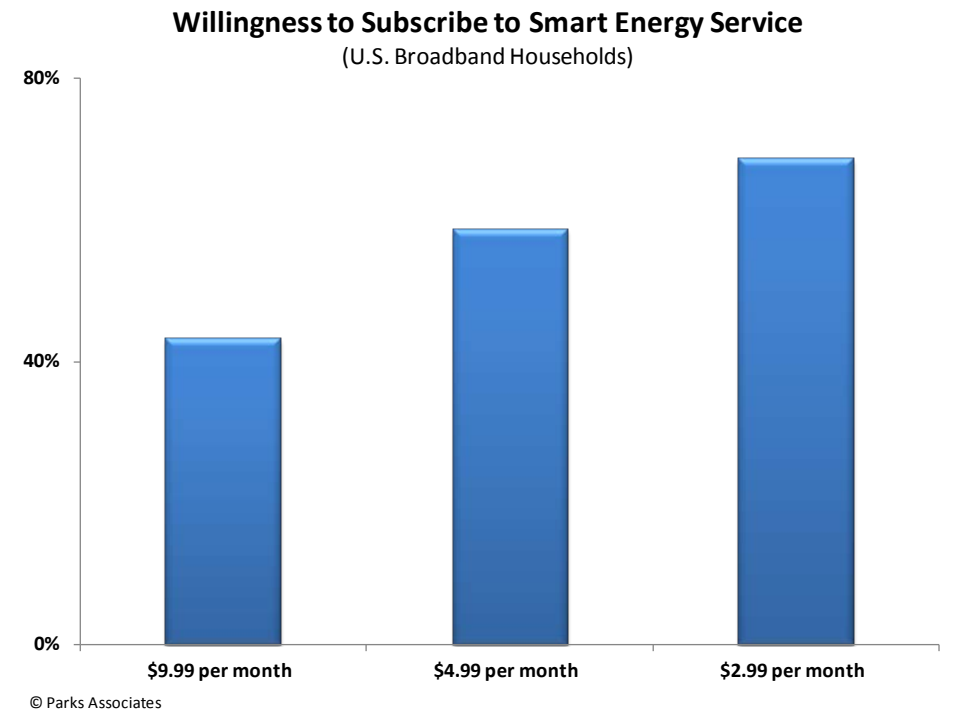


Synopsis

Business models for connected devices in the home present a challenge because most consumers will not pay a monthly fee for remote monitoring and control. This report examines the different monetization strategies that can drive revenues for manufacturers and benefits for consumers. In addition, the report reviews revenue opportunities that can be derived from partnerships with different industries that can benefit from data and controls from smart products and services.

Interest in Smart Energy Service



Publish Date: 4Q 14

"Monetization is a key competitive element in the smart home market," said Tom Kerber, Director, Research, Home Controls and Energy, Parks Associates. "Connectivity opens up many new possibilities that use smart products to enhance the value chains of different industries, unlocking new value and enabling participation in new revenue streams that are not directly funded by the consumer."

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List of Companies	
	<ul style="list-style-type: none"> <li style="width: 50%;">ADT <li style="width: 50%;">Integral Analytics <li style="width: 50%;">Apple <li style="width: 50%;">Just Energy <li style="width: 50%;">ArcSoft <li style="width: 50%;">Local Corporation <li style="width: 50%;">ASG <li style="width: 50%;">Monitronics <li style="width: 50%;">Austin Energy <li style="width: 50%;">Nest

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Comcast	Simplicam
Comverge	Slomins
Earth Networks	State Farm
ecobee	The Southwest Research Institute
EcoFactor	Vivint
EnergyHub	Whirlpool
Facebook	Xfinity
Google	Z-Wave
Guardian	

Attributes	
<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Tom Kerber and Maia Hinkle Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© December 2014 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>