

# APAC Smart Homes Market by Products (Security, Access, Lighting, Entertainment, Energy Management Systems, HVAC, Ballast & Battery Pack), Services (Installation & Repair, Renovation & Customization) & Country - Analysis & Forecast (2013 - 2020)

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# **Abstracts**

Smart homes have been introduced with a view to save energy, and at the same time, make life easier and luxurious. Smart homes include automated devices which can be handled remotely; for example, the lights and washing machine can be switched ON or OFF from a remote location. The owner can keep a check on visitors and, thus, safeguard the home. In the current APAC smart homes market, a lot of developments and regulatory initiatives are taking place with regards to the same.

The growth of the APAC smart homes market in the coming years is expected to have a stable growth, with the revenue growth estimated to reach \$9.23 billion by 2020, at an estimated CAGR of 16.73% from 2013 to 2020. The APAC region accounted for 19% of the global smarty homes market revenue in 2012. The major players in the APAC smart homes market operating through their subsidiaries spread across the region, include; Siemens AG (Germany), Schneider Electric S.A. (France), ABB Ltd. (Switzerland), Ingersoll-Rand PLC (Ireland), Tyco International Ltd. (Switzerland), Emerson Electric Co. (U.S.), Legrand S.A. (France), Crestron Electronics, Inc. (U.S.) , Lutron Electronics, Inc. (U.S.), Honeywell International, Inc. (US), Samsung SNS Co. Ltd. (South Korea) and more.

The major drivers for the smart homes market include energy saving, increasing ageing population, regulatory initiatives by governments, and more. The introduction of smart meters to conserve energy is another growth opportunity for the smart homes market. Also, the smart electronic devices such as washing machine, refrigerators, air-



conditioner, vacuum cleaner, smart TV, and the likes are going to drive the market. Moreover, major restraints like lack of standardization and high initial costs and their impact analysis are also covered under this report.

The report covers the market with products, services, and country of the APAC smart homes; it provides detailed analysis of the current market scenario and the estimation till the year 2020. The security control and lighting control systems are driving the APAC smart homes market. The market is already progressing well in the countries such as China, Singapore and others market which includes Thailand, Vietnam, Malaysia and Indonesia, and is expected to grow well even in the other parts of APAC regions such as Japan, South Korea and India nations due to the regulatory initiatives from the governments and the increased consumer interest in managing energy consumption.

This report describes the value chain for APAC smart homes market by considering all the major stakeholders in the market and their role analysis. The report also provides a detailed scrutiny of the Porter's five force analysis for the market. All the five major factors in these markets have been quantified using the internal key parameters governing each of them.

China, currently, leads the market share for APAC smart homes as this region has the maximum adoption. South East Asia countries from Others market are the emerging market for smart homes and are poised for the highest growth rate amongst all the countries followed by China growing at a CAGR of 17.50% from 2013-2020. It is estimated that the others market will increase at a CAGR of 19.13% from 2013 to 2020.

This report covers recent developments in the smart homes industry, such as; Honeywell International, Inc. announced an agreement to acquire Saia-Burgess Controls, a leading provider of intelligent building controls, from Hong Kong-based Johnson Electric in 2012, Legrand S.A. Acquired Numeric UPS, a market leader in India's low- and medium-power UPS in 2012. Several other recent developments and updated information about acquisitions, mergers, and new product launches and agreements conducted recently are also discussed in the report.

This report profiles companies that are the major players, and active in this market. The report provides the competitive landscape of the players, which covers the key growth strategies followed by all the major players.

Scope of the report: This research report categorizes the APAC smart homes market on the basis of the smart home products being used in combinations for different needs



such as security, comfort, entertainment, medical care, and communication. The services consist of installation & repair and customization & renovation. The report also provides detailed country wise market value analysis, forecast revenue, market modeling, and evaluating trends in the market.

On the basis of products of smart homes: The smart homes market is segmented by products into eight categories, namely security control, access controls, lighting control, entertainment systems, energy management systems, home health care systems, HVAC control and others. These categories are further divided by the different smart homes products under them.

On the basis of services: The different services of smart homes market are segmented by installation & repair and customization & renovation. These services are deployed in different products offered as per the need and requirement of a home owner.

On the basis of technologies: Smart homes deploy technologies which are segmented into network technologies, protocols/standards, and wireless technologies. The network technologies include GSM/HSPA, CDMA, and LTE networks which provide communication services along with the smart home products. The standards & protocols include Digital Addressable Lighting Interface (DALI), NEMA protocols, Digital Multiplexer (DMX), LonWorks, KNX, HomePlug, HomePNA, CEBus, X10, INSTEON, and Universal Powerline Bus (UPB). The wireless technologies cover Zigbee, Z-Wave, Wi-Fi network, EnOcean, Bluetooth and infrared.

On the basis of Country: China, Japan, South Korea, India and others are collectively covered in the APAC smart homes market on the basis of the country.

