ASHB
Association for Smarter Homes & Buildings

Smart Home Council (SHC) Webinar

Meeting will commence 12:05pm ET

Tuesday, November 3, 2026 | 12 PM – 1:30 PM (ET)

SHC Chair: Ken Wacks (Ken Wacks Associates)

Vice-Chair: Joshua Gerena (2N/Axis Communications)



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Agenda
Marta Klopotowska (ASHB)

1. Call to Order, Welcome, Introductions, About the SHC
2. Administrative
3. Research Update
4. Keynote: AI and the Smart Home Experience with Daniel Holcomb, Parks Associates
5. ASHB Podcast
6. ASHB Whitepapers
7. ASHB Journal
8. New Business
9. Announcements
10. Adjournment

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1. Call to Order, Welcome, Intro, About the SHC
Ken Wacks (Ken Wacks Associates)



SHC Chair
Dr. Kenneth Wacks
Management & Engineering Consultant

KENNETH WACKS, Ph.D.
Management & Engineering Consultant



SHC Vice-Chair
Joshua Gerena
Segment Development Manager - CRE

2N AXIS COMMUNICATIONS

About the SHC

Established in 2004, the ASHB Smart Home Council initiates and reviews projects that relate to smart home and multiple dwelling unit technologies and applications. The Council also examines industry opportunities that can accelerate the adoption of new technologies, consumer electronics and broadband services within the burgeoning smart home market. www.ashb.com/shc

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2. Administrative
Ken Wacks (Ken Wacks Associates)

Approval of SHC Minutes

August 13, 2026

www.ashb.com/shc



Open Call for SHC Vice Chairs

The Smart Home Council (SHC) is seeking Vice-Chairs to help guide its quarterly meetings. Contact admin@ashb.com to learn more and find out how you can be part of this council.

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3. Research Update
Greg Walker (ASHB)



SHC Landmark Research
Smart Home Trends & Technology Adoption

Funders

DAIKIN LUTRON

National Research Council Canada
Conseil national de recherches Canada
resideo
TRANE

Contact admin@ashb.com to obtain research findings and to join as a funder.

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4. Keynote
Greg Walker (ASHB)



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AI and the Smart Home Experience

2026 Keynote



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The Big Question

What does it take to succeed in today's smart home market?



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Agenda

ONE

State of the Smart Home Market

TWO

AI & Interoperability

THREE

Industry Considerations for Success



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Daniel Holcomb

Senior Analyst,
Smart Home Research

Parks Associates

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40 YEAR ANNIVERSARY

Market Expertise

Smart Home and IoT
- Home Automation and Controls
- Residential Security
- Energy Management

Consumer Electronics and Entertainment
- Consumer Electronics Devices
- Video Services: OTT, Pay TV
- Entertainment Content: Video, Audio, Gaming

Broadband and Mobility
- Mobility
- Wi-Fi and Home Networking
- Support Services

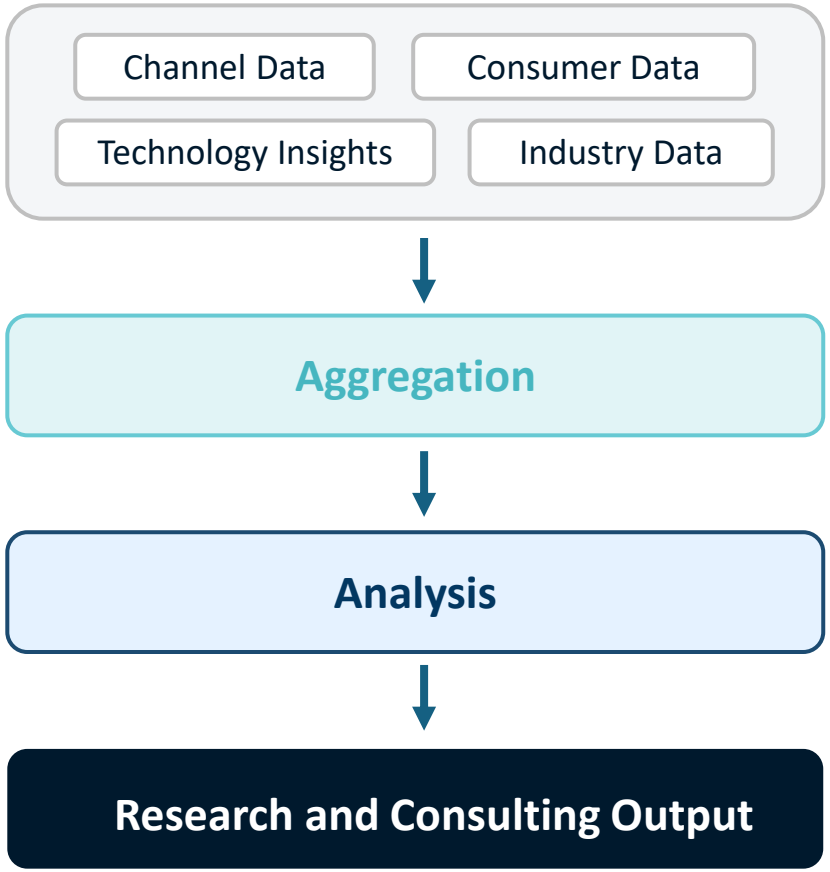
Connected Health and Wellness
- Telehealth
- Independent Living
- Wellness and Fitness

Small to Medium Business (SMB)

Multifamily

Commercial Security

Combining Consumer Data and Industry Insights to Deliver Actionable Intelligence



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Big Questions for Industry Leaders

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How to serve an **increasingly mainstream** end-user?



How can consumer **IoT business units** operate profitability?



What is my **competitive edge** in the AI arms race?



How do **standards efforts** unlock new opportunity – or competition?



What **market segments** are ripe for expansion?



How can I **leverage company assets** to better serve other ecosystem players?

