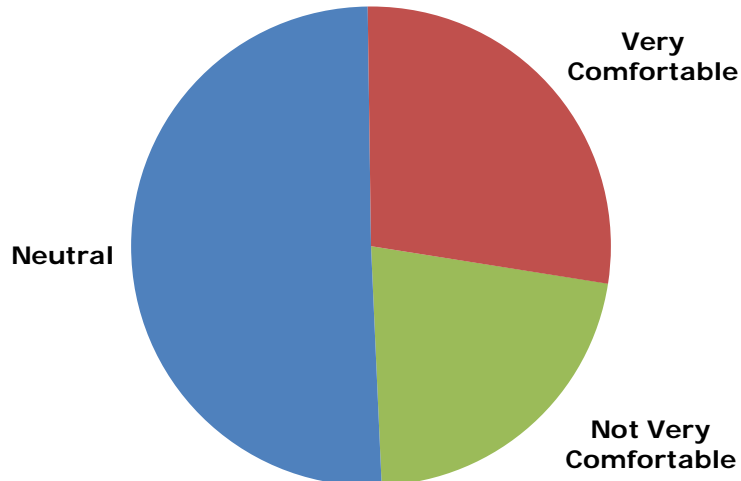


Synopsis **Seniors' Comfort Level with Home Activity Monitoring Service**

This report examines the market for IP-based monitoring solutions that help consumers live safer and healthier at home. It looks into broadband service providers' involvement in this market sector and profiles their market development efforts, partnerships, and business models.

Comfort Level with Home Activity Monitoring Service

"How comfortable are you with a home activity monitoring service?"
(Respondents older than 55)



Source: *Personal Health Tools and Applications*
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"Infrastructure development and technology advances have piqued the interest of broadband service providers (BSP) in the health market," said Harry Wang, Director of Health and Mobile Product Research, Parks Associates. "BSPs are studying the market and piloting projects with partners in preparation for full engagement. The market potential is big enough for both the incumbent and BSPs, but the key is to find the right business models to awaken the dormant demand."

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