

IP-based Health Solutions: Home Care and Beyond 4Q 2011

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Abstracts

This report examines the market for IP-based monitoring solutions that help consumers live safer and healthier at home. It looks into broadband service providers' involvement in this market sector and profiles their market development efforts, partnerships, and business models.

Broadband in the home and wireless broadband connectivity have made it easier to remotely monitor consumers for safety and health concerns. IP-based sensor networks and GPS technology also open the door for new service types that can be added to the home monitoring platform.

"Infrastructure development and technology advances have piqued the interest of broadband service providers (BSP) in this market," said Harry Wang, Director of Health and Mobile Product Research with Parks Associates. "BSPs are studying the market and piloting projects with partners in preparation for full engagement. The market potential is big enough for both the incumbents and BSPs, but the key is to find the right business models to awaken the dormant demand."

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