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Agenda

ONE

State of the Smart Home Market

TWO

AI & Interoperability

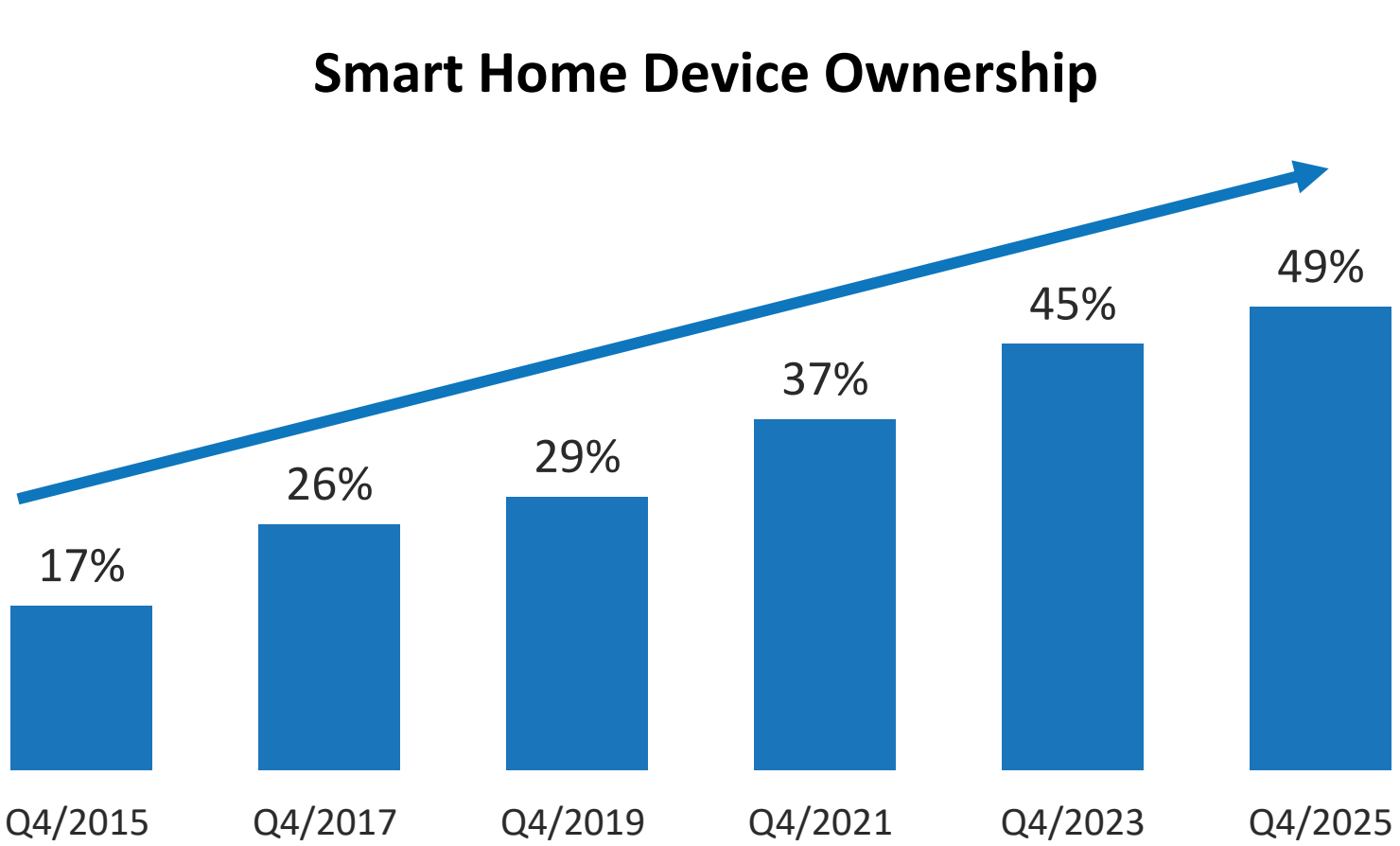
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Industry Considerations for Success



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10 Year View of Smart Home Devices





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4 Hottest Smart Home Areas

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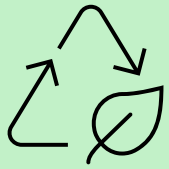
Video Security Devices

- Core to smart home
- Best adopted devices
- Platform for services



Access Control

- Locks important in security offerings
- Top desired automations
- Innovation in biometrics, integrations



Thermostats

- Ranked 3rd in smart home adoption
- Value for middle market
- #2 Routine/Automation today



Smart Lights

- Ranked 3rd for security after market
- Bundles & repeat purchases
- Many form factors

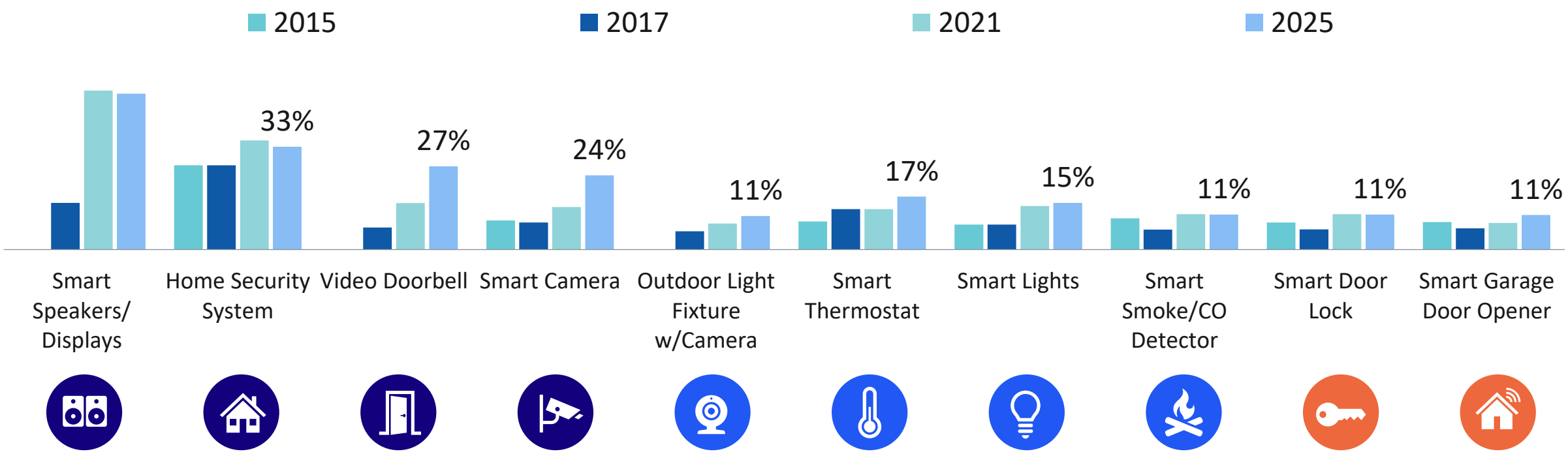
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Security & Video Lead, Some Categories Stagnant

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Leading Smart Home Categories: 10 Year View

% of US Internet Households Owning Specified Product



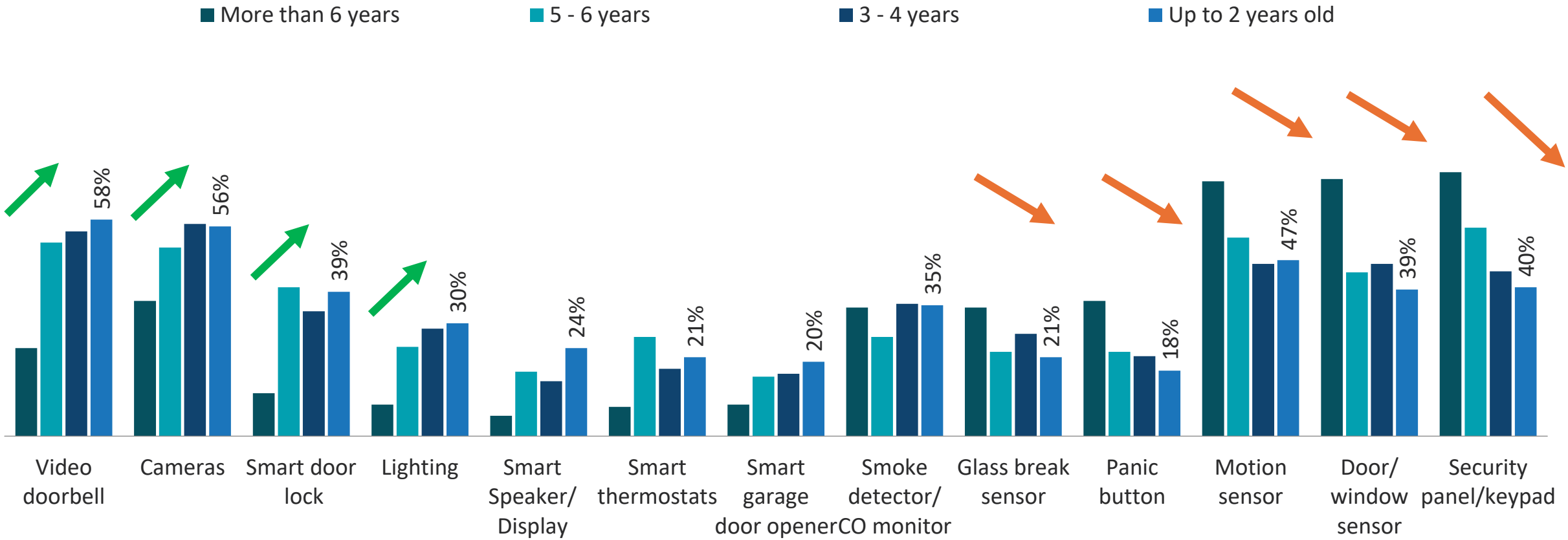
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Hardware Packages are Changing - Video Leads

