



# Home Automation

## Solutions and Suppliers

February 2010



## Overview

Home Automation is the automatic control of a home's electronic systems, such as security, heating and air conditioning, entertainment, and lighting. A home automation system is one in which these systems are integrated into one, easy-to-use system. The purpose of a home automation system is to enable residents to perform normal daily tasks in a simpler manner. A home automation system will use scenes, off-site control, scheduling, and reactive events to automate the home's electronics systems.

This publication provides analysis of home automation suppliers, solutions, industry trends and outlook. It is the definitive guide for anyone who wants to identify the full range of home automation solutions, who supplies them, and the outlook based on trends and the economy.

*"Beginning in early 2010, Real GDP, Real Disposable Income, and Consumer Prices are all expected to increase. When those numbers are combined with the projected increase in Residential Construction spending and relatively low interest rates, the Home Automation industry will likely see a return to healthy revenue increases."*

## Key Findings:

- Installation, design, and project management can account for up to 50% of the total price of an automation system
- Home Automation dealers experienced a 51% drop in revenues in 2009; however 48% expect an increase in revenues in 2010
- Positive signs for the industry in 2010 include GDP growth (2.8%), increase in residential construction spending, and a rebound in luxury goods manufacturing
- The future of Home Automation is in home health systems, environmental management, retrofits, and the integration of personal technology
- Businesses who are positioned to develop this market are security, audio/video, information technology, electrical, and HVAC companies.

## Questions Answered in Report:

- What is a Home Automation system and what is the history of Home Automation?
- How is a Home Automation system designed? What documentation is required?
- Who are the major players/manufacturers of Home Automation electronics?
- What are the budget considerations/costs of a Home Automation system?
- What training or knowledge is required to join the industry?
- What is the 2010 Home Automation market outlook?
- What are the industry standards and associations?
- What trends should you look for in 2010?

## Target Audience

- Home Automation Installation Companies: The Home Automation market is poised to rise again in 2010, and Home Automation vendors will need to adjust their marketing mix and offering in order to achieve solid growth in 2010.
- Home Automation Manufacturers: New trends and emerging markets, such as home health care and environmental management, require Home Automation manufacturers to be aware of coming trends.
- Information Technology (IT) Providers: With IP enabled devices becoming the standard in integrated systems, the IT professional is well-positioned to take advantage of this market and achieve high growth in 2010.
- Home Builders and Real Estate Professionals: Professionals in the residential building and housing industry must understand how important these systems are to the homeowner and home values.
- Industry Publications: Where is the market going in 2010? What trends will have the biggest impact? Industry editors must be in touch with the market and the key players.