Each section will cover the market data; and information with regards to the market drivers, trends and opportunities, key players, and competitive outlook. This report also makes ways for market tables to cover the sub-segments and micro-markets. In addition, it profiles 16 companies covering all the sub-segments such as 'overview', 'products & services', 'Financials', 'strategy', and 'developments'.



# **Contents**

#### 1 INTRODUCTION

- 1.1 TAKE-AWAYS
- 1.2 REPORT DESCRIPTION
- 1.3 MARKETS COVERED
- 1.4 STAKEHOLDERS
- 1.5 RESEARCH METHODOLOGY
  - 1.5.1 MARKET SIZE ESTIMATION
  - 1.5.2 MARKET CRACKDOWN & DATA TRIANGULATION
- 1.5.3 KEY DATA POINTS TAKEN FROM SECONDARY SOURCES
- 1.5.4 KEY DATA POINTS TAKEN FROM PRIMARY SOURCES
- 1.5.5 LIST OF COMPANIES COVERED DURING STUDY
- 1.6 REPORT ASSUMPTIONS

#### **2 EXECUTIVE SUMMARY**

# 3 COVER STORY - INTERVIEW WITH THE MANAGING DIRECTOR, IHOME SYSTEMS

#### **4 MARKET OVERVIEW**

- 4.1 MARKET DEFINITION
- 4.2 MARKET SEGMENTATION
- 4.3 HISTORY & EVOLUTION OF SMART HOMES
- 4.4 TARGET GROUP FOR SMART HOMES
- 4.5 COMPARATIVE ANALYSIS OF TECHNOLOGIES DEPLOYED IN DIFFERENT TYPES OF VERTICALS
- 4.6 NEWLY BUILT VERSUS RETROFIT SMART HOMES
- 4.7 STRUCTURE & APPLICATIONS OF SMART HOMES
- 4.8 SMART HOMES INDUSTRY & RESEARCH ORGANIZATIONS
  - 4.8.1 CEDIA
  - 4.8.2 CEA
  - 4.8.3 CENELEC
  - 4.8.4 DLNA
    - 4.8.4.1 Technical Overview
    - 4.8.4.2 DLNA Device Classes
    - 4.8.4.2.1 Home Network Devices Category



- 4.8.4.2.2 Mobile Handheld Devices Category
- 4.8.4.2.3 Home Infrastructure Devices Category
- 4.8.5 LIVING TOMORROW
- 4.8.6 MIT AGE LAB
- 4.8.7 CABA
- 4.8.8 CSHIA

## **5 MARKET ANALYSIS**

- 5.1 INTRODUCTION
- 5.2 SMART HOMES MARKET VALUE CHAIN ANALYSIS
- 5.3 SMART HOMES INDUSTRY VALUE CHAIN ANALYSIS
- 5.4 SMART HOMES ECOSYSTEM ANALYSIS
- 5.5 SMART HOMES DATA PROCESS CHAIN ANALYSIS
- 5.6 MARKET DYNAMICS
  - 5.6.1 INTRODUCTION
  - 5.6.2 MARKET DRIVERS
    - 5.6.2.1 Lifestyle Solutions Along with Effective and Efficient use of Energy
- 5.6.2.2 Governmental Organization/Agencies Promoting Smart Homes Concept for Better and Healthy Environment
- 5.6.2.3 Ageing Population to Increase Substantially from 2000 to 2025 by Whopping 120%
  - 5.6.2.4 Smart Homes Offer Mobility, Comfort, and Convenience at Fingertips
- 5.6.3 MARKET RESTRAINTS
  - 5.6.3.1 Lack of Awareness and Usability Prime Concern for Smart Homes Market
  - 5.6.3.2 High Price of Systems Exempts End Users for Adopting Smart Homes Market
- 5.6.3.3 Complexity of the Systems and Regional Differences Across the APAC Region
  - 5.6.4 MARKET OPPORTUNITIES
- 5.6.4.1 Large Homes and Commercial Segment Projects Across the APAC Real Estate Sector
  - 5.6.4.2 Growing Interest of Consumer Electronics Industry
- 5.6.4.3 Rising Personal Income and Growing Middle Class in Emerging Economies5.7 BURNING ISSUES
- 5.7.1 LACK OF SUPPORT FROM THE ISP (INTERNET SERVICE PROVIDERS)
- 5.7.2 BUILT UP PERCEPTION AMONG END USERS IN THE ASIA-PACIFIC WITH RESPECT TO SMART HOME CONCEPT
- 5.8 WINNING IMPERATIVE
- 5.8.1 INCREASING MOBILE PROLIFERATION IN MOBILE COMPUTING FOR



#### WIRELESS TECHNOLOGIES

- 5.9 PORTER'S FIVE FORCES
  - 5.9.1 BARGAINING POWER OF SUPPLIERS
  - 5.9.2 BARGAINING POWER OF BUYERS
  - 5.9.3 THREAT OF NEW ENTRANTS
  - 5.9.4 THREAT OF SUBSTITUTES
  - 5.9.5 DEGREE OF COMPETITION

