

| <b>Synopsis</b>   | <b>Smart Devices and App Usage</b>  |                   |                                       |                               |      |            |      |                               |      |                 |      |
|---|---|-------------------|---------------------------------------|-------------------------------|------|------------|------|-------------------------------|------|-----------------|------|
| <p>Devices in the home are increasingly connected to a cloud service, providing access from anywhere and creating new opportunities to deliver innovative value propositions to the consumer. This report examines how apps and APIs create new business opportunities for OEMs of connected home controls, service providers, and app developers. It also provides details of the business models and case studies on the use of apps and APIs in the smart home sector.</p> | <p><b>Using Apps with Smart Home Devices</b><br/>Smartphone/Tablet Users Who Also Own Specified Smart Home Devices</p> <table border="1"> <caption>Using Apps with Smart Home Devices</caption> <thead> <tr> <th>Smart Home Device</th> <th>Percentage of Smartphone/Tablet Users</th> </tr> </thead> <tbody> <tr> <td>Smart programmable thermostat</td> <td>~85%</td> </tr> <tr> <td>Lightbulbs</td> <td>~80%</td> </tr> <tr> <td>Water leak/humidity detectors</td> <td>~75%</td> </tr> <tr> <td>Smoke detectors</td> <td>~70%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p> | Smart Home Device | Percentage of Smartphone/Tablet Users | Smart programmable thermostat | ~85% | Lightbulbs | ~80% | Water leak/humidity detectors | ~75% | Smoke detectors | ~70% |
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**Publish Date:** 4Q 15

“To move the consumer experience from current single-point solutions to a smart and integrated experience, the smart home industry must first overcome standards fragmentation to provide consumers with a true plug-and-play experience. Device manufacturers must then follow up with innovative collaborations with software partners to bring personalized use cases to life,” said Harry Wang, Director, Research, Mobility and Digital Health, Parks Associates.

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# Dashboard to Smart Home: Apps and APIs

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By Harry Wang, Director, Research, Mobility and Digital Health

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| 3Scale            | IoTivity  |
| Alarm.com         | Latch     |
| AllJoyn           | Leo       |
| Amazon            | Life360   |
| API.ai            | Logitech  |
| Apigee            | Lowe’s    |
| Apple             | Lutron    |
| Arrayent          | Mashery   |
| AT&T Digital Life | Microsoft |
| August            | MisFit    |
| Axway             | Nest      |
| Ayla Networks     | Peq       |
| CA Technologies   | Philips   |
| CastleOS          | Qivicon   |

|           |              |
|-----------|--------------|
| Dropcam   | Quirky       |
| Facebook  | SmartThings  |
| Google    | Staples      |
| HomeSeer  | Temboo       |
| Honeywell | Thread Group |
| Huey      | Vera         |
| iControl  | Vivint       |
| IFTTT     | Wink         |
| Insteon   | Wit.ai       |

**Attributes**

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax

parksassociates.com  
sales@  
parksassociates.com

Authored by Harry Wang  
Contributor: Tejas Mehta  
Executive Editor: Jennifer Kent  
Published by Parks Associates

© October 2015 Parks Associates  
Dallas, Texas 75248

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Printed in the United States of America.

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