

By Brett Sappington, Senior Director of Research, and Hunter Sappington, Researcher

| <p>Synopsis</p> <p>Technology advances in data analytics, in modeling and mining unstructured data, are changing the way that consumers interact with products. Two-way voice and video analytics, combined with cognitive computing, are providing greater contextual awareness, enabling a new layer of highly personalized value-added service. This report discusses how technology is transforming the smart home user experience.</p> | <p style="text-align: center;">Drivers for CE Purchases</p> <hr/> <p style="text-align: center;">Connected CE Purchase Motivators CE Purchasers Who Considered Factors Other Than Brand</p> <table border="1"> <caption>Connected CE Purchase Motivators Data</caption> <thead> <tr> <th>Motivator</th> <th>% Who Considered Purchase Factors Other Than Preferred Brand</th> </tr> </thead> <tbody> <tr> <td>Less expensive</td> <td>~38%</td> </tr> <tr> <td>Better features</td> <td>~30%</td> </tr> <tr> <td>Better quality</td> <td>~30%</td> </tr> <tr> <td>Preferred brand</td> <td>~22%</td> </tr> <tr> <td>Design / form factor</td> <td>~12%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> | Motivator | % Who Considered Purchase Factors Other Than Preferred Brand | Less expensive | ~38% | Better features | ~30% | Better quality | ~30% | Preferred brand | ~22% | Design / form factor | ~12% |
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| Design / form factor | ~12% | | | | | | | | | | | | |
| <p>Publish Date: 4Q 16</p> | <p>“Voice control offers the biggest transformation in the UX. Many smart home devices are adding speakers for the purpose of voice control and two-way voice technologies. Natural language processing is becoming widely available, and voice recognition accuracy is increasing. Voice recognition technologies are improving their ability to understand context and will eventually also be able to interpret voice inflection and emotion,” said Hunter Sappington, Researcher.</p> | | | | | | | | | | | | |
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| List of Companies | | |
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| | Alarm.com | Netflix |
| | Amazon | Nintendo |
| | Apical | Nuance |
| | Apple | PlayStation |
| | August | Roku |

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| | <p>Charter Communications Control4 Google Haier Hisense IFTTT Insignia LG Microsoft</p> | <p>Samsung Sharp Sling TV TCL Telstra Time Warner Cable Vivint Xbox</p> |
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