# **6 APAC SMART HOMES MARKET, BY PRODUCT**

- 6.1 INTRODUCTION
- 6.2 SECURITY CONTROL
  - 6.2.1 INTRODUCTION TO SECURITY CONTROL
  - 6.2.2 SECURITY CONTROL PRODUCTS
    - 6.2.2.1 Intrusion Detection Systems
    - 6.2.2.2 Door Phones
      - 6.2.2.2.1 IP Phones
    - 6.2.2.3 Video Surveillance Systems
  - 6.2.3 MARKET DRIVERS
    - 6.2.3.1 To Curb Criminal Activities, Home Owners Deploy Security Devices
- 6.2.3.2 Affordable and Low-Cost of Security Controllers to Drive APAC Security Market
- 6.2.3.3 Surge in Demand for Technological Devices Market Will Create High Impact on Residential Security
  - 6.2.4 MARKET RESTRAINTS
    - 6.2.4.1 Lack of Awareness of the Benefits Offered from Security Systems
  - 6.2.4.2 Threat to Privacy from Intruders/Hackers
  - 6.2.5 OPPORTUNITY
    - 6.2.5.1 Biometric Technologies to be the Next Big Thing of Security Market
  - 6.2.6 WINNING IMPERATIVES
- 6.2.6.1 From Unreliable Wired Security Systems To Heavily Secured Wireless Systems
- 6.2.6.2 IP-based Intrusion Systems Allows Remote Monitoring of the Security for the Home Owners
  - 6.2.7 APAC SECURITY CONTROL MARKET, BY PRODUCT
  - 6.2.8 APAC SECURITY CONTROL MARKET, BY COUNTRY
- 6.3 ACCESS CONTROL
  - 6.3.1 INTRODUCTION TO ACCESS CONTROL
  - 6.3.2 ACCESS CONTROL PRODUCTS



- 6.3.2.1 Door Contacts
- 6.3.2.2 Motion Sensors
- 6.3.2.3 Touchscreens and Keypads
- 6.3.3 MARKET DRIVERS
- 6.3.3.1 Reprogramming Of Systems Eases Costs and Maintenance in the Long Run
- 6.3.3.2 Easy to use and Integrate with Smartphones and Web-based Devices
- 6.3.4 MARKET RESTRAINTS
- 6.3.4.1 Lack of Compatibility and Smooth Operation: Major Concern for Access Control System Integration
  - 6.3.4.2 Minimal Standardization in APAC Region
  - 6.3.5 OPPORTUNITIES
    - 6.3.5.1 To Provide Flexible, Scalable, and Harmonized Access Control Systems
    - 6.3.5.2 High Level of Security Achievable via Multilevel/Multi-factor Authentication
  - 6.3.6 WINNING IMPERATIVE
- 6.3.6.1 Biometric Access Control Systems uses Finger, Voice, and Iris Recognition Technology that Provides Enhanced Security
  - 6.3.7 APAC ACCESS CONTROL MARKET, BY PRODUCT
  - 6.3.8 APAC ACCESS CONTROL MARKET, BY COUNTRY
- 6.4 LIGHTING CONTROL SYSTEMS
  - 6.4.1 INTRODUCTION TO LIGHTING CONTROL SYSTEMS
  - 6.4.2 LIGHTING CONTROL SYSTEMS PRODUCTS
    - 6.4.2.1 Central Power Systems
    - 6.4.2.2 Timer Switches
    - 6.4.2.3 Controllable Breakers
    - 6.4.2.4 Sensors
      - 6.4.2.4.1 Occupancy Sensors
      - 6.4.2.4.2 Vacancy Sensors
      - 6.4.2.4.3 Photo Sensors
    - 6.4.2.5 Manual Switches
    - 6.4.2.6 Dimming Systems
    - 6.4.2.7 Accessories
  - 6.4.3 MARKET DRIVERS
    - 6.4.3.1 Demand for Energy-efficient Lighting Solutions
- 6.4.3.2 Reduction in Costs by Conserving Energy, Which in Turn, Increases the Lamp Life
  - 6.4.4 MARKET RESTRAINTS
    - 6.4.4.1 Harmonization Issues Affecting Growth OF Lighting Controls Market
    - 6.4.4.2 Lack of Awareness about Benefits OF Lighting Controls
  - 6.4.5 OPPORTUNITIES



