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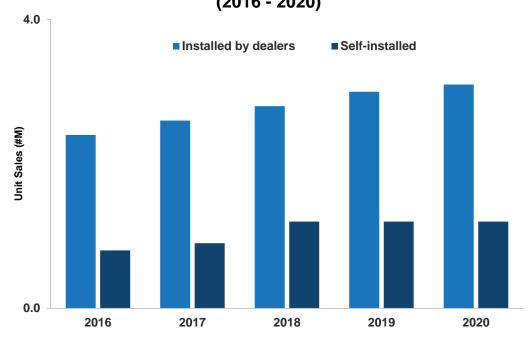
By Tricia Parks, CEO, and Christopher Jones, Researcher

#### **Synopsis**

Smart home controllers are now entering the marketplace and being adopted in higher volumes than in previous decades when the nomenclature was "home controllers" and being "connected" was not a given. The report focuses on segmenting and forecasting smart home controllers by type and channel. It also addresses emerging strategies strategies designed to overcome the barrier inherent in a product that is beneficial AFTER smart devices are attached and integrated. It includes profiles of selected smart home control companies within market segments and U.S. forecasts from

#### **Smart Home Controller Sales**

# U.S. Smart Home Controller Unit Sales by Installation Method\* (2016 - 2020)



\*Does not include embedded controllers with smart home devices © Parks Associates

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2016-2020.

"To date, the most successful channel for smart home controllers is security providers. These salespeople typically visit a home and have the opportunity to explain benefits. Some costs are deferred to monthly fees. However, for smart home controllers to be adopted by a true mass market, new strategies must emerge. And they will. One such strategy is embedding the smart home controller at little to no extra cost into high-volume products such as smart TVs. If this is done well, it may change the game," said Tricia Parks, CEO, Parks Associates.

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Smart Home Controller Unit Sales by Installation Method

Upfront Smart Home Controller Revenue by Channel

Total Smart Home Controller Revenue by Channel

List of Companies			
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	Amazon	Logitech	
	AMX	Lowe's	
	Apple	Lutron	
	AT&T	Nest	
	BestBuy	RTI	
	Comcast	Samsung	
	Control4	Savant	
	Creston	SmartThings	
	Crestron	Target	
	Deutsche Telekom	Verizon	
	Elan	Vivint	
	Google	Walmart	
	Insteon	Wink	
	Iris		



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