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Devices Acquired as Part of Security System by Age of the System

Among Owners of Pro-Mon/Pro-Install Security System



More common with recent buyers

More common in old systems

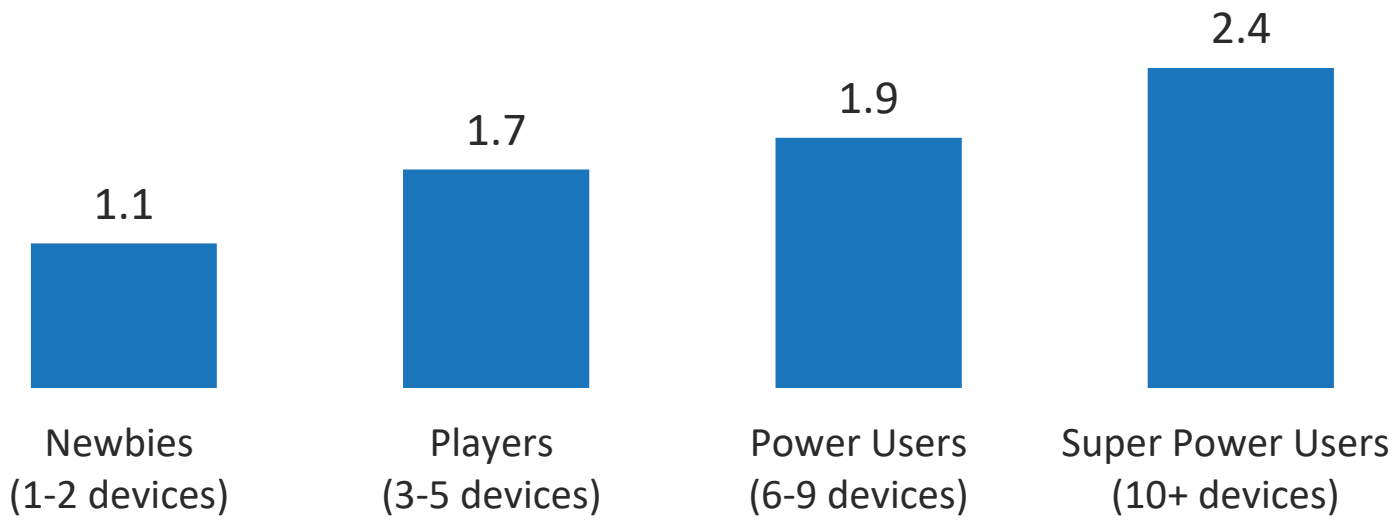
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Controls Multiply with Device Adoption



Number of Home Control Platforms Used

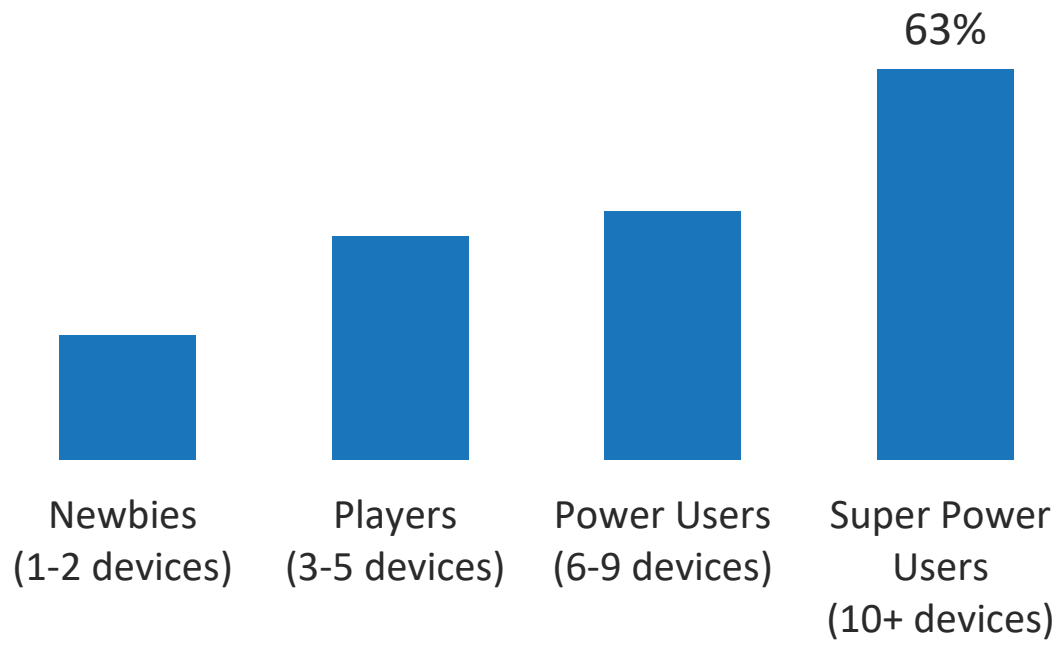
by Number of Smart Home Devices Owned



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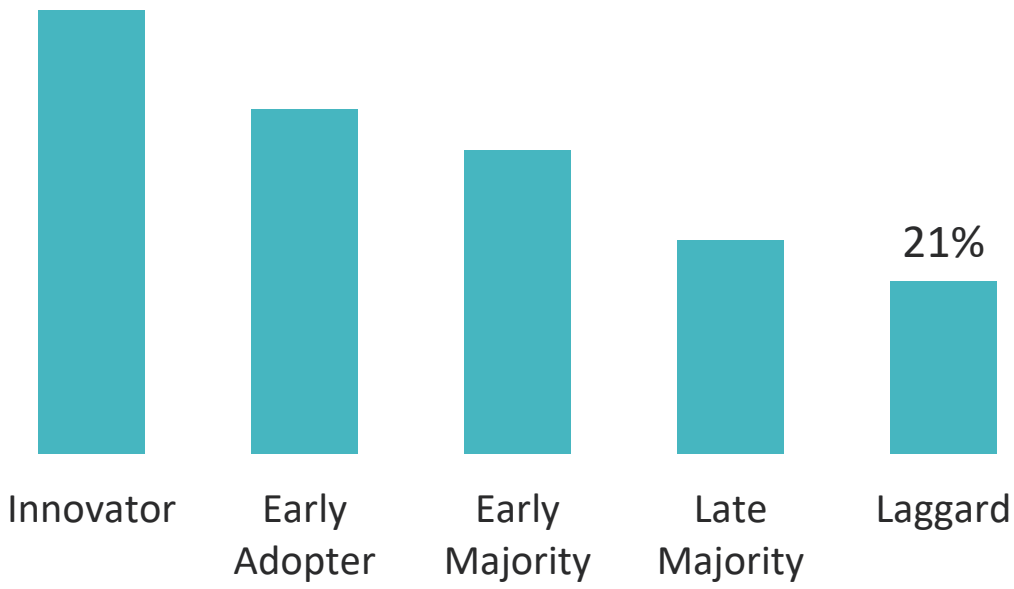
Meeting Users Where They Are

Current Integration of Multiple Smart Home Devices Working Together



Difficulty Creating Integrations

by Tech Affinity



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Agenda

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Industry Considerations for Success