- 6.4.5.1 Conservation of Energy is Leading the Consumer Perception to a Whole New Paradigm Shift
  - 6.4.5.2 Mood lighting Provides a Large Opportunity in Lighting Controls
  - 6.4.6 WINNING IMPERATIVE
- 6.4.6.1 Lighting Controls Systems are Easy to Integrate with Home Management Systems
- 6.4.7 APAC LIGHTING CONTROL SYSTEMS MARKET, BY PRODUCT
- 6.4.8 APAC LIGHTING CONTROL SYSTEMS MARKET, BY COUNTRY
- 6.5 ENTERTAINMENT CONTROL
  - 6.5.1 INTRODUCTION TO ENTERTAINMENT CONTROL
  - 6.5.2 ENTERTAINMENT CONTROL PRODUCTS
    - 6.5.2.1 Audio & Volume Controls
    - 6.5.2.2 Multi-Media Room Controllers
    - 6.5.2.3 Home Theatre Systems
  - 6.5.2.4 Touch-Screens & Keypads
  - 6.5.3 MARKET DRIVERS
    - 6.5.3.1 Demand for Better Lifestyle & Need OF Luxurious Electronic Items
    - 6.5.3.2 C's: Comfort, Convenience, and Control
  - 6.5.4 MARKET RESTRAINTS
    - 6.5.4.1 Expensive Entertainment Systems can Decline Demand for the Same
- 6.5.4.2 Incompatible Standards causing Inconvenience in Adoption of Entertainment Systems
  - 6.5.5 OPPORTUNITY
- 6.5.5.1 D Gesture-based Remote Control is the Next Big Thing in Entertainment Controls
  - 6.5.6 WINNING IMPERATIVE
- 6.5.6.1 New Generation Touchscreens to Replace Traditional Keypads Enabling Rich Entertainment Experience
- 6.5.7 APAC ENTERTAINMENT CONTROL MARKET, BY PRODUCT
- 6.5.8 APAC ENTERTAINMENT CONTROL MARKET, BY COUNTRY
- 6.6 ENERGY MANAGEMENT SYSTEMS
  - 6.6.1 INTRODUCTION TO ENERGY MANAGEMENT SYSTEMS
  - 6.6.2 ENERGY MANAGEMENT SYSTEMS PRODUCTS
    - 6.6.2.1 Smart Appliances
    - 6.6.2.2 Smart Meters
  - 6.6.3 MARKET DRIVERS
    - 6.6.3.1 Increased Consumer Interest in Managing Energy Consumption
- 6.6.3.2 Regulatory Initiatives is Encouraging the Development of Energy

Management Systems



#### 6.6.4 MARKET RESTRAINT

- 6.6.4.1 Lack of Market Acceptance to Install Energy Management Systems
- 6.6.5 OPPORTUNITY
- 6.6.5.1 Mobile Apps Enable Ease of Accessing Home Energy Management Systems
- 6.6.6 WINNING IMPERATIVE
- 6.6.6.1 Integration with Smart Grids Allows Centralized Access to the Energy
- Management Systems and Enables Higher Energy Saving
- 6.6.7 APAC ENERGY MANAGEMENT SYSTEMS MARKET, BY PRODUCT
- 6.6.8 APAC ENERGY MANAGEMENT SYSTEMS MARKET, BY COUNTRY
- 6.7 HOME HEALTH SYSTEMS
  - 6.7.1 INTRODUCTION TO HOME HEALTH SYSTEMS
  - 6.7.2 MARKET DRIVERS
- 6.7.2.1 Health Care for Physically and Mentally Challenged Ensures Safety of Patients
  - 6.7.2.2 Changing Demographics to Positively Affect the Home Health Systems
  - 6.7.3 MARKET RESTRAINT
  - 6.7.3.1 Lack of Awareness and General Health Care Facilities
  - 6.7.4 OPPORTUNITY
    - 6.7.4.1 Protection of the Privacy of Patients' Data is OF Prime Importance
  - 6.7.5 WINNING IMPERATIVE
    - 6.7.5.1 Smart Home for Elderly & Disabled
  - 6.7.6 APAC HOME HEALTH SYSTEMS MARKET
- 6.7.7 APAC HOME HEALTH SYSTEMS MARKET, BY COUNTRY
- 6.8 HVAC CONTROL SYSTEMS
  - 6.8.1 INTRODUCTION TO HVAC CONTROL SYSTEMS
  - 6.8.2 HVAC CONTROL SYSTEMS PRODUCTS
    - 6.8.2.1 Thermostats
    - 6.8.2.2 Zone & Climate Controls
    - 6.8.2.3 Temperature Sensors
    - 6.8.2.4 Humidity Sensors
    - 6.8.2.5 Others
  - 6.8.3 MARKET DRIVERS
    - 6.8.3.1 Flexibility and Ease of Accessing HVAC Systems
- 6.8.3.2 Efficient Control Hardware Systems to Reduce Energy Costs of HVAC Systems
  - 6.8.4 MARKET RESTRAINT
- 6.8.4.1 Interoperability and Standardization Hindrance to the Growth of the HVAC Control Market
- 6.8.5 OPPORTUNITY



