



IoT for Smart Home Like a PC Market in the 80

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Presentation summary:

1. PC market x smart homes
2. Smart home technologies
3. Current market drivers and new IoT opportunities
4. New approach for B2C
5. Trend of smart home marketing

1. PC market x smart homes

1.1 Overview

Most technologies go along the Kondratiev Cycle, which illustrates the end of one technology is followed by the initial stage of another innovation. Today, as the PC market gets mature and is reaching saturation, Mr De Simone sees opportunities of the next big hit – smart home, and strives to make smart home 2016 flourish as much as PC 1986.

1.2. SHAAS (Smart Home As A Service)

It is predicted that in the next five years, the total smart home revenue will be led by hardware, eg thermostat, lighting device, plug-in modules, and ranges of other physical devices. However, in around 2020, with an estimated 50 trillion GB of data collected from millions of connected devices, the revenue of services will overtake that of hardware. That's why it is crucial to utilise the data to predict customers' needs and manner, eventually make higher profits by providing more customised

services.

2. Smart home technologies

Although the market is filled with competitive smart home technological suppliers, no single manufacturer is able to provide all solutions. That's why Mr Simone emphasises that a successful company would be the one who gives consumers the right to choose among multitude of solutions and devices, ie an ecosystem.

2.1. Critical success factors

Apart from the big ecosystem, successful solutions must be interoperable regardless of manufacturer or brand. It also requires top-notch security against hackers and should be capable of providing full home coverage through strong mesh network without interference issues. Last but not least, backwards compatibility must be presented to ensure convenient installation and management.

2.2. Smart home adopters

With the increase demand of open standards and various advantages of Z-Wave, eg ecosystem, ultra low power, and interoperability, Z-Wave's portfolio of certified interoperable product has grown into 1,500, ie almost six times of Zigbee's output, spreading across industries including lighting, thermostat, locks, services provides, security companies, and retailers.

3. Current market drivers and new IoT opportunities

Active aging is one of the strongest market drivers. In the US, market revenue from connected solutions will grow for almost three times in 2020. Researches also show a considerable number of people would sleep better at night if their aging families have a smart home, urging corresponding development.

Another market driver is smart insurance. When smart home meets insurance providers, the specific data will assist to provide value-added products and services with personalised policies and dynamic pricing, favouring both consumers and

insurance providers.

4. New approach for B2C

4.1. Benchmark

Instead of a centralised system, Z-Wave is a decentralised system of mesh network without a coordinator. The modules create routes to each other and provide feedback, giving neat and simplified design and installation.

4.2. Invisible automation x Flex automation

The “Flex Panels x Micro Modules” controls everything from a smart phone or remote control. The touch panel features multiple channels, two 3-ways wires, scene keypad, IR communication, and scene configuration, making it fit for different applications.

5. Trend of smart home marketing

With the difficulty to convince consumers to engage in smart home application, Mr De Simone foresees that industries will market their products with an emotional attachment and business need to get used to this manner quickly to get a share in the upcoming soar of smart home technology market.

The end

To learn more, please watch the presentation video at [here](#).