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Interoperability is a Buyer Expectation

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Top Used Platforms:

- Tech Giants
- Amazon
- Google
- Apple
- Samsung

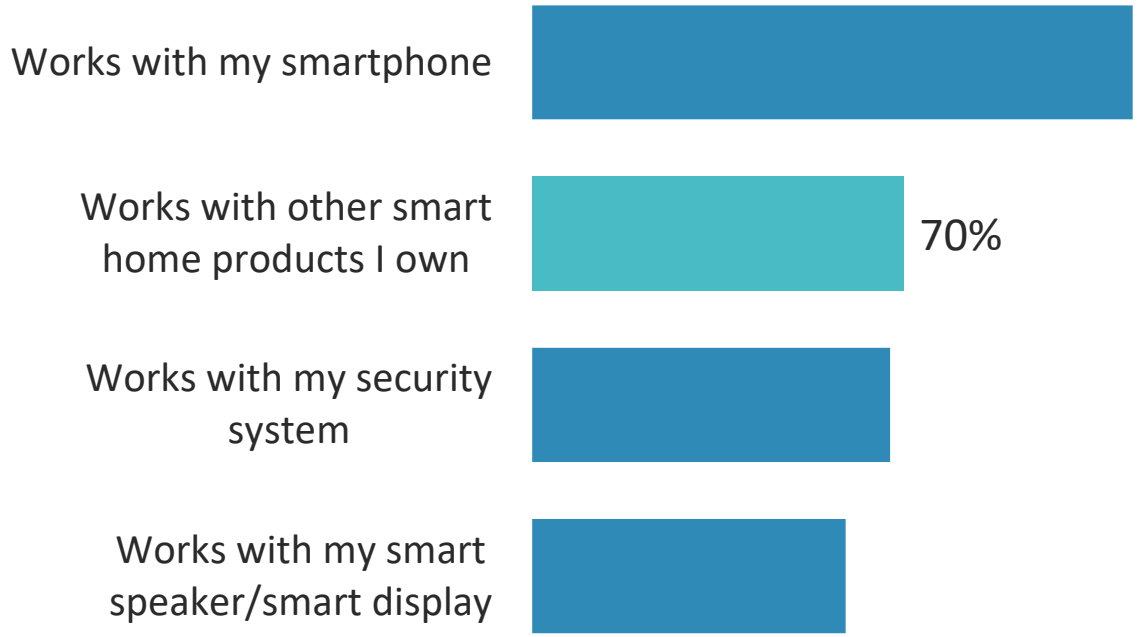
Top Residential Security

- ADT
- Alarm.com
- Honeywell Home
- SimpliSafe
- Vivint

matter

Smart Home Product Purchase Considerations

% of Smart Home Purchases where Buyers Report These Elements Influenced their Choice of Brand/Model



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Barriers in the Smart Home Industry

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Top 3 Barriers to Smart Home Adoption

Lack of perceived value	**47%** ↑
Cost	**43%** ↓
Data Privacy and Security	**31%** ↑



Privacy Concerns

- Locks and Video of most concern
- People data (e.g., health, location)
- Highly publicized cases

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Smart Home Interoperability Partnerships Unlocking Next Phase

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Programs

Partnership aims to simplify participation







Routers

enabling Thread spec to operate natively on routers







Meters

grants utilities access to Vital data







Silicon

Deepening security layer at the substrate







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Foundations for Next Wave of Innovation



AI Layer

Intelligence turns devices into proactive experiences



Interoperability

Matter and platform alignment reduce friction



Connectivity

Reliable Wi-Fi, mesh, and low-power networks



Installed Base

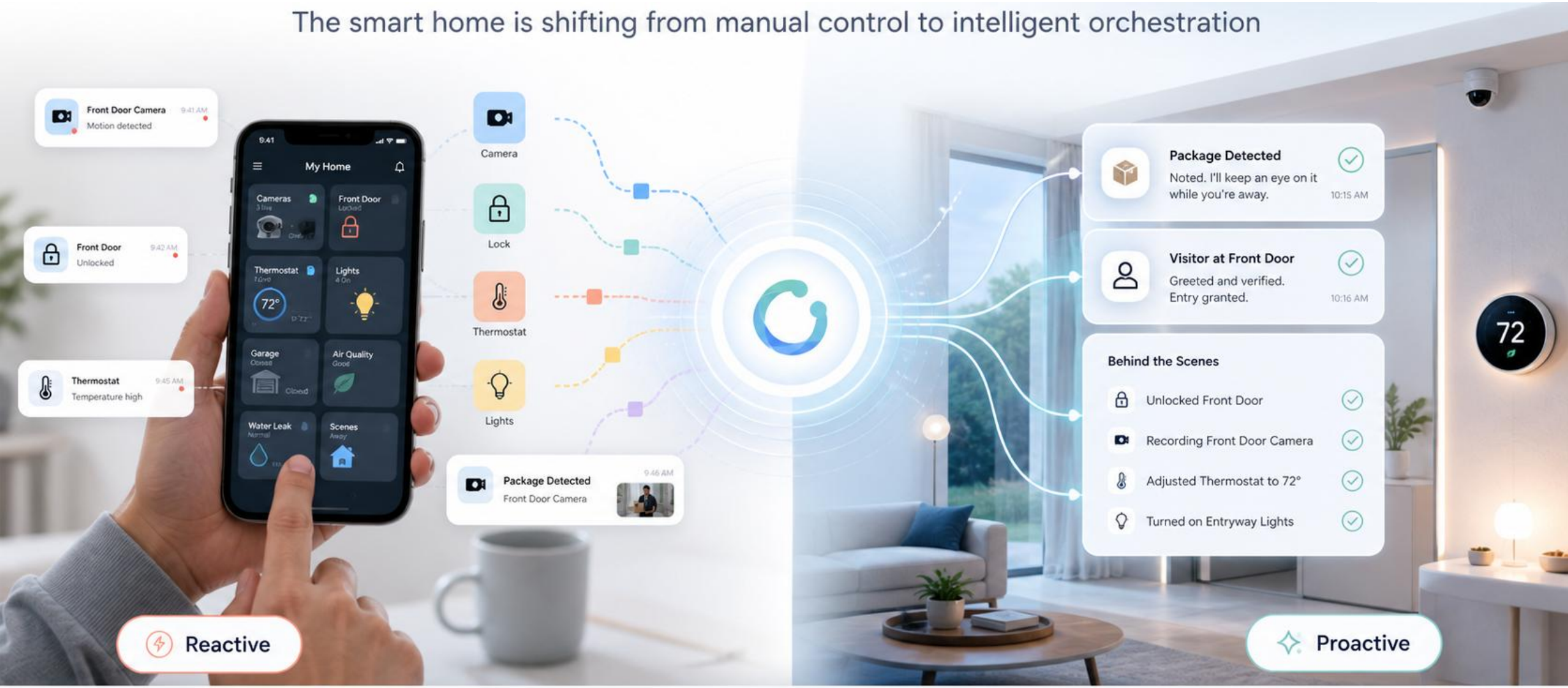
Millions of connected devices already in homes

Together, these Layers Make the Next-Gen Smart Home Possible

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From App to Agent

The smart home is shifting from manual control to intelligent orchestration



Understands context | Coordinates devices | Makes smart decisions | Works for you

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Ring Alarm Monetizing AI through Premium Tiers

AI Features:

- Smart notifications distinguish person, package, vehicle from other movement
- Alexa+ Greetings screen visitors/guests through doorbell
- Alexa Guard features
- AI Solo – add AI features to single camera

Alexa Guard

- **AI video descriptions** – AI-powered text descriptions of what's happening
- **Familiar faces-** recognizes friends/family tells you who is there
- **Active warnings** – AI warns unwanted visitors
- **AI single event alert** – roll multiple notifications into one event
- **AI video search** to find specific moment

	Ring Solo	Ring Multi	AI Pro	Virtual Security Guard
Cost	$4.99/month	$9.99/mo	$19.99/mo	$99/mo
180-day video history, live views, multicam	Included, for one device	Included, for all devices	Included	included
Smart notifications	Included	Included	Included	Included
Alexa+ greetings and Alexa Guard	+$5/mo/camera	+$5/mo/camera	Included	included
Pro monitoring			Included	included
Live agent video monitoring				included
Real-time intruder deterrence by agents				included
Proactive Verified Dispatch Requests				included

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Key Shifts Redefining the Connected Home





Google released Home MCP for agentic smart home coordination.

