



IFSEC 2016

Future Trends In Smart Buildings And Home Automation

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The smarter way to protect your home.

Yale® smart
Living



Yale[®] smart
Living



Future of Residential Security

- 26million UK households
- If 10% of homeowners adopt smart security, that's 2.6million installations
- Average installation includes: locks, alarms, CCTV and hub – RRP £1,000
- Total market of £2.6billion
- Factor in: replacement cycle





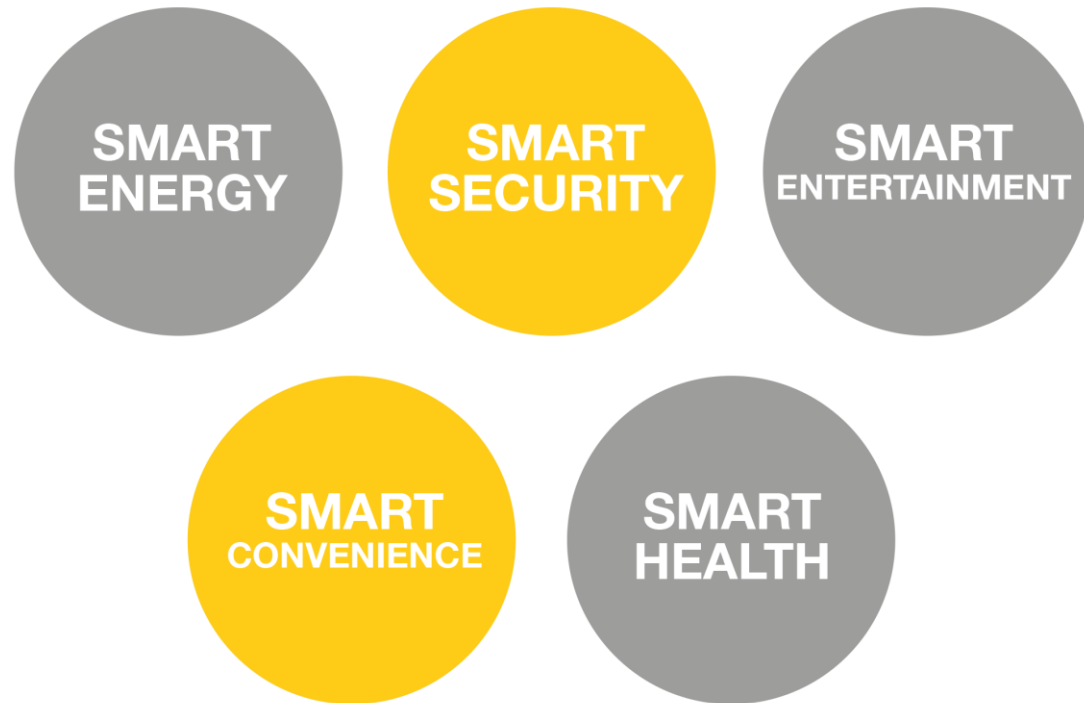
Google



amazon



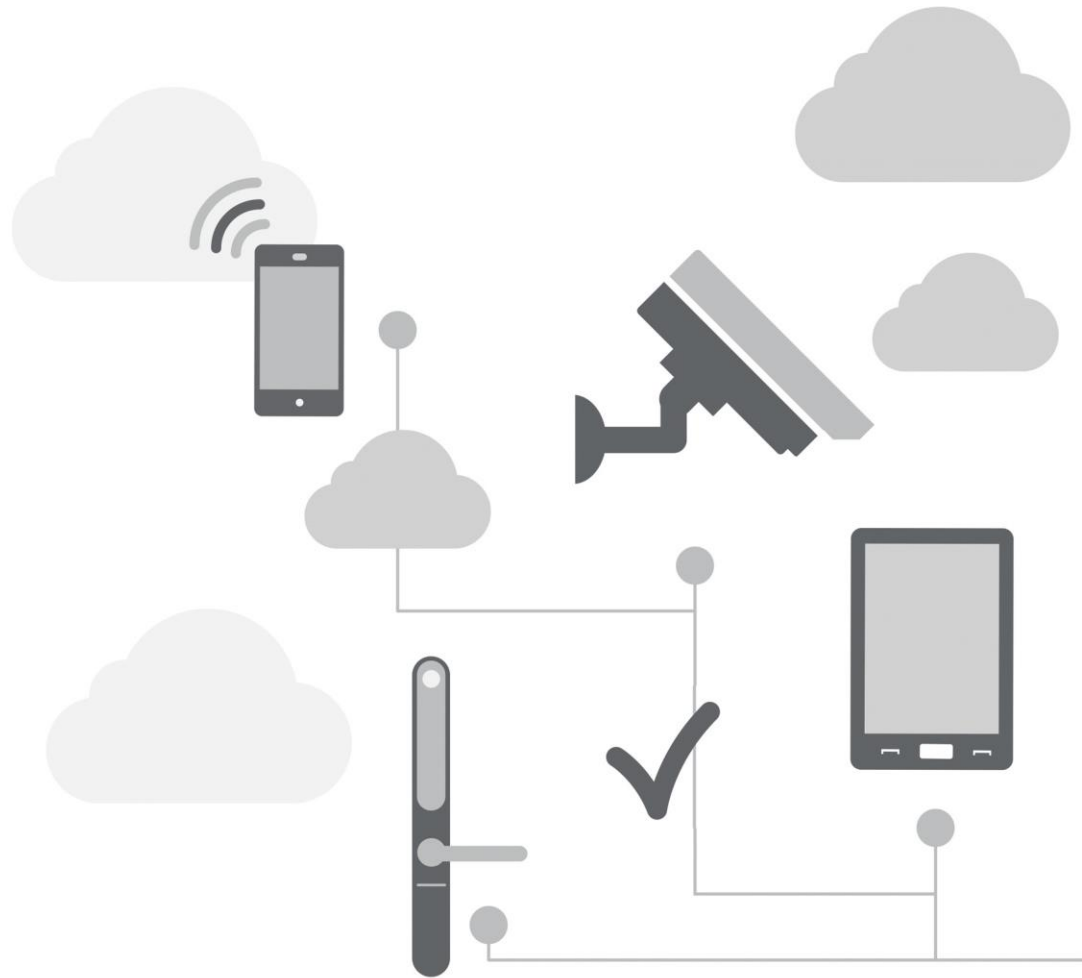
Key Drivers







Integration And Co-opetition





smart
Living



Yale is a “serious player
in the smart home market
but the leader in
smart home security”

Security brand of choice
for connecting to other
leading home automation
systems

3 Tier Approach





What Do Consumers Want?

2015 Report



Yale® smart Living

A research study.

The Smart Home Market in the UK and the demand for Smart Home security
Autumn 2015

Yale Smart Living: A Research Study

... forgotten to switch something 7% or "the house will look and attract burglars (25%)." "two biggest concerns people about leaving their home alone"

It still be using a key to the door in 2020 according to majority view

leading brand in Smart Home Security is Google or Samsung.

... print recognition, a smartphone app and fobs are all **recognised as preferred ways** to control Smart Security

birds of people expressed concerns that a smart lock would be "in or out"

more than half of people in and out of my home remotely is very useful or useful according to nearly half of all respondents

... majority of people think "it would be useful if a **CCTV system could let me know what's happening when I'm not at home**."

out of ten people want their smartphone to send an alert to their phone

... people think **Yale is the leading brand in Smart Home Security** ahead of Google or Samsung.

Survey indicates that the Smart Home market is "on the verge of take off in the UK."

5

My current home is "not smart" or is "old fashioned" (62%)

Just 3 in every 100 people think their current home is "very smart", whereas 40 think their home is "not smart" and 21 think it is "old fashioned" with 25 believing their home has "standard" technology.

Once again, this shows consumers have a very realistic view of the current state of home technology and the large majority recognise that their home could be a lot smarter.

