



# Home Automation

Solutions and Business Issues

2009



## Overview

Home Automation is the facility to automate, manage, and control devices located within our homes with the means of Remote Control.

Remote control has become more than that device that we use to remotely controlling our TVs, Air Conditions, or even computers.

Remote control technologies currently have multiple forms. For example, you can remotely switch off your TV using your mobile phone and using the public PSTN network.

Home Automation is a set of techniques that are implemented and deployed within the building in order to provide comfort and security for the residents of that building.

The main goal of applying home automation techniques is to enable residents to perform normal daily tasks in a simpler manner. This forces many technologies to be integrated together to achieve the required functionality. An example to that integration is controlling the status of the device us-

## Key Benefits

- Comprehensive overview of Home Automation including definition, technologies, standards and importance.
- Technical study of Home Automation including architectures, specifications, standardization official parties.
- Comprehensive overview of different Home Automation applications and products.
- Market segments study including developed, developing and emerging markets.
- Market Predictions for Home Automation Market.
- Home Automation Market Forecast.
- Home Automation Business Models.
- Global SWOT Analysis for Home Automation including real examples from the market.
- Comprehensive reference guide for Home Automation key players including designers and installers of different types of home automation systems

## Evaluating Home Automation

This publication provides evaluation of the different Home Automation technologies, a complete analysis for each technology, and finally the market analysis for the technology.

## Technical Study

HOME AUTOMATION GENERAL OVERVIEW	Creative Zen Mozaic	Allergen Reducer
WHAT IS IT?	Creative Zen Stone	HEPA Air Purifier
WHY IS IT IMPORTANT AND RELEVANT?	Philips GoGear Spark	Overview
Convenience	Sony NWZ-BF Walkman	Ionic Air Purifier
Safety	Sony B-Series Walkman	UV Air Purifier
Fun	Apple iPod Shuffle	Dehumidifier
Increase Home Resale Value	Audio Equalizer	Overview
WHO DOES IT AFFECT AND WHY?	Samson D Digital Graphic Equalizer	Dehumidifier Types
HOME AUTOMATION OVERVIEW	Samson S Curve Dual Band Equalizer	Mechanical Dehumidifier
Definition	Samson S Curve Dual Band Equalizer	Desiccant Dehumidifier
Technologies	dbx Dual Band Equalizer	Dehumidifier Usage
Standards	dbx Dual Band Graphic Equalizer	Dehumidifiers Cost
Customers	Digital Audio Receiver	Home Security System
What can a Home Automation do?	Car Audio Amplifiers	Importance of Security System
Security	Bluetooth Speaker	Home Security System Components
Lighting and Shade Control	Parrot DS Stereo Bluetooth Speakers	Sensors
Telecommunications	Bluetooth GPS Speaker BGS-/	Alarms
Climate Control	iPod Speaker	Locks
Home Networking	Altec Lansing iMT inMotion Max	Cameras
Whole House Audio/Video	Harman/Kardon Go + Play	Sample Systems
Home Theater	mStation . Stereo Orb	Digital Security Safe
Surveillance	iPhone Speaker	Features
Electronic Entry Access	iPhone V-Moda Remix Headphones	Electronic Lock
HOME AUTOMATION TECHNICAL OVERVIEW	TuneBuds	Home Intercom System
ARCHITECTURE AND NETWORK TOPOLOGY	Bose Headset	Wireless Keyless Entry
Centralized Architecture	Logic iPhone speakers	Security Camera
Distributed Architecture	SACD Player	Flood Alarm
Mixed Architecture	Wireless Audio Speakers	Smoke Alarm
REQUIREMENTS, SPECIFICATIONS, AND STANDARDS	Karaoke Player	Fire Extinguisher
X10	RJ Tech RJ-	Carbon Monoxide Detector
INSTEON	Singing Machine .	
ZigBee	NUMARK CDN+G	
Z-Wave	Considerations	
Universal Powerline Bus (UPB)	Cordless Microphone	
ONE-NET	Wireless Microphone	
ORGANIZATIONS	Home Theater	
CEDIA	Popular Home Entertainment Centers	
CENELEC	Wireless Home Theater	
Continental Automated Buildings Association (CABA)	Creative GigaWorks GW	
HOME AUTOMATION APPLICATIONS AND SAMPLE PRODUCTS	Lighting Control System	
Whole-House Audio	Popular Light Control Systems	
Wireless Audio System	Lutron HomeServe Lighting Control System	
All-in-One Audio System	Crestron Lighting Control Systems	
MP Player	Heating, Ventilation and Air Conditioning	
Apple iPod	Overview	
Apple iPod Nano	Installation	
Microsoft Zune	System Cost	
Archos WiFi	Air Conditioner	
Sony NWZ-SF Walkman	Split Air Conditioner	
SanDisk Sansa Fuze	Wall Mounted Air Conditioner	
SanDisk Sansa Clip	Advantages	
	Disadvantages	
	Casement Air Conditioner	
	Mini Air Conditioner	
	Air Purifier	
	Overview	