LG released ThingQ Claw, a text-based agent to coordinate devices across LG AI Home

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Key Shifts Redefining the Connected Home



Launches Comfort IQ for HVAC to coordinate solar, batteries, EV charging, heat pumps, and electricity rates

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Key Shifts Redefining the Connected Home

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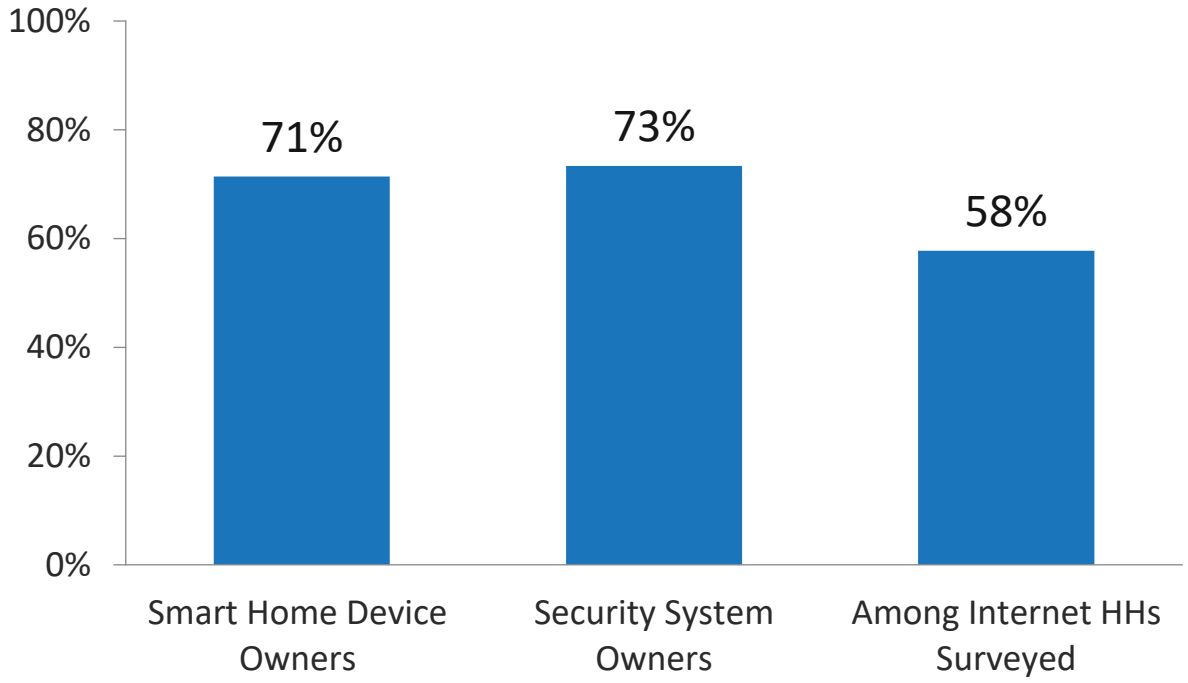
Anker announces local AI hub, MindBase

Retires the eufy brand

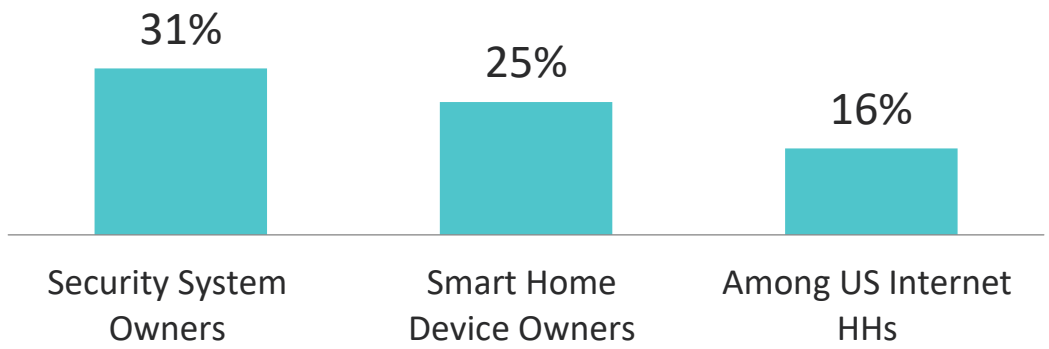
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Smart Home Users Lead in AI Use

% Using Generative AI Tools



% Using Paid Version of Generative AI Tool



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The Value of AI to Energy

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Top Six Valuable AI-Enabled Features for Home Energy Consumption Management

1. Detect unusual energy and send alerts
2. Estimate the energy-cost savings of a new appliance before buying
3. Learns your household routines and adjusts thermostat automatically to save energy
4. Receive personalized tips on how to save energy based on devices and habits
5. Automatically run flexible appliances during lower-cost hours
6. Create automations across smart-home devices to balance convenience and energy savings

- How do you sell to segments that see little value in AI?
- Should AI Orchestrate Everything?
- Apart from “orchestration”, what other practical benefits should be leveraged behind the scenes?

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Agenda

ONE

State of the Smart Home Market

TWO

AI & Interoperability

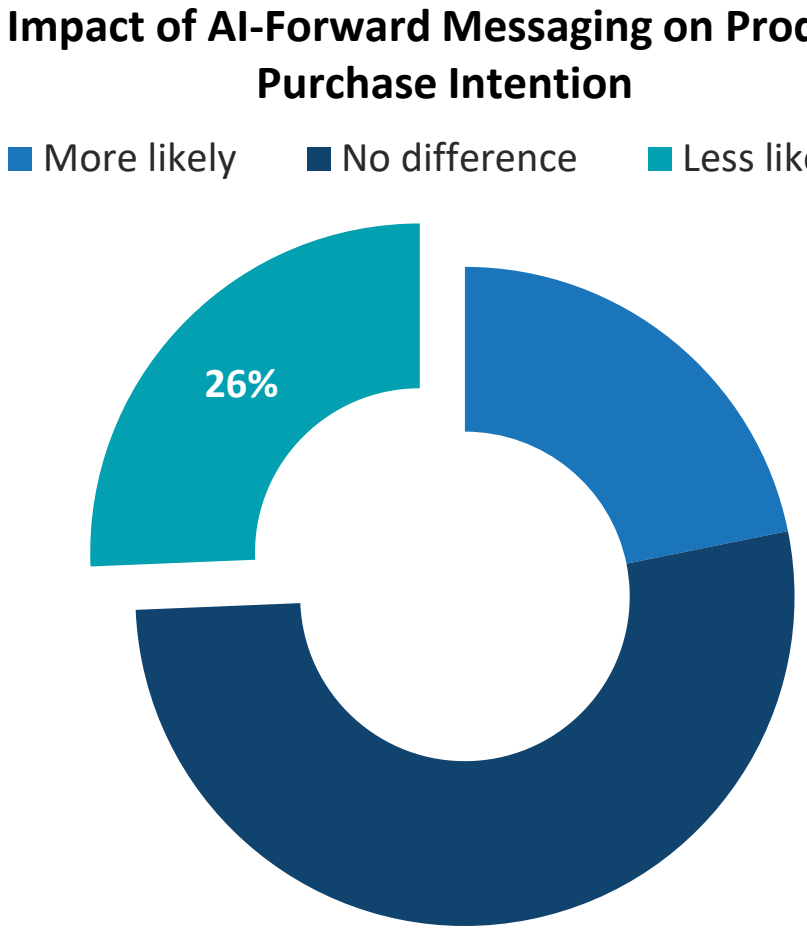
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Industry Considerations for Success



