HOME AUTOMATION THE EMERGING MARKET

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Home Automation has been in India for around a decade. It is perceived as a luxury segment product affordable only to the affluent few. This perception is now changing as newer products come into the market and competition hots up. The HA generation can be classified in the following manner.

Year 1984 to 2000 HA 1.0

Year 2001 to 2011 HA 2.0

Year 2012 onwards HA 3.0

HOME AUTOMATION 3.0

CURTAINS
AUDIO
VIDEO
LIGHTING
SECURITY
GARAGE
APPLIANCES
COMMUNICATION
POOL
SPRINKLERS
CAMERAS
VIDEO DOOR PHONES

The failure to capture the people's imagination until 2011 has been attributed to a number of reasons.

Complexity Many of the HA 2.0 products released in the early years of home automation were technically complex.

Multiple incompatible standards Over the years there have been attempts by various organizations to create standards to drive the adoption of home automation systems across the globe. Poor interoperability of devices from different suppliers and limited support from the manufacturing community has kept penetration of HA 2.0 products to a minimum.

Expensive to install Although HA 1.0 did provided for DIY type products, in general an end-to-end home automation system required expensive install professionals to ensure that the equipment worked correctly. Incorporating a full home automation system into a new house required a significant upfront investment.

The media Coverage of home automation 2.0 systems was typically confined to case studies of large high-end houses owned by celebrities, or demonstrations of futuristic smart homes. This approach has embellished the belief in most people's minds that home automation is not affordable and is only available to affluent people in our society.

A solution looking for a problem HA 2.0 solutions were nice to have, but did not solve any specific problem for consumers around the globe.

Manufacturer's limitations Home Automation is typically a System Integration game. Manufacturers generally do not invest in Application Development leaving everything to the SI.

Today, user perceptions towards home automation have begun to change. People are starting to learn about the possibilities of using their smartphones or tablets to control their homes.

Next Generation HA 3.0 to the Rescue

"No longer is home automation confined to the privileged in society!"

The latest generation of automation, dubbed home automation 3.0 (HA 3.0) is changing the way the average person thinks about controlling their home.

HA 3.0 refers to the ability to use a device such as a standard remote control, a smartphone, tablet, or PC to control particular life enhancement systems within your home.

Examples of critical systems you might want to control from anywhere in the world include lighting, heating, AC, alarm, and cameras.

The term often means different things to different people; some people think of HA 3.0 as a system that allows them to turn their AC and heater on from their smartphone whilst on the way home from work, whereas others define an HA 3.0 system as a means of cutting down on energy costs while enjoying being a couch potato.

What it means in reality is that home automation solutions have reached a stage in their evolution, where it has finally become affordable for the 'man on the street' – no longer is home

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automation confined to the privileged in society !

HA 3.0 Ecosystem

Almost daily, we hear of new and innovative home automation products being launched onto the marketplace from a diverse range of stakeholders.

Here are the key players within the HA 3.0 ecosystem :

1. System Integrators & Installers
2. Manufacturers
3. Utility companies
4. Telecommunication providers
5. Online e-commerce stores
6. App developers
7. DIY enthusiasts

In order for HA 3.0 to achieve mass market uptake, closer cooperation between all of these stakeholders will be required over the coming years.

HA 3.0 Market Drivers

Home Automation is positioned at the nexus of the following eight booming market trends :

Standardization has happened ! Global standards, protocols, and data distribution systems are available, which allow home automation control structures such as security and lighting systems to interact and integrate with each other.

IP Adoption - All solutions are moving towards TCP/IP. Today you can network almost all devices on the TCP/IP platform which is becoming the de-facto standard.

The Internet - The wide adoption of the Internet has resulted in the growth and advancement of HA 3.0. Users can activate an App running on their smartphone or tablet device to remotely access their surveillance cameras, open doors, adjust home lights, turn on the air conditioning or close their curtains from anywhere in the world.

Proliferation of mobile devices such as smartphones and tablets : The near-ubiquitous ownership of smartphones is driving demand for Apps that allow consumers to monitor and control their alarm, lighting, heating, cameras and entertainment systems remotely over the Internet. Awareness that these devices can be used to control all of these in-home systems is starting to slowly creep into society.

Availability of Affordable HA 3.0 products : Most HA 3.0 products require professional installation and are pretty affordable to buy. Low cost products based on mature technologies such as Z-Wave, Zigbee, and Wi-Fi has eliminated the pre-requisite of re-wiring a house to install an automation system.

Much more than the cool factor: Not only is App control of a person's home considered to be cool, but HA 3.0 products can help to enhance living standards, increase home security levels and cut down on energy expenses.

Builders and developers– Looking for newer ways to enhance their property value, builders and developers have started offering Home Automation to their customers as a standard amenity or an optional one.