## Companies in Report

AcousTex Fabrics	Electrolux Central Vacuum Systems (Beam)	Media Decor LLC	Ltd.
Acoustical Solutions Inc.	Electronic Stockroom	Meridian America Inc.	Simply Automated Inc.
Acoustics First	Element Controls	Middle Atlantic Products Inc.	SmX Cinema Solutions Corp.
AcousticSmart Home Theatre Interiors	Elite Screens Inc.	Midlite Corp.	Snap AV
Actiontec Electronics, Inc	Elk Products Inc.	Mitel	Somfy Systems
Activated Designs	Epson America Inc.	Mitsubishi Digital Electronics America, Inc.	SonarGuard by RJE Technologies, Inc
Active Thermal Management	ERICO	Motion Control Systems	Sonos Inc.
ADT Custom Home Services	Essential Sound Products Inc.	NAD Electronics of America	Sony Electronics
Advanced Wire Group Corp.	Ethereal Home Theater	Neothings Inc.	Soundcast Systems
Amplifier Technologies Inc.	Exact Power	Neptune Audio	SoundSense LLC
Am-Source International	FatCat Precision Racking Solutions	NetStreams	SpeakerCraft
AMX	FlatWire Technologies, a division of Southwire	NetworkThermostat	Specialty Marketing
Arlington Industries Inc.	Fluid Digital	New Age Electronics, a division of SYNEX Corporation	Speco Technologies
Atlona Technologies	Fluke Networks	Nexus 21 TV Lift Systems	Stewart Filmscreen Corp.
Aton	Fortress Inc.	Niveus Media Inc.	Storm Shelter Technologies
Audio Authority Corp.	FortrezZ LLC	NuTone	Straight Wire
AudioControl	Furman	NuVo Technologies LLC	Structured Cable Products
AudioQuest	Fusion Research	NXG Technology	Sumiko / Wolf Cinema / REL / Sonus faber / Vienna Acoustics
AudioShare	Gefen Inc.	Okoro Media Systems	SunBriteTV
Auralex Acoustics Inc.	Gepco International Inc.	OmniMount Systems	Sunfire Corporation
AVocation Systems	Global Cache	OMNI-WiFi LLC	Suttle
Axonix Corp.	Groov Audio	Onkyo U.S.A. Corp.	Technology On Demand Inc.
B&K Components	HAI (Home Automation Inc.)	On-Q/Legrand	Toshiba America Consumer Products
BDI	HD Communications Corp.	Optoma Technology Inc.	Total Protection Solutions
BidMagic	Home Acoustix	Pakedge Device & Software, Inc.	ToteVision
BitWise Controls LLC	Homelogic	Panamax	Transparent Audio
Black & Decker Hardware	Homepath Products LLC	Panamorph Inc. U.S.A.	Triad Speakers Inc.
Home Improvement Group	Honeywell Genesis Series Cable	Pantel Corp.	Tributaries
Blue Echo Solutions Inc.	Horizon Software	Pass Laboratories	Tri-Net Technology, Inc.
Bora Gear	Image Crafters	Pegasus CCTV	Triplett / Jewell Instruments
Broan	Image Improved Inc.	Planet Waves	Tripp Lite
BTX Window Automation	Impact Lighting Inc.	Powerline Control Systems Inc. (PCS)	TruAudio
Cables To Go	In2Networks	PPC	U.S. Nippura, Inc (Blue Ocean Projection Screens)
Carada Inc.	Inca Corp.	Premier Mounts	Universal Electronics Inc.
Cary Audio Design	Integra	Professional Audio Associates Inc	Vanco International
Centronics Inc.	Intrasonic Technology Inc.	Promounts	Vantage
Channel Vision Technology	IOGEAR	Quest Technology International Inc.	Velodyne Acoustics
Chief Manufacturing	IRES Technology Corp.	QWebL	ViewSonic
Cinemar Inc.	JDSU	Remote Technologies Inc. (RTI)	Vutec Corp.
Classe Audio Inc.	Jensen Transformers Inc.	Richard Gray's Power Company	Waterfall Audio
CMI Interiors Inc.	JVC Professional Products	Rotel	Wayne-Dalton Corp.
Colorado vNet	Kaleidescape Inc.	RTcom U.S.A. Inc.	Wireworld Cable Technology
ConnectGear Inc.	Keystone Wire & Cable Company Inc.	Russound	Wisdom Audio
ConnectGear Inc.	Kramer Electronics U.S.A.	S1Digital	Xantech
Control4	Labor Saving Devices Inc.	Sanus Systems	XFTP by Trilithic
Cool Components Inc.	LEG Motorized Systems	Savant	ZeeVee, Inc.
Cooper Wiring Devices	Leica Camera Inc.	Schlage	
Cortexa Systems LLC	Leviton Manufacturing	Schneider Electric	
Crestron Electronics Inc.	Liberty Wire & Cable Inc.	Screen Research North America	
Denon Electronics	Life   Ware	Sequel Technologies	
Denon Electronics	Lift Tech	Serious Materials/Quiet Solution	
Digital Delivery Group	Linear	Sherborn Technologies	
DIY Theatre LLC	LiteTouch Hybrid Technology	Sherwood America	
D-Link Systems Inc.	LiteTouch Inc.	SI Screens	
DNP	Lowell Manufacturing	SIM2	
Draper Inc.	Lutron Electronics	SimpleHomeNet, a division of Compacta International	
D-Tools Inc.	M.D. Manufacturing Inc.		
DVDO by Anchor Bay Technologies	Magenta Research		
DVE Distribution	Marantz America Inc.		
DVIGear	McIntosh Laboratory Inc.		
Eaton	MechoShade Home Systems		
ekey U.S.A. Systems LLC			
Elan Home Systems			
Elan Home Systems			
Elan Home Systems			



## Market Study

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



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## Order Form

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**Home Automation—Solutions and Suppliers 2010**

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