# 6.8.5.1 Energy Efficient Programming Options to lower heating and cooling costs through Wireless HVAC Drives

- 6.8.6 WINNING IMPERATIVE
- 6.8.6.1 Once Energy Inefficient HVAC are Now Energy Efficient
- 6.8.7 APAC HVAC CONTROL SYSTEMS MARKET, BY PRODUCT
- 6.8.8 APAC HVAC CONTROL SYSTEMS MARKET, BY COUNTRY
- 6.9 OTHER PRODUCTS
  - **6.9.1 BALLAST**
  - 6.9.2 BATTERY PACK
  - 6.9.3 APAC OTHERS MARKET, BY PRODUCT
  - 6.9.4 APAC OTHERS MARKET, BY COUNTRY

# 7 APAC SMART HOMES MARKET, BY SERVICES

- 7.1 INTRODUCTION
- 7.2 INSTALLATION & REPAIR
- 7.3 RENOVATION & CUSTOMIZATION
- 7.4 APAC SMART HOMES MARKET, BY SERVICE
- 7.5 APAC SMART HOMES SERVICES MARKET, BY COUNTRY

## 8 SMART HOMES, BY PROTOCOLS & TECHNOLOGIES

- 8.1 INTRODUCTION
- 8.2 NETWORK TECHNOLOGIES
  - 8.2.1 GSM/HSPA NETWORKS
  - 8.2.2 CDMA NETWORKS
  - 8.2.3 LTE NETWORKS
- 8.3 PROTOCOLS AND STANDARDS
  - 8.3.1 DALI (DIGITAL ADDRESSABLE LIGHTING INTERFACE)
  - 8.3.2 NEMA (NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION)
  - 8.3.3 DMX (DIGITAL MULTIPLEXER)
  - 8.3.4 LONWORKS
  - 8.3.5 KNX
  - 8.3.6 BLACK BOX
  - 8.3.7 ETHERNET
  - **8.3.8 MODBUS**
  - 8.3.9 HOME PNA ALLIANCE
  - 8.3.10 X10
  - 8.3.11 CEBUS



- **8.3.12 INSTEON**
- 8.3.13 UPB
- 8.4 WIRELESS TECHNOLOGIES
  - 8.4.1 ZIGBEE
  - 8.4.2 Z-WAVE
  - 8.4.3 WI-FI
  - 8.4.4 ENOCEAN
  - 8.4.5 BLUETOOTH
  - 8.4.6 INFRA-RED

# 9 APAC SMART HOMES MARKET, BY COUNTRY

- 9.1 INTRODUCTION
- 9.2 CHINA
- 9.3 JAPAN
- 9.4 SOUTH KOREA
- 9.5 INDIA
- 9.6 OTHERS

## 10 COMPETITIVE LANDSCAPE

- 10.1 OVERVIEW
- 10.2 KEY SMART HOMES MANUFACTURERS
- 10.3 COMPETITIVE ANALYSIS
  - 10.3.1 MARKET SHARE RANKING ANALYSIS
- 10.4 COMPETITIVE SITUATION & TRENDS
  - 10.4.1 NEW PRODUCT DEVELOPMENTS & ANNOUNCEMENTS
  - 10.4.2 AGREEMENTS, PARTNERSHIPS, JOINT VENTURES & COLLABORATIONS
  - 10.4.3 MERGERS & ACQUISITIONS

# 11 COMPANY PROFILES (OVERVIEW, PRODUCTS AND SERVICES, FINANCIALS, STRATEGY & DEVELOPMENT)

- 11.1 ABB LTD.
- 11.2 CRESTRON ELECTRONICS, INC.
- 11.3 CYTECH TECHNOLOGY PTE. LTD.
- 11.4 EMERSON ELECTRIC CO.
- 11.5 HONEYWELL INTERNATIONAL, INC.
- 11.6 IHOME SYSTEMS SG PTE LTD



- 11.7 INGERSOLL-RAND PLC
- 11.8 LEGRAND S.A.
- 11.9 LUTRON ELECTRONICS CO., INC.
- 11.10 MI CASA VERDE, INC.
- 11.11 SAMSUNG SNS CO., LTD.
- 11.12 SCHNEIDER ELECTRIC S.A.
- 11.13 SIEMENS AG
- 11.14 TYCO INTERNATIONAL LTD.
- 11.15 UNITED TECHNOLOGIES CORPORATION
- 11.16 VITY TECHNOLOGY (Details on Overview, Products and Services, Financials,

Strategy & Development might not be Captured in case of Unlisted Companies.)



