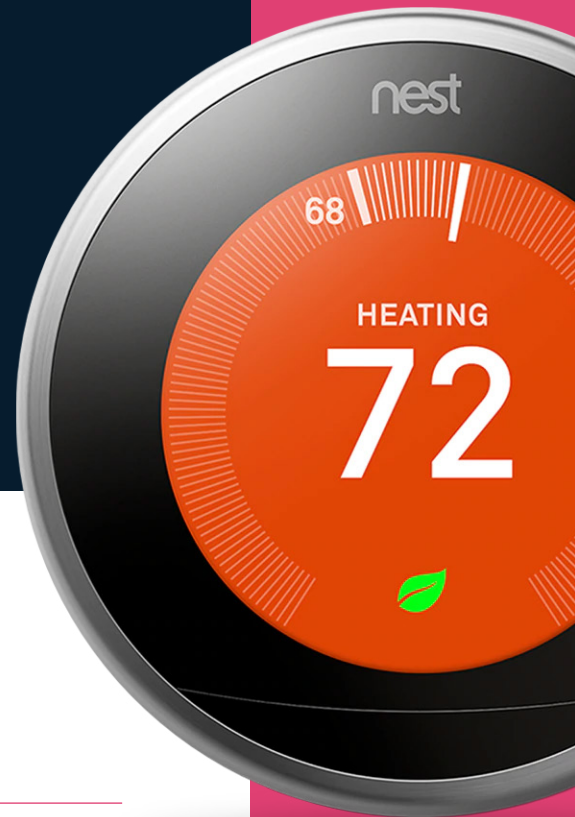




# Smart Home Matrix

Smart Home Matrix is a syndicated service providing deep insights into buyers of smart home products, their preferences and intentions, and the brands that effectively engage them.



## WHY SMART HOME MATRIX?

As the smart home industry crosses into mainstream adoption, it is critical to understand consumer segments and their unique attitudes toward connected products and specific brands.

The Smart Home Matrix quantifies the value propositions triggering smart home purchases, attitudes and expectations, and segments buyers based on the breadth and depth of their category engagement.

The Smart Home Matrix provides insight into who is buying connected home products and which brands are capturing which segments of the market.

The Smart Home Matrix is derived from a quarterly survey of 9,000+ U.S. consumers, and provides deep insight into lifestyles, product choices, subscriptions, shopping habits and demographics of smart home buyers.

The Smart Home Matrix is ideal for messaging strategy, channel development, brand development and competitive analysis.



Interpret is a global consumer insights agency. We help companies at the intersection of media, technology, and entertainment navigate the future.

## REFRESHED QUARTERLY

The Smart Home Matrix is continuously updated to account for new technologies, platforms, and IP.

## TOPICAL COVERAGE

- Product ownership and purchase intentions
- Value propositions prompting the smart home purchase journey
- Segmentation of smart home product purchasers (Converts, Collectors, Connectors, Conductors)
- Analysis of leading brands by buyer segment
- Strategies for brands to more effectively align with buyer segments
- Importance of interoperability among smart home products
- Attitudes towards purchases of stand-alone products versus integrated systems
- Quantification of "app fatigue" and desire for a single smart home control interface



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