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How AI Messaging Can Backfire-and Positive Messaging Around AI



JOSH

Publishes Code of Conduct for AI residential operation

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Interest in Intelligence-driven Services

Appeal (5-7 on a 7-pt. Scale) Among Smart Home Device Owners

1. Cybersecurity Monitoring
2. Maintenance Monitoring
3. Energy Optimization Services
4. Context-aware Home Security
5. Home Tech Support Agent
6. Conversational Home Assistants
7. Predictive Automation



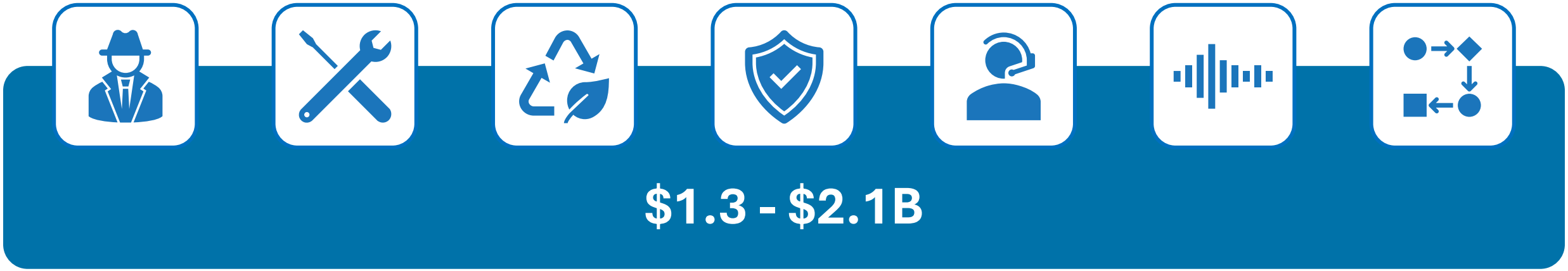
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Intelligence-driven Services = Big Money

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AI Service Opportunities

AT $10/MONTH



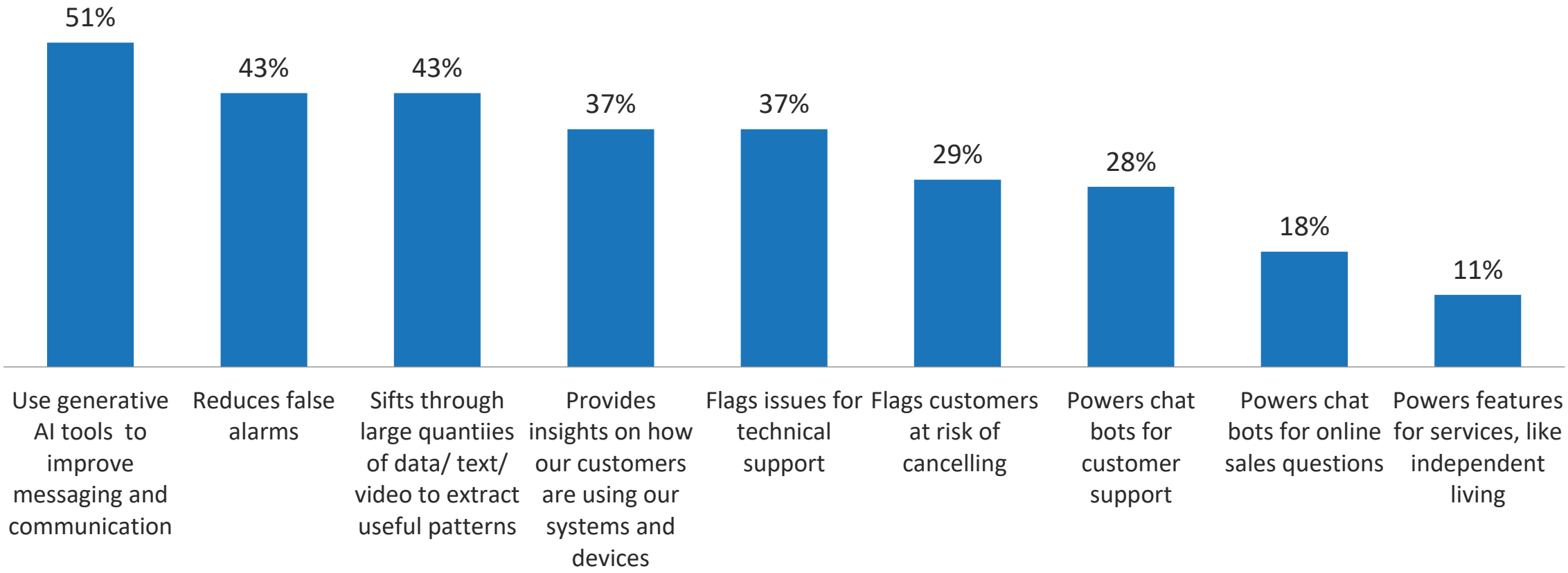
$1.3 - $2.1B

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Dealers Embrace AI: Messaging, Insights, and False Alarm Mitigation

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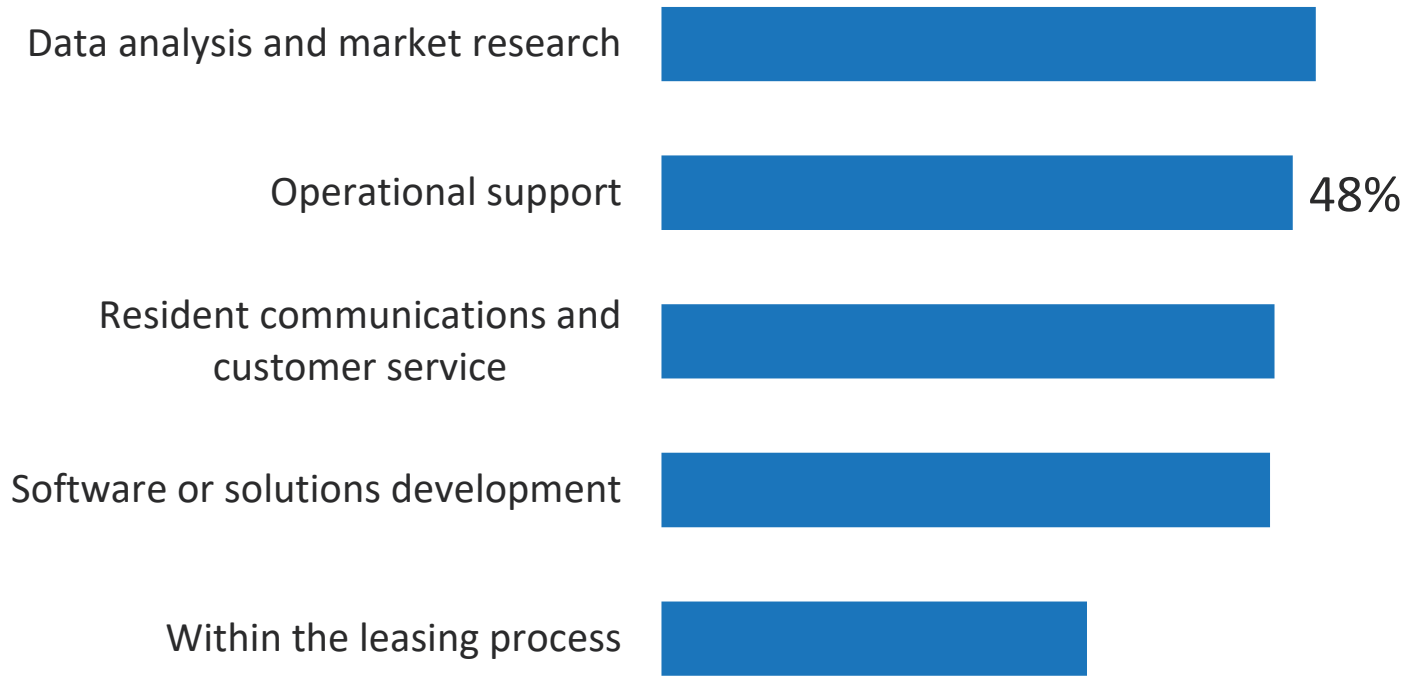
Dealer Use of AI Tools