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## Market Study

Market	Crestron Partnerships	Promwad Utilizing Open Technologies
Market overview	Promwad Partnerships	Control4 Online Forums and Developer Support
Introduction	Partnership with Itransition Software Company	Variety of Solutions
Developed Market	Partnership with Intel/Intel Corporation Company	Crestron Solutions
Key Example: Home Cinema system	Partnership with Analog Devices Company	JCL Variety of Products
Home Automation Usage and Purchase Factors	JCL Partnerships	Control4 Customization
Age	Partnership with Control4	JCL Free Consultation
Education and Culture	Partnership with SmartHome	Hot Deals
Cost	Control4 Partnerships	JCL Hot Deals
Usability	Expanding Products Usage	Utilizing and Integrating New Technologies
Quality	Exceptional Innovation	Web-based Control
Developing Market	Awards Received	Gaining Customer Trust by Doubling Warranty
Home Automation Usage and Purchase Factors	LMS-810 Media Server Wins CES Innovations Award	Introducing a new Advertising Mechanisms – Dealer Tour Road
Cost	HomeVision Awards	Weaknesses
Quality	HAI Award Winning Products	Closed Development
Usability	Control4 Awards	Exceptional Innovation
Warranty and Support	Dealer Services	Lake of Online Services
Emerging Market	Exceptional Innovation	Lake of HAI Online Services
Home Automation Usage and Purchase Factors	Crestron Services for Resellers	Lack of Promwad Online Services
Age	Sales Representatives Network	Lack of Developers Community
Trust	Partner Assisting and Support Programs	Lack of Lutron Developers Forum
Financially-Safe	Crestron Support Programs	Lack of JCL Developers Forum
Warranty and Support	Integrated Partner Program	Lack of Promwad Developers Forum
Challenges Facing Home Automation	A+ Educational Partner Program	Weak Website
User Experience	GSS Government Support Services	Custom Solutions Inc. Poor Website
Practical Case Study: Florida Is The Best Place For Home Automation	Enterprise Partner Program	Lack of Patents
Home Automation Market Predictions	HomeVision Mailing Group	Custom Solutions Inc., Lake of Patents
Who will be the buyers and sellers?	Lutron Technical Support	Lack of Partners
The buyer	Modular Design Strategy	Custom Solutions Inc., Lake of Partners
The Seller	Crestron Modular Design	Poor Distribution Network
Better User Experience	Control4 Modular Design	Custom Solutions Inc, Poor Distribution Network
Complexity vs. usability	Energy-Saving	Opportunities
Better Price	Crestron Energy Saving	Technology Partnerships
How fast Home Automation will grow?	HAI Energy Saving	Breakthrough Hospitality Technology
Evolution of Home Automation Market	Lutron Energy Saving	Partnership with Lutron
Home Automation Market Forecast	Patents and White Papers	Partnerships for Enhancing Products
Volume/Revenue	Lutron Patents	Cooperation with Bang & Olufsen
Home Automation Business Models	Training	Partnership with AMX
Home Building / Upgrading	Crestron Training	Government Applications
Fee-Based Remote Access Home Automation	HAI Training	Open Technologies
Smart Home Management for Service Providers	Products Integration	Web-based Control
Media Streaming Providers	Crestron Product Integration	Supporting New Technologies
Home Resale Business Model	Online Services	Green Energy Opportunity
Global SWOT Analysis	Crestron Online Services	Strategies related to Smart Energy
Strengths	Lutron Online Services	Threats
Manufacturer Reputation	Lutron Lighting Energy Analysis	Slow Home Automation Production
HAI inc., Reputation among competitors	Sales Live Demo	Lake of Partnerships between Companies
Lutron Reputation among Competitors	JCL Online Services	The International Financial Crisis
Certification	Control4 Online Services	
Lutron Certification	Popular Software Platform	
Meeting LEEDs Certification	Exceptional Innovation Software Platform	
Partnerships	Software Development	
Exceptional Innovation Partnerships	Crestron Authorized Independent Programmers	
	HAI Development Center	