# **List Of Tables**

#### LIST OF TABLES

TABLE 1 GENERAL ASSUMPTIONS, TERMINOLOGY & APPLICATION KEY NOTES TABLE 2 APAC: SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 3 APAC SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 4 APAC: SECURITY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 5 APAC: SECURITY CONTROL MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 6 APAC: INTRUSION DETECTION MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 7 APAC: DOOR PHONES MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 8 APAC: VIDEO SURVEILLANCE SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 9 APAC: ACCESS CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 10 APAC: ACCESS CONTROL MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 11 APAC: DOOR CONTACTS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 12 APAC: MOTION SENSORS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 13 APAC: TOUCHSCREEN & KEYPADS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 14 AVERAGE ENERGY SAVINGS POTENTIAL FROM LIGHTING CONTROLS TABLE 15 ADVANTAGES OF DIMMING SYSTEMS

TABLE 16 APAC: LIGHTING CONTROL SYSTEMS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 17 APAC: LIGHTING CONTROL SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 18 APAC: CENTRAL POWER SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 19 APAC: TIMER SWITCHES MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)



TABLE 20 APAC: CONTROLLABLE BREAKERS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 21 APAC: SENSORS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 22 APAC: MANUAL WALL SWITCH DEVICES MARKET VALUE, BY

COUNTRY, 2012-2020 (\$MILLION)

TABLE 23 APAC: DIMMING SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 24 APAC: ACCESSORIES MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 25 APAC: ENTERTAINMENT CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 26 APAC: ENTERTAINMENT CONTROL MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 27 APAC: AUDIO & VOLUME CONTROL MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 28 APAC: MULTI-MEDIA ROOM CONTROLS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 29 APAC: HOME THEATRE SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 30 APAC: TOUCHSCREEN & KEYPADS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 31 ENERGY MANAGEMENT SYSTEMS – CONTROL LEVELS

TABLE 32 BENEFITS OF SMART APPLIANCES

TABLE 33 APAC: ENERGY MANAGEMENT SYSTEMS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 34 APAC: ENERGY MANAGEMENT SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 35 APAC: SMART APPLIANCES MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 36 APAC: SMART METERS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 37 APAC: OTHERS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 38 FEATURES OF HOME HEALTH SYSTEMS

TABLE 39 APAC: HOME HEALTH SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 40 APAC: HVAC CONTROL SYSTEMS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 41 APAC: HVAC CONTROL SYSTEMS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)



TABLE 42 APAC: THERMOSTATS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 43 APAC: ZONE & CLIMATE CONTROLS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 44 APAC: TEMPERATURE SENSORS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 45 APAC: HUMIDITY SENSORS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 46 APAC: OTHERS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION) TABLE 47 APAC: OTHERS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION) TABLE 48 APAC: OTHERS MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION) TABLE 49 APAC: BALLAST MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION) TABLE 50 APAC: BATTERY PACK MARKET VALUE, BY COUNTRY, 2012-2020

TABLE 51 APAC: SMART HOMES MARKET VALUE, BY SERVICE, 2012-2020 (\$MILLION)

TABLE 52 APAC: SMART HOMES SERVICES MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 53 APAC: INSTALLATION & REPAIR MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 54 APAC: RENOVATION & CUSTOMIZATION MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 55 BENEFITS OF UPB

(\$MILLION)

TABLE 56 APAC: SMART HOMES MARKET VALUE, BY COUNTRY, 2012-2020 (\$MILLION)

TABLE 57 CHINA: SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 58 CHINA: SECURITY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 59 CHINA: ACCESS CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 60 CHINA: LIGHTING CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 61 CHINA: ENTERTAINMENT CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 62 CHINA: ENERGY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 63 CHINA: HVAC CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)



TABLE 64 CHINA: OTHERS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION) TABLE 65 JAPAN: SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 66 JAPAN: SECURITY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 67 JAPAN: ACCESS CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 68 JAPAN: LIGHTING CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 69 JAPAN: ENTERTAINMENT CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 70 JAPAN: ENERGY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 71 JAPAN: HVAC CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 72 JAPAN: OTHERS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION) TABLE 73 SOUTH KOREA: SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 74 SOUTH KOREA: SECURITY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 75 SOUTH KOREA: ACCESS CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 76 SOUTH KOREA: LIGHTING CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 77 SOUTH KOREA: ENTERTAINMENT CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 78 SOUTH KOREA: ENERGY CONTROL MARKET VALUE, BY PRODUCT, 2013-2020 (\$MILLION)

TABLE 79 SOUTH KOREA: HVAC CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 80 SOUTH KOREA: OTHERS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 81 INDIA: SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 82 INDIA: SECURITY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 83 INDIA: ACCESS CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 84 INDIA: LIGHTING CONTROL MARKET VALUE, BY PRODUCT, 2012-2020



(\$MILLION)

TABLE 85 INDIA: ENTERTAINMENT CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 86 INDIA: ENERGY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 87 INDIA: HVAC CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 88 INDIA: OTHERS MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION) TABLE 89 OTHERS: SMART HOMES MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 90 OTHERS: SECURITY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 91 OTHERS: ACCESS CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 92 OTHERS: LIGHTING CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 93 OTHERS: ENTERTAINMENT CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 94 OTHERS: ENERGY CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 95 OTHERS: HVAC CONTROL MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION)

