

## *Is the Business of Residential Controls ready for Prime Time?*

### **Panel Description:**

Is 2005 now the year in which consumer demand meets technical and market feasibility for home management? This panel of leading players discusses why now is the time for the industry to address such issues as peace-of-mind, independent living, and enhanced lifestyles.

### **Panelists:**

#### **Visionary Speaker:**

- Dan Gittleman, Chief Executive Officer and Chairman, OpenPeak, Inc.

#### **Panelists:**

- Joe Dada, Founder, Chairman, and Chief Executive Officer, SMARTHOME, Inc.
- Gene Goodell, National Sales Manager, GE Security
- Per Nathanaelson, Chief Executive Officer, Zensys
- Reza Raji, President & Chief Executive Officer, iControl Networks
- Will West, Chief Executive Officer & Co-Founder, Control4

#### **Moderator:**

- Kurt Scherf, Vice President and Principal Analyst, Parks Associates

### **Panel Date and Time:**

Friday, May 13  
9:15 a.m. – 10:30 a.m.

## Format of the Panel

1. Please be at the room about 15 minutes prior to the start of the panel (approximately 9:00 a.m.). This session follows the morning keynote address (8:15 a.m. – 9:15 a.m.) from Charlie Giancarlo at Cisco-Linksys, so we will want to flow as quickly as possible into the morning breakout panels.
2. I'll begin the panel with a brief introduction to the topic. I'll present about three slides with data and commentary, along with some questions to be addressed.
3. I will introduce Dan Gittleman from OpenPeak, who will speak for 10-12 minutes as our Visionary Presenter.
4. Each of you will have about 2-3 minutes to introduce yourselves and your companies. You may want to discuss your Company's role in developing new applications and solutions for the home management marketplace.
5. I'll begin the Q&A (see topics on next page). I will encourage interaction with the audience.
6. We'll end the session about approximately 10:25 a.m.

## Topics/Questions for the Discussion:

1. Why is 2005 a year in which companies can declare that the home controls industry has finally found a middle ground for affordable solutions that work well?
2. What key hurdles for more widespread deployment of home controls solution have we overcome? Which ones remain as critical to work towards solving?
3. Has the evolution of home controls solutions opened up new distribution channels? Electronics superstores? Broadband providers? Health maintenance organizations?
4. In the heyday of the late 1990s, there were several initiatives aimed at linking broadband services to home controls applications (Webcams, remote access to communicating thermostats, etc.). We don't hear about these ventures too much now. Why is there renewed interest in linking home controls/management solutions to broadband services?
5. There exist natural synergies between home security systems and additional home controls solutions (lighting as a very good example). However, out of the realm of high-end systems, we haven't witnessed a great deal of convergence yet. Is this going to change? Why or why not?