

The Smart Home: An Era of New Opportunities

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Abstracts

The household is transforming into a digital ecosystem, within which consumers are creating their own channels. As new technology is being adopted, the smart home is becoming a reality that can be a platform for brands and thought-leaders. This Strategy Briefing aims to demonstrate the current progression of the smart-home market, its drivers, challenges, opportunities and use cases. Although it remains in infancy, the sector already has plenty of success and failure stories.

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