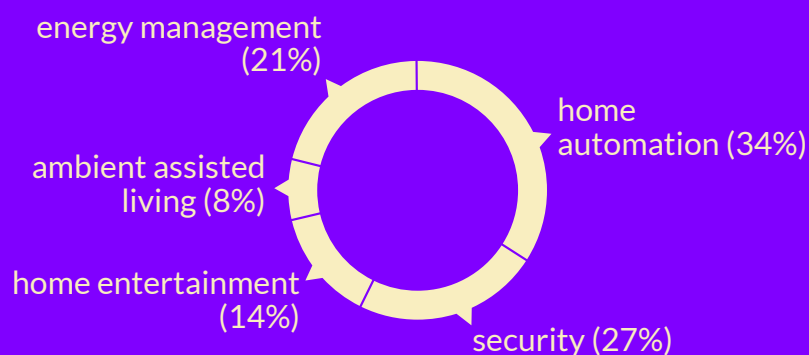
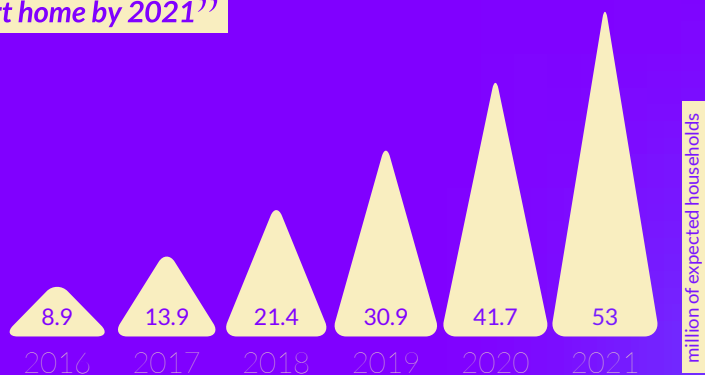




“What are smart home consumers looking for?”

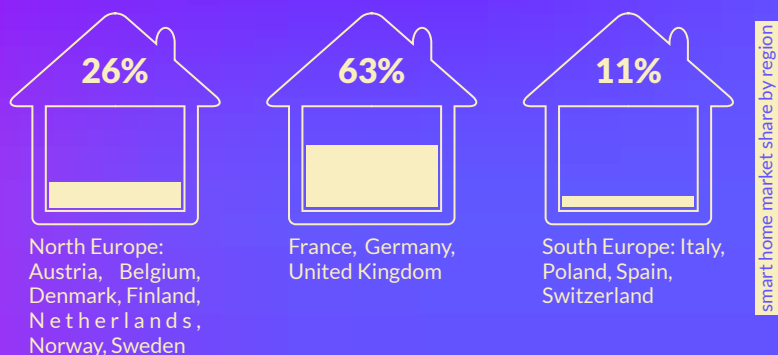


“The European market is forecast to reach 53 million smart home by 2021”



54% CAGR (next 5 years)
19.4% Penetration rate in 2021

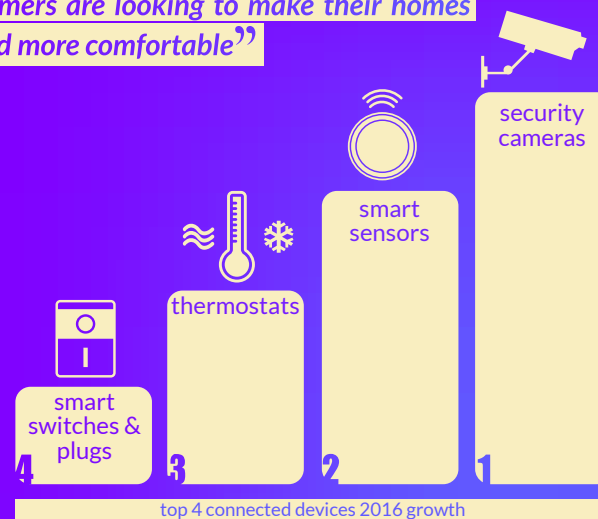
“As some countries mature with smart home solutions, high grow potential is expected in Europe”



“ZigBee is gaining lot of traction”



“Consumers are looking to make their homes safer and more comfortable”



“Could operators become major smart home players?”

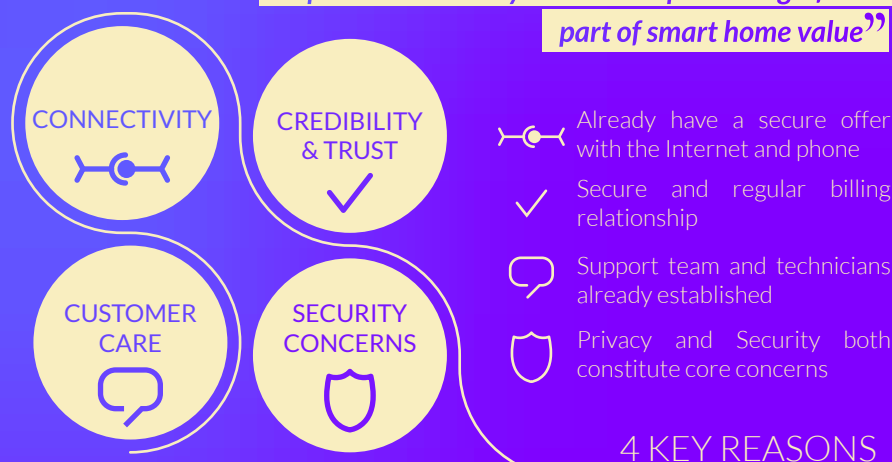


“Customer relationship: the key element to develop smart home opportunities”

- 54% of users trust their telecom service providers thanks to their brand
- 45% of consumers prefer sourcing their smart home offer from a single provider



“Operators have key assets to capture a significant part of smart home value”



HOT TOPICS

- Broken promise of simple device connectivity continues to be a sore spot for users.
- Security of connected devices in and around the smart home was a main subject at CES