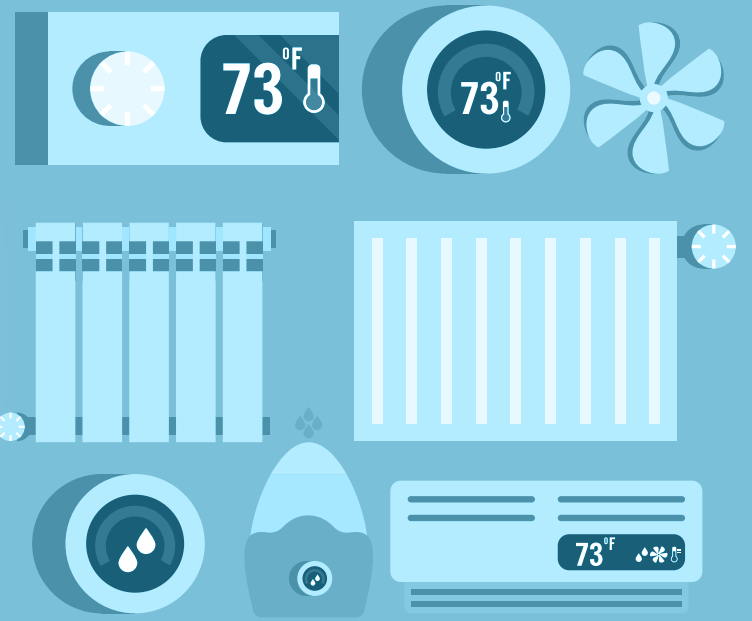


# THE RISE OF SMART THERMOSTATS

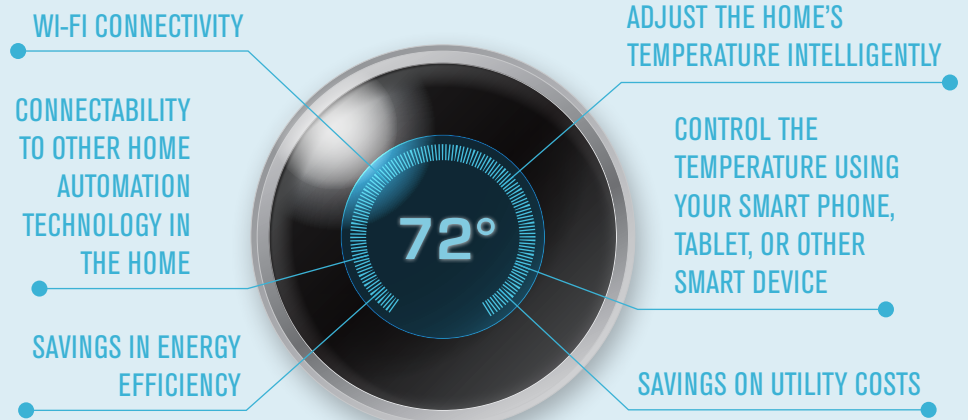
CLIMATE CONTROL



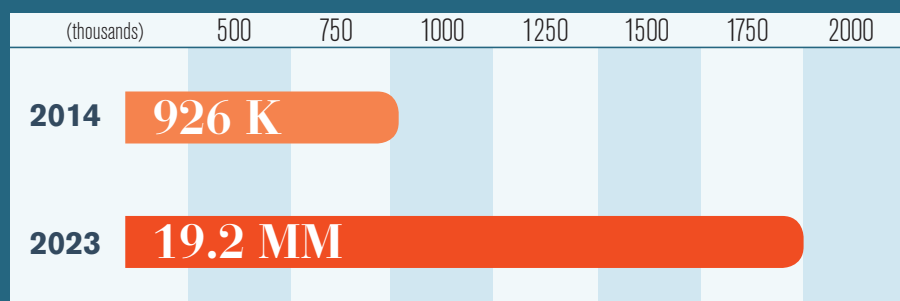
**A**CCORDING TO NAVIGANT RESEARCH, WORLDWIDE REVENUE FROM SMART THERMOSTATS WILL GROW FROM **\$86 MILLION** IN 2013 TO ALMOST **\$1.4 BILLION** IN 2020.<sup>1</sup>



