

By Chris O'Dell, Research Associate, Parks Associates

Synopsis	Factors Driving Purchases																						
<p>As the world moves toward singularity, the simultaneous improvement of technologies enabling the smart home is transforming products and services. This report reviews the evolution of technology across multiple dimensions, such as AI, robotics, and distributed computing, and the impact on hardware cost and software development lifecycle. It provides a vision of the future state of the smart home and outlines strategies needed to compete successfully in the long term.</p>	<p style="text-align: center;">Smart Home Devices: Important Purchase Factor Smart Home Device Intenders</p> <table border="1"> <caption>Smart Home Devices: Important Purchase Factor</caption> <thead> <tr> <th>Factor</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>It works with the smart speaker with voice assistant I use at my home (Among owners of...)</td> <td>58%</td> </tr> <tr> <td>It works with the smart products that I own</td> <td>55%</td> </tr> <tr> <td>It has the best reviews</td> <td>55%</td> </tr> <tr> <td>It works with many different types of smart products</td> <td>52%</td> </tr> <tr> <td>It is a well-known, established brand</td> <td>50%</td> </tr> <tr> <td>It is a brand known for innovation</td> <td>45%</td> </tr> <tr> <td>It can be controlled using voice commands</td> <td>40%</td> </tr> <tr> <td>It works with the voice assistant I use on my phone</td> <td>38%</td> </tr> <tr> <td>It is the same brand as another smart product that I own</td> <td>35%</td> </tr> <tr> <td>It is the same brand as my smartphone</td> <td>30%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Factor	Percentage	It works with the smart speaker with voice assistant I use at my home (Among owners of...)	58%	It works with the smart products that I own	55%	It has the best reviews	55%	It works with many different types of smart products	52%	It is a well-known, established brand	50%	It is a brand known for innovation	45%	It can be controlled using voice commands	40%	It works with the voice assistant I use on my phone	38%	It is the same brand as another smart product that I own	35%	It is the same brand as my smartphone	30%
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<p>Publish Date: 1Q 19</p>	<p>“New technologies like voice control, data analytics, machine learning, sound recognition, and artificial intelligence play a substantial role in simplifying, streamlining, and automating the smart home, radically enhancing the value proposition by providing context, awareness, and decision making that moves the market beyond scripted, pre-programmed automation scenes,” said Chris O’Dell, Research Associate, Parks Associates.</p>																						
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List of Companies	<ul style="list-style-type: none"> <li style="width: 50%;">ADEPT <li style="width: 50%;">LoRa Alliance <li style="width: 50%;">ADT <li style="width: 50%;">MediaTek <li style="width: 50%;">Airbnb <li style="width: 50%;">Microsoft <li style="width: 50%;">Alarm.com <li style="width: 50%;">mnuo <li style="width: 50%;">Alexa <li style="width: 50%;">Nest <li style="width: 50%;">Alticast <li style="width: 50%;">Netatmo <li style="width: 50%;">Amazon <li style="width: 50%;">Netgear <li style="width: 50%;">Amberella <li style="width: 50%;">Neura
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Apple	Nortek
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AT&T	Nuance
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Cisco	Ring
Comcast Xfinity	Roku
Control4	Samsung
Cortana	Savant
Crestron	SemTech
CUJO AI	Sensory
Dojo	SigFox
DSP Group	Sigma Designs
Ecobee	SimpliSafe
Ethereum	SmartThings
Facebook	Snips
FoldiMate	Sonos
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HARMAN	Spotify
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