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## Key Market Players

### Designers

Control4  
Exceptional Innovation  
Crestron Electronics, Inc.  
eControl  
Home Automation Inc.  
JCL Automation  
HomeLogic, LLC  
Elan Home Systems  
Zenpanion LLC  
SmartLabs Inc.  
Lutron Electronics Company  
Leviton  
Centralite  
Hawking Technology, Inc.  
HomeRemote Home Automation  
Intermatic, Inc.  
Jasco Products Company  
LiteTouch, Inc.  
Remote Technologies Inc.  
Savant Systems LLC  
Custom Solutions, Inc.  
HomeVision  
Promwad  
Universal Electronics Inc.  
Visiomatic  
Xantech Corporation  
Wayne-Dalton Corp.  
ELK Products, Inc.  
GE Security, Inc.  
Honeywell Security & Communications  
Eaton Corporation  
Schlage  
HomeSeer Technologies  
Charmed Quark Systems Ltd.  
Cinemar Solutions, Inc.  
Embedded Automation  
Home Automated Living  
Promixis  
Stardraw  
Advanced Quonset Technology Inc.  
Cortexa™ Systems  
iControl Networks, Inc.  
JDS Technologies  
Lagotek Corporation  
Schneider Electric  
AMX

### Installers

ALL OUT AUDIO & VIDEO  
Simple Guardian, Inc  
ENCO Electronic Systems  
TekMedics  
Home Theaters and More LLP  
Correct Cable Inc  
Video Security Experts  
Audio Video Advisors  
JAG Communications  
New England Home Theater, LLC

epiCinema  
IM Audio Video  
TechPros, LLC  
BlueHalogen Automation And Design, Inc.  
Digital Residence  
HD Installers: Home Theater Installation  
Infinity Technology LLC.  
Metropolitan Audio Video  
S Designs Inc  
Southwest Smarthomes, LLC  
Paradise Home Entertainment  
Imagine Home Automations  
Southwest Smarthomes, LLC  
American Industries Corporation  
Clear Lighting and Electrical Design, Inc.  
Digital Residence  
Get It Wired  
Logic Living  
Video Security Experts  
IQ Design  
UltraTechnologies.biz  
Electronic Evolutions, Inc.  
Grand Home Automation, Inc.  
Paragon Sight, Sound, & Security  
Precision Computer Networks & Service  
AVATI  
DTS Systems Int'l. Corp.  
Home In Control, Inc.  
Siscoe Tech Systems LLC  
Technalifestyles Inc.  
Advanced Home Systems LLC  
Advanced Multimedia Solutions  
Broadband Infrastructures, LLC  
Come Alive Audio  
Correct Cable Inc.  
Dream Theatres LLC  
Nextec Systems  
Serious Home Theater  
The Audio Video Pros, Inc.  
Trikin LLC  
SMART HOMER  
Circuits Plus LLC  
Washington Home Theater  
Armwood Installers  
Design Tech Electronics  
Extreme Media  
Gateway Communications Services, Inc.  
Interior Installations International Inc  
Marquis Electronic Integration  
Rockville Interiors  
Sight and Sound Systems, Inc.  
US SYSTEMS INC  
vAutomate LLC

Viaav - Home Theater and Smart Home  
Wireless Village  
Simply Home Cinemas  
HDAV High Def Audio/Video  
A V SOLUTIONS, INC  
AVNV Installations LLC  
Celestial Audio  
Evolution Architects  
Innovations in Automation, LLC  
iWired  
Rock N Roll Audio Video  
Doherty Design Group  
M&L Enterprises  
Front Row Entertainment  
interstar Home Theater  
The Audio Installation Co.  
The Home Theater Store OK  
Bliss Home Theaters & Automation  
Connex A.D Inc.  
Design Systems Datacom, LLC  
Gizmo Custom Systems  
Monaco A V  
Transcendent  
Ambrosia Audio & Video  
Focus Integrated Systems  
Jacks & Racks  
Going Digital, Inc.  
cw solutions group  
Integratus Technologies  
FSHT Customs Home Theaters Inc  
Prosound Audio/Video  
FulTech Solutions



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