic security system in use—of these, 65% (16 million) are monitored.

**Total revenues** for U.S. residential security, including equipment and monitoring, will exceed \$10 billion in 2014 and reach \$13 billion by 2017.

**The U.S.** has approximately 13,000 dealers who sell and install security systems; 86% of them now offer some smart home component options.

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**Leveraging Partnerships to Deliver Home Energy Management**

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Thursday, FEB 20th 1PM CT (11 a.m. PT)

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**“Utility Decisions on Home Energy Management”**

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**Parks Associates’ 2014 EVENTS**



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NOV 18-19, 2014 | Amsterdam

[CONNECTIONSEurope.com](http://CONNECTIONSEurope.com)

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