TABLE 96 OTHERS: MARKET VALUE, BY PRODUCT, 2012-2020 (\$MILLION) TABLE 97 MARKET RANKINGS ANALYSIS, 2012

TABLE 98 APAC SMART HOMES MARKET: NEW PRODUCT DEVELOPMENTS & ANNOUNCEMENTS, 2010-2013

TABLE 99 APAC SMART HOMES MARKET: AGREEMENTS, PARTNERSHIPS, JOINT VENTURES & COLLABORATIONS, 2010-2013

TABLE 100 APAC SMART HOMES MARKET: MERGERS & ACQUISITIONS, 2011-2013

TABLE 101 ABB: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION) TABLE 102 ABB: MARKET REVENUE, BY BUSINESS SEGMENT, 2011–2012

(\$MILLION)

TABLE 103 ABB: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION) TABLE 104 EMERSON: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION)

TABLE 105 EMERSON: MARKET REVENUE, BY BUSINESS SEGMENT, 2011-2012 (\$MILLION)

TABLE 106 EMERSON: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION)



TABLE 107 INGERSOLL-RAND: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION)

TABLE 108 INGERSOLL-RAND: MARKET REVENUE, BY BUSINESS SEGMENT, 2011–2012 (\$MILLION)

TABLE 109 INGERSOLL-RAND: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION)

TABLE 110 LEGRAND: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION)

TABLE 111 LEGRAND: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION)

TABLE 112 SAMSUNG SNS: TOTAL REVENUE & NET INCOME, 2010-2011 (\$MILLION)

TABLE 113 SCHNEIDER ELECTRIC: TOTAL REVENUE & NET INCOME, 2011–2012 (\$BILLION)

TABLE 114 SCHNEIDER ELECTRIC: MARKET REVENUE, BY BUSINESS SEGMENT, 2011-2012 (\$BILLION)

TABLE 115 SCHNEIDER ELECTRIC: MARKET REVENUE, BY GEOGRAPHY, 2011-2012 (\$BILLION)

TABLE 116 SIEMENS: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION)

TABLE 117 SIEMENS: MARKET REVENUE, BY BUSINESS SEGMENT, 2011–2012 (\$MILLION)

TABLE 118 SIEMENS: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION)

TABLE 119 TYCO: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION)

TABLE 120 TYCO: MARKET REVENUE, BY BUSINESS SEGMENT, 2011–2012 (\$MILLION)

TABLE 121 TYCO: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION) TABLE 122 UNITED TECHNOLOGIES CORPORATION: TOTAL REVENUE & NET INCOME, 2011–2012 (\$MILLION)

TABLE 123 UNITED TECHNOLOGIES CORPORATION: MARKET REVENUE, BY BUSINESS SEGMENT, 2011–2012 (\$MILLION)

TABLE 124 UNITED TECHNOLOGIES CORPORATION: MARKET REVENUE, BY GEOGRAPHY, 2011–2012 (\$MILLION)



# **List Of Figures**

#### LIST OF FIGURES

FIGURE 1 MARKETS COVERED FOR ANALYSIS

FIGURE 2 MARKET RESEARCH METHODOLOGY

FIGURE 3 MARKET SIZE ESTIMATION

FIGURE 4 MARKET CRACKDOWN AND DATA TRIANGULATION

FIGURE 5 APAC SMART HOMES MARKET SEGMENTATION

FIGURE 6 EVOLUTION OF SMART HOMES MARKET

FIGURE 7 HIERARCHY OF SMART HOMES

FIGURE 8 SMART HOME PRIORITIES OF TARGET GROUPS

FIGURE 9 COMPARATIVE ANALYSIS OF PROTOCOLS/TECHNOLOGIES

FIGURE 10 NEW TECHNOLOGIES WITH APPLICATIONS IN SMART HOMES

FIGURE 11 COMPARISON OF RETROFIT AND NEWLY BUILT HOMES

FIGURE 12 BASIC STRUCTURE OF SMART HOMES

FIGURE 13 INDUSTRY & RESEARCH ORGANIZATIONS

FIGURE 14 CEDIA REGIONAL TRADE SHOWS

FIGURE 15 TECHHOME RATING SYSTEMS (THRS)