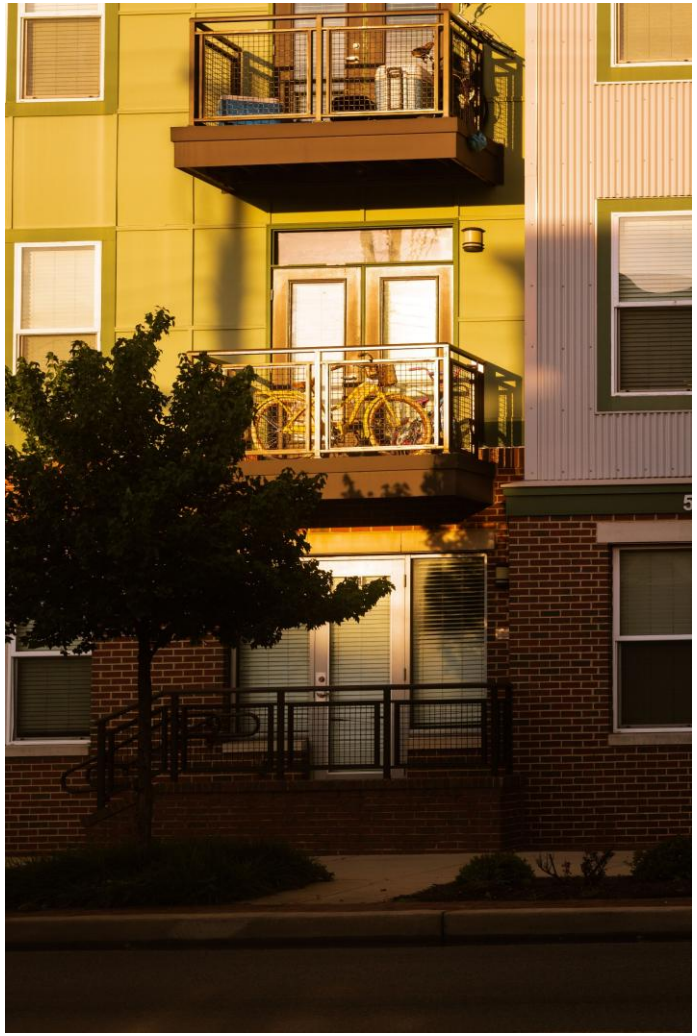


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Beyond Consumers-AI Tech Deployment

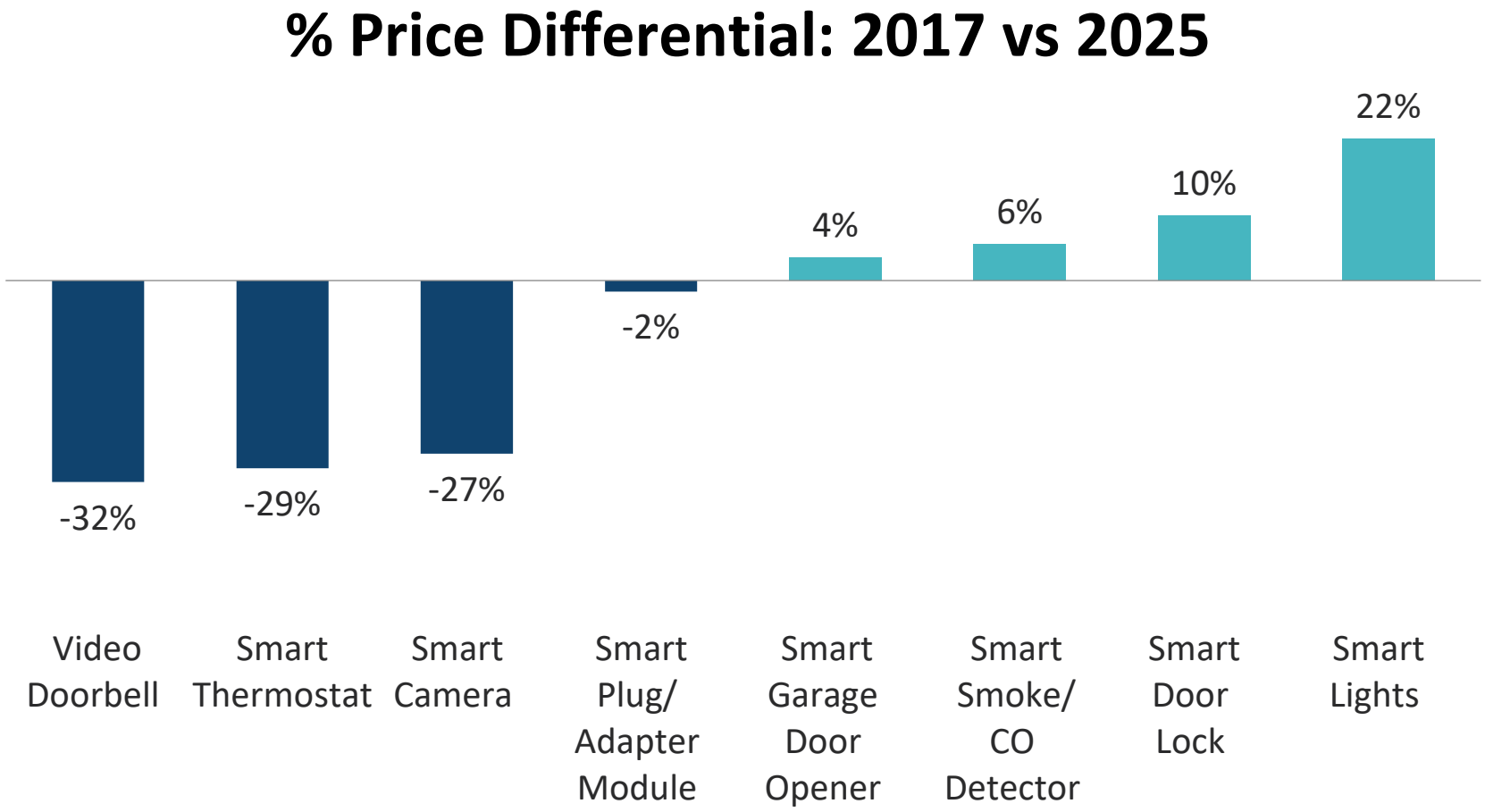
Multifamily Use of AI Technology





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Pricing Trends Differ by Product Category





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Profitability in Consumer IoT

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Total Solution Costs

NRE Costs	Production	Operational Costs (Lifetime)				
Hardware Dev App Dev Cloud Dev	Product Manufacturing	Landed costs	Ongoing Cloud Costs	Sustaining Engineering	Tech Support	

= **Profit**

Hardware Sales	Service Fees	Cross-sell / Upsell	Value of Data - External	Value of Data - Internal

Total Solution Value

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What Can the Industry Do?