The **older age groups were more likely** than the younger ones to think their home was "not smart" or is "old fashioned".





59%

want to control
their home security
anywhere in the world



67%

want a clever
alarm system



62%

expect remote
locking of doors
and windows



58%

expect CCTV
throughout their
home

2016 Smart Home Security Report

IFSECGlobal
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ASSA ABLOY
The global leader in door opening solutions

**Smart-Home Security Report 2016:
The Growing Market for Smart-Door Locks**



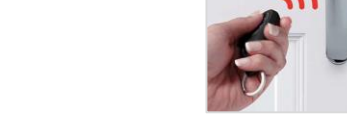



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to change it

How would you ideally like to change access rights to your door lock(s)?

- At the device/door **16%**
- Via a smartphone app **23%**
- Combination of both **61%**

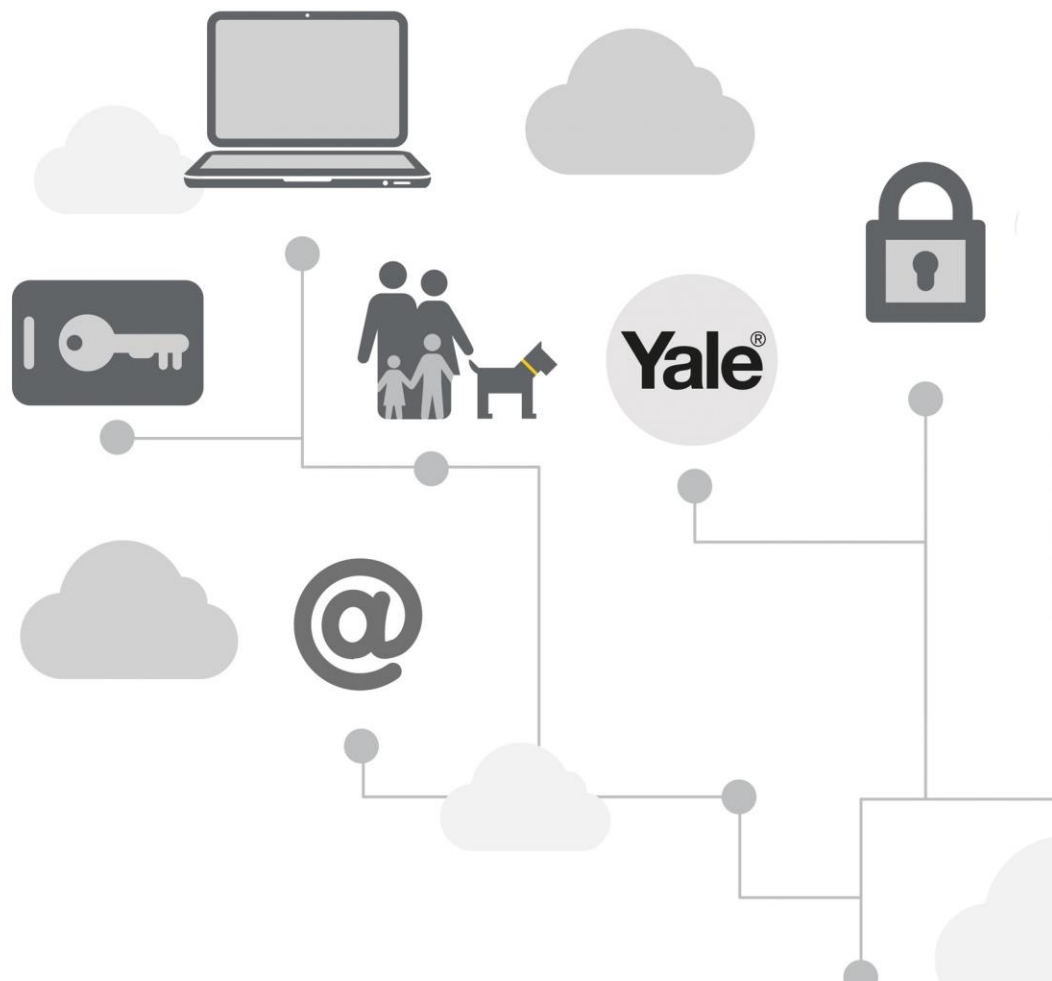



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t door!

solutions for your home, without the creation of digital door locks systems or provide convenient alternative to mechanical locking a code or tag.