FIGURE 16 TIMELINE OF CENELEC SMART HOME ROADMAP (SHR) PROJECT

FIGURE 17 DLNA PROTOCOLS SUITE

FIGURE 18 DLNA CERTIFIED DEVICE CLASSES

FIGURE 19 CABA COUNCILS

FIGURE 20 SMART HOMES MARKET VALUE CHAIN ANALYSIS

FIGURE 21 SMART HOME INDUSTRY VALUE CHAIN ANALYSIS

FIGURE 22 SMART HOMES ECOSYSTEM

FIGURE 23 SMART HOMES DATA PROCESS CHAIN

FIGURE 24 APAC SMART HOMES MARKET: IMPACT ANALYSIS OF MARKET

DRIVERS, 2013-2020

FIGURE 25 APAC SMART HOMES MARKET: IMPACT ANALYSIS OF MARKET

RESTRAINTS, 2013-2020

FIGURE 26 SMART HOMES MARKET: IMPACT ANALYSIS OF MARKET

OPPORTUNITIES, 2013-2020

FIGURE 27 PORTER'S ANALYSIS FOR THE APAC SMART HOMES MARKET

FIGURE 28 BARGAINING POWER OF SUPPLIERS IN APAC SMART HOMES

**MARKET** 

FIGURE 29 BARGAINING POWER OF BUYERS IN APAC SMART HOMES MARKET

FIGURE 30 THREAT OF NEW ENTRANTS IN APAC SMART HOMES MARKET

FIGURE 31 THREAT OF SUBSTITUTES IN APAC SMART HOMES MARKET



FIGURE 32 DEGREE OF COMPETITION IN APAC SMART HOMES MARKET

FIGURE 33 MARKET BY PRODUCTS - CLASSIFICATION

FIGURE 34 IMPACT ANALYSIS OF MARKET DRIVERS ON SECURITY CONTROL, 2011-2020

FIGURE 35 IMPACT ANALYSIS OF MARKET RESTRAINTS ON SECURITY CONTROL, 2011-2018

FIGURE 36 ACCESS CONTROL SYSTEMS

FIGURE 37 IMPACT ANALYSIS OF MARKET DRIVERS ON ACCESS CONTROL, 2011-2020

FIGURE 38 IMPACT ANALYSIS OF MARKET RESTRAINTS ON ACCESS CONTROLS, 2011-2020

FIGURE 39 LIGHTING CONTROL SYSTEM

FIGURE 40 IMPACT ANALYSIS OF MARKET DRIVERS ON LIGHTING CONTROL, 2011-2020

FIGURE 41 COST OF ENERGY GENERATION, BY SOURCE (\$/WATT)

FIGURE 42 IMPACT ANALYSIS ON MARKET RESTRAINTS OF LIGHTING CONTROL, 2011-2020

FIGURE 43 MULTI-MEDIA ROOM CONTROLLER

FIGURE 44 IMPACT ANALYSIS OF MARKET DRIVERS ON ENTERTAINMENT SYSTEMS, 2011-2020

FIGURE 45 IMPACT ANALYSIS OF MARKET RESTRAINTS ON ENTERTAINMENT SYSTEMS, 2011-2020

FIGURE 46 TRADITIONAL METERS VS. SMART METERS

FIGURE 47 IMPACT ANALYSIS OF MARKET DRIVERS ON ENERGY MANAGEMENT SYSTEMS, 2011-2020

FIGURE 48 IMPACT ANALYSIS OF MARKET RESTRAINTS ON ENERGY MANAGEMENT SYSTEMS, 2011-2020

FIGURE 49 IMPACT ANALYSIS OF MARKET DRIVERS ON HOME HEALTH SYSTEMS, 2011-2020

FIGURE 50 IMPACT ANALYSIS OF MARKET RESTRAINTS ON HOME HEALTH SYSTEMS, 2011-2020

FIGURE 51 ANNUAL APAC HOME HEALTH SYSTEMS MARKET VALUE ANALYSIS, 2012-2020 (\$MILLION)

FIGURE 52 IMPACT ANALYSIS OF MARKET DRIVERS ON HVAC CONTROL, 2011-2020

FIGURE 53 IMPACT ANALYSIS OF MARKET RESTRAINTS ON HVAC CONTROL, 2011-2020

FIGURE 54 SMART HOMES SERVICE EVOLUTION

FIGURE 55 RENOVATION & CUSTOMIZATION PROCESS



FIGURE 56 A SIMPLE GSM/HSPA NETWORK SET-UP

FIGURE 57 A SIMPLE DALI NETWORK SETUP

FIGURE 58 A SIMPLE LONWORKS SETUP

FIGURE 59 A SIMPLE HOME PNA SETUP

FIGURE 60 ENOCEAN PRODUCTS AND SERVICES

FIGURE 61 APAC SMART HOMES MARKET BY COUNTRY: TREE STRUCTURE

FIGURE 62 KEY GROWTH STRATEGIES, 2012

FIGURE 63 ABB: SWOT ANALYSIS

FIGURE 64 CYTECH TECHNOLOGY: PRODUCT OFFERINGS

FIGURE 65 EMERSON: PRODUCT OFFERINGS

FIGURE 66 INGERSOLL-RAND: BUSINESS SEGMENTS

FIGURE 67 INGERSOLL-RAND: SWOT ANALYSIS

FIGURE 68 MI CASA VERDE: PRODUCTS & SERVICES

FIGURE 69 SCHNEIDER ELECTRIC: BUSINESS SEGMENTS

FIGURE 70 SCHNEIDER ELECTRIC: SWOT ANALYSIS

FIGURE 71 SIEMENS: OPERATING BUSINESS SEGMENTS

FIGURE 72 SIEMENS: SWOT ANALYSIS FIGURE 73 TYCO: BUSINESS SEGMENTS

FIGURE 74 TYCO: SWOT ANALYSIS



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