- Lean into AI, but with guardrails and user control
- Interoperability is key
- Partner, partner, partner
- Big picture: use cases served, channels, strategy
- Service layers add RMR and differentiation
- Customer service and quality will be vital
- “If it's not simple, it's not smart” - Mike Branan



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Thank You + Q& A

Daniel Holcomb
Senior Analyst,
Smart Home Research
Parks Associates
Daniel.holcomb@parksassociates.com

Explore the Latest Parks Associates' Research

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Consumer Studies:

Smart Home Platforms: UX, Loyalty, Monetization

Connected Consumer Privacy & Security in the AI Era

Grid-Ready Homes: Home Energy Insights, Assets, & Bundles

Channel Studies:

Security Dealers Perspectives: Views from the Front Line

Connected Communities: PropTech Priorities & ROI

The Business of Consumer IoT: Product Strategy in a Maturing Market

CONTACT US

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Business of Smart Home

Dec 15, 2026; Jan 19, 2027 | Virtual

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THE CONNECTED CONSUMER

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Thank You

5. Smarter Homes & Buildings Podcast
Marta Klopotowska (ASHB)



ashb.com/podcast

Join industry experts and leaders from around the globe as they discuss everything smart home and intelligent buildings.

Apple Podcasts

Spotify

ASHB is looking for guests and hosts for future pre-recorded episodes. Contact admin@ashb.com for more information.

Recent Recordings:

- From Blueprint to Smart Home: Getting Integration Right
- Smart Homes for Special Needs: Technology Supporting Autism, Aging & Independence
- The Role of Lighting in the AI-Powered Home

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6. ASHB Whitepapers
Ken Wacks (Ken Wacks Associates)

ASHB
Research Program

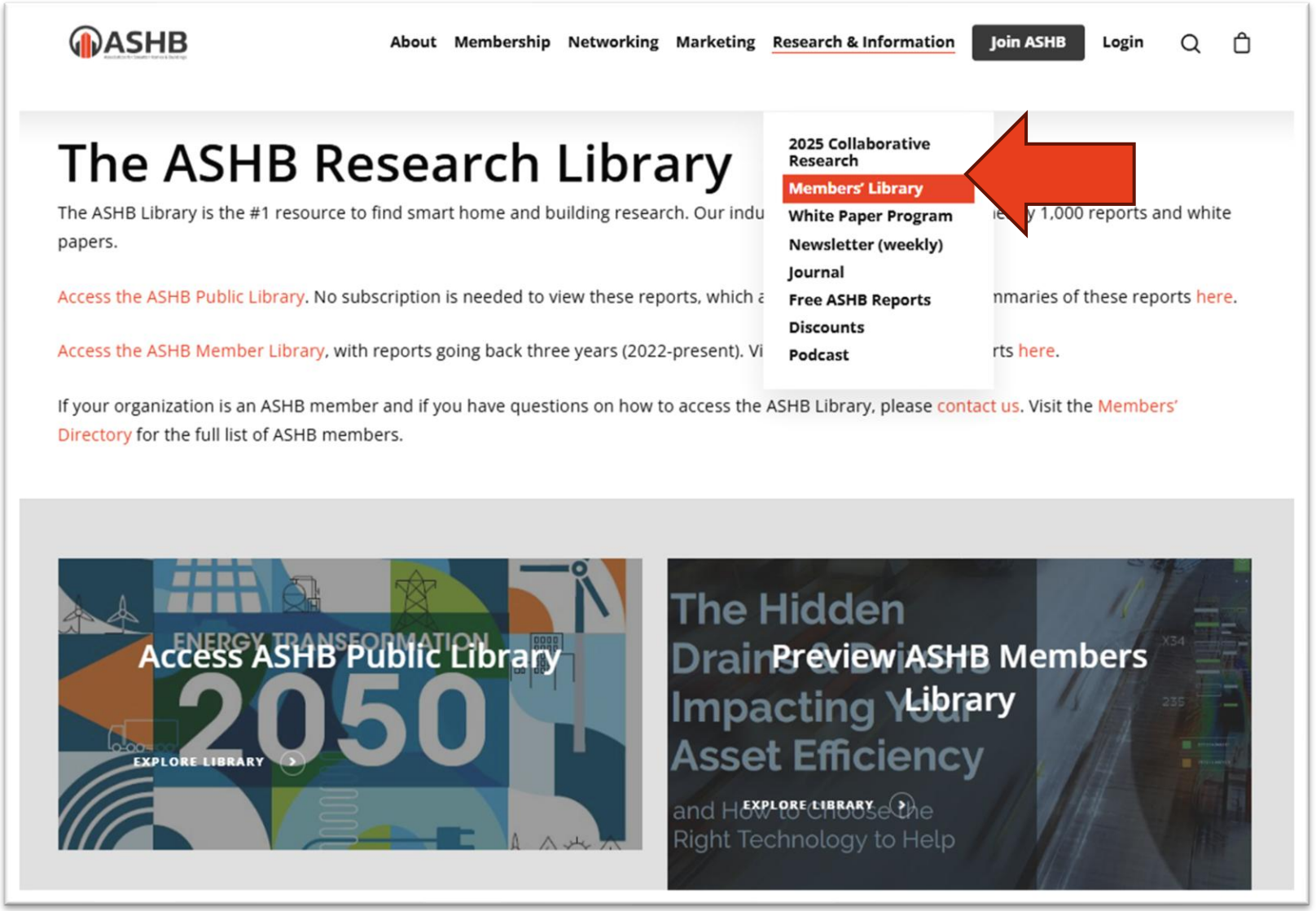
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Recently Published



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6. ASHB Research Library
Ken Wacks (Ken Wacks Associates)



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7. ASHB Journal
Ken Wacks (Ken Wacks Associates)



The ASHB Journal aims to educate and inform the ASHB membership and industry at large on emerging research, issues, challenges, and opportunities in the smart home and building sectors.

New articles are posted to the ASHB website, included in the weekly NewsBrief, and circulated on Twitter and LinkedIn.

Send proposals to admin@ashb.com

Recent posts:

- **Security and Data Protection in Smart Access**
- **Ken Wacks' Perspectives: CES 2026: From AI and flying machines to typewriters**
- **Ken Wacks' Perspectives: CES 2026: An irony of humanoids and nostalgia**

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8. New Business
Ken Wacks (Ken Wacks Associates)

New SHC Business?



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9. Announcements
Marta Klopotowska (ASHB)

Upcoming Events

Canada Light Expo
November 18-19 | Toronto, ON

Future of Video - Business of Streaming (Parks Associates)
November 17-18 | Marina Del Rey, CA

CES
January 6-9 | Las Vegas, NV

AIoT World Expo
February 9-11 | Ft. Lauderdale, FL



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10. Adjournment
Ken Wacks (Ken Wacks Associates)

Next SHC Meeting: February 2027

Association for Smarter Homes & Buildings (ASHB)

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