Target Demographics



Young Couples





Young Couples





Busy Families





Busy Families



Silver Surfers

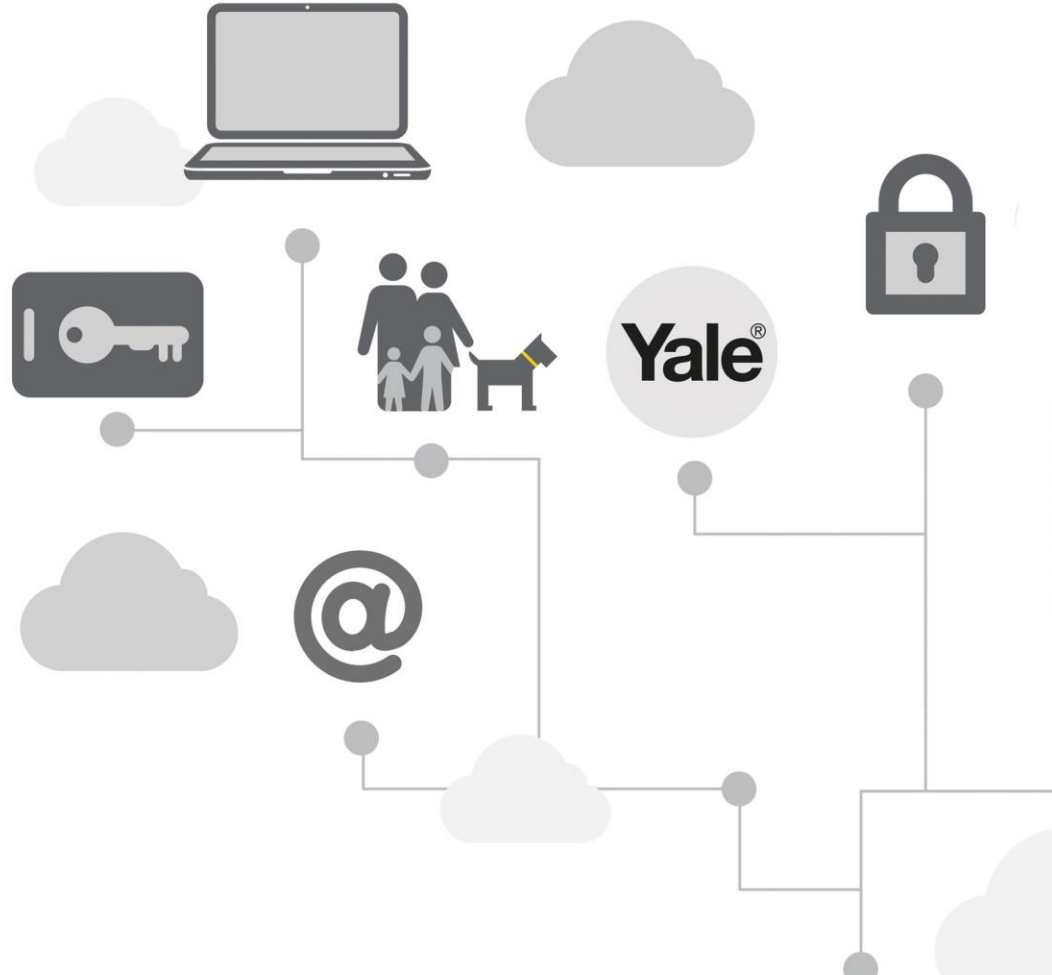




Silver Surfers



The Future is Smart



Thank you
Any questions?