Retrofit Solutions – Wireless technologies offer an easy way to retrofit Home Automation Solutions. These technologies are reliable and affordable.
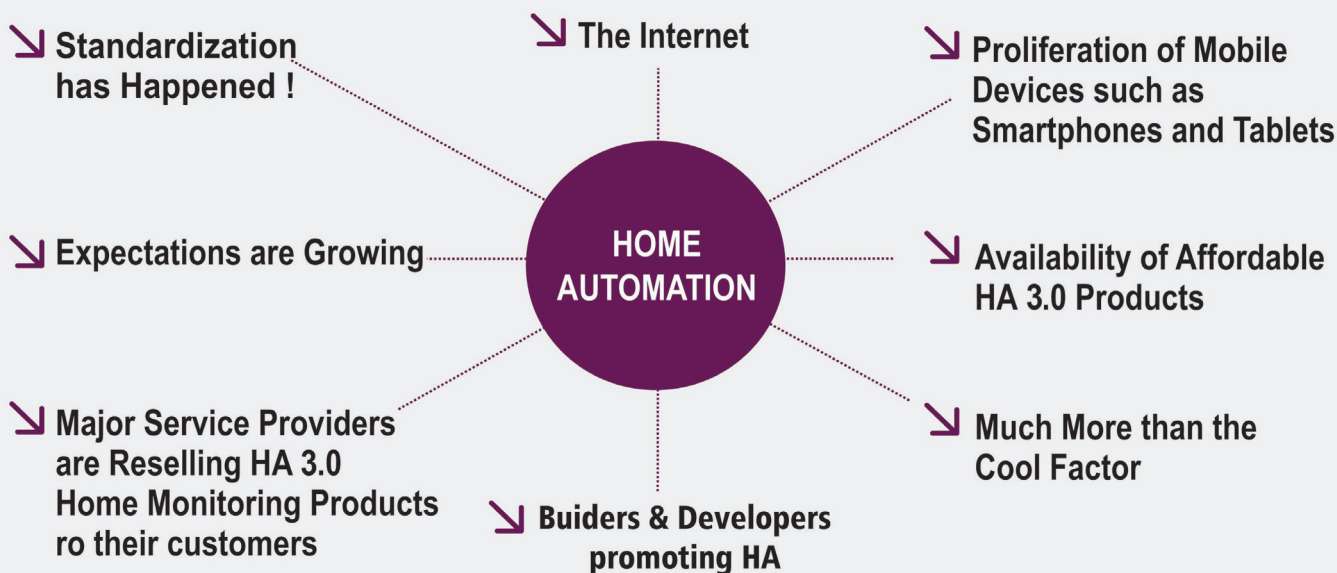
Expectations are growing! – People's expectations are growing from generation to generation. In addition to basic telephone and TV services enjoyed by our parents, younger people nowadays want features such as HDTV, multi-room music, Video distribution, surround sound and IP cameras included in their homes.

HA 3.0 Benefits

As with everything in life, the benefits of motivating yourself and spending money needs to produce some tangible results! Although the benefits of adding automation to your home will vary from person to person, there are some general ones that most people can enjoy as result of adding HA 3.0 system to their property:

1. **It's simple to use :** Once installed, a HA 3.0 system provides easy control of all your lights, heating, security and entertainment systems via a tablet, smartphone or PC.

• **Improved comfort & convenience :** HA 3.0 systems allow you to setup 'scenes' that will increase comfort levels at home. Scenes are normally used to perform a number of actions at a particular instance in time. For instance, I have a GOOD NIGHT scene on my Smartphone that switches all of the lights OFF around the house, closes the curtains (I don't want the sun in my eyes in the morning) and activates the alarm system while switching –off the Gas Valve.

2. **Enhanced security & safety**

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- ↘ **Standardization has Happened !**
- ↘ **The Internet**
- ↘ **Proliferation of Mobile Devices such as Smartphones and Tablets**
- ↘ **Expectations are Growing**

HOME AUTOMATION

- ↘ **Availability of Affordable HA 3.0 Products**
- ↘ **Major Service Providers are Reselling HA 3.0 Home Monitoring Products ro their customers**
- ↘ **Buiders & Developers promoting HA**
- ↘ **Much More than the Cool Factor**

levels : A HA 3.0 system has the potential to make your family safer. Here are my top three favourite HA 3.0 safety options:

- Receive an instant alert via text message or email that your house is under attack from intruders.
- Receive live video feeds from camera(s) located inside or outside the house to your smartphone.
- When the smoke detector is activated then selected lights around the house will automatically turn on.
- Open the door to let your guest inside your home even before you reach home.

3. Save money : I knew this one would grab your attention. There is a perception out there that 'fancy' automation systems cost a fortune, where in reality these systems are very affordable and can in fact save you some money. Once installed and configured a HA 3.0 system helps you to save on your monthly electricity bills. In addition to saving money, the implementation of a HA 3.0 system also indirectly contributes a little to improving the environment.

4. Increase house value : An easy and engaging way to add value to your home and increase its resale appeal is to upgrade with a HA 3.0 system. Reduced energy costs and high security levels appeal to tech savvy professional house buyers. The addition of a HA 3.0 system to a property helps to make your home stand out from other 'for sale' houses in the area.

5. It's fun and provides the Wow factor : There is some really cool stuff you can do with a HA 3.0 system. Not only will you enjoy messing around with it yourself but it also creates the wow effect for neighbors and friends.

6. Applies to all home sizes : A HA 3.0 system can be used in all household types ranging from a single bedroom apartment, up to a 3,000 square foot house and larger if you're rich.

7. The Peace of Mind Feeling : Have you ever left the house in a hurry and had this uneasy feeling that you forgot to turn off the lights or indeed lock the door after you – not a nice feeling and puts an element of doubt in your mind. HA 3.0 solves this problem by allowing you to use your smartphone to check the status of the door lock and lights around the house, without having to drive all the way back home.

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