

# News Release

CONTACT: Layla McHale  
McHale Communications  
408.981.6394  
[layla@mchalecomm.com](mailto:layla@mchalecomm.com)

## STATE OF CONNECTED HOME MARKET WEBINAR ANNOUNCED

### CABA and HomeGrid Forum Collaborate on January 16 Event to Present New Research Findings

Santa Clara, Calif. and Ottawa, Ontario, January 12, 2009 – Consumers want an easy, seamless way to integrate their smart home devices, according to the landmark State of Connected Home Market Study conducted by CABA's Internet Home Alliance Research Council. CABA and HomeGrid Forum have collaborated to present the findings of the study in an online event on January 16, 2009.

**WHAT:** HomeGrid Forum and CABA will host a webinar to discuss findings from its State of the Connected Home market Study. The webinar will explore past and current trends in the marketplace and discuss consumer understanding of the connected home today and in the future. In addition, the webinar will cover the evolving wired home networking market, and the recently Consented ITU-T G.hn standard for unified connectivity.

**WHERE:** To reserve a webinar seat, visit <https://www2.gotomeeting.com/register/345347896>.

**WHEN:** Friday, January 16<sup>th</sup>, 2009 10 a.m. Pacific Time

**CONTACT:** For more information or to set up a press briefing with the speakers from HomeGrid Forum and CABA, please contact Layla McHale at [layla@mchalecomm.com](mailto:layla@mchalecomm.com) or (408) 981-6394. For more information on HomeGrid Forum, please visit [www.homegridforum.org](http://www.homegridforum.org). For more information on CABA, visit [www.caba.org](http://www.caba.org).

### About the 2008 State of the Connected Home Market Study

The 2008 State of the Connected Home Market Study was conducted by Zanthus, a high-tech market research firm, to investigate consumer attitudes and behaviors with regard to the connected home. Zanthus conducted a series of Web surveys among both primary market consumers, defined as consumers who adopt technology as products first come on the market, and mass market consumers, defined as those who wait for prices to fall or to assess a product's popularity before making new technology purchases. Previous waves of the study were conducted in 2003 and 2005.

### About CABA

The Continental Automated Buildings Association (CABA) is a not-for-profit industry association dedicated to the advancement of intelligent home and intelligent building technologies in North America. The organization is supported by an international membership of nearly 400 companies involved in the

design, manufacture, installation and retailing of products relating to home automation and building automation. Public organizations, including utilities and government are also members.

### **About HomeGrid Forum**

HomeGrid Forum is a global, non-profit trade group promoting the International Telecommunication Union's G.hn standardization efforts for next-generation home networking. HomeGrid Forum promotes adoption of G.hn through technical and marketing efforts, addresses certification and interoperability of G.hn-compliant products, and cooperates with complementary industry alliances.