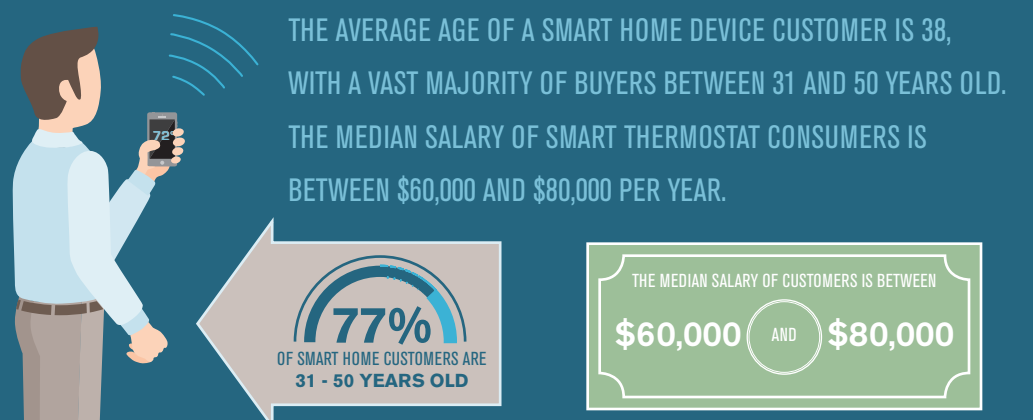
## FEATURES OF A SMART THERMOSTAT INCLUDE:<sup>3</sup>



**A**CCORDING TO NAVIGANT RESEARCH, WORLDWIDE SHIPMENTS OF COMMUNICATING AND SMART THERMOSTATS ARE EXPECTED TO GROW FROM **926,000** ANNUALLY IN 2014 TO **9.2 MILLION** BY 2023.<sup>2</sup>



## WHO'S INVESTING IN SMART HOME TECHNOLOGY?<sup>4</sup>



## WHY ARE SOME PEOPLE BUYING, AND OTHERS NOT?<sup>5</sup>

### BUYERS: PRODUCT CONTROL

**44%** OF SMART THERMOSTAT BUYERS SAY THE MOST APPEALING ASPECT OF SMART HOME TECHNOLOGY IS THE ABILITY TO CONTROL THEIR DEVICES FROM THEIR COUCH OR ACROSS THE COUNTRY.

### NON-BUYERS: HIGH COST

**46%** OF NON-SMART THERMOSTAT BUYERS SAY HIGH COST IS THE BIGGEST REASON THEY AREN'T PURCHASING.

- 21% INTEREST IN TECHNOLOGY
- 17% PRODUCT INTEGRATION
- 13% ENERGY EFFICIENCY
- 5% HOME SECURITY
- 1% OTHER

- DON'T KNOW WHAT'S AVAILABLE 25%
- DON'T OWN HOME 17%
- MISSING FEATURES 4%
- INSTALLATION CONCERNS 2%
- OTHER 6%

## SAVINGS SMART THERMOSTATS ENHANCE COMFORT AND ENERGY SAVINGS

IF EVERYONE USED AN ENERGY STAR-CERTIFIED SMART THERMOSTAT, SAVINGS WOULD GROW TO:<sup>6</sup>

**56 TRILLION BTUS** OF ENERGY AND **740 MILLION DOLLARS** PER YEAR, OFFSETTING **13 BILLION POUNDS** OF GREENHOUSE GAS EMISSIONS ANNUALLY.



<sup>1</sup> SOURCE: <http://www.achrnews.com/articles/125817-feb-17-2014-smart-thermostats-to-reach-nearly-14-billion-in-annual-revenue-by-2020>

<sup>2</sup> SOURCE: <http://www.achrnews.com/articles/127908-oct-21-2014-shipments-of-smart-thermostats-expected-to-reach-nearly-20-million-by-2023>

<sup>3</sup> SOURCE: <http://thewirecutter.com/reviews/the-best-thermostat/>

<sup>4</sup> SOURCE: <http://www2.centercode.com/rs/507-OTI-407/images/Centercode-Infographic-Smart-Home.pdf>

<sup>5</sup> SOURCE: <http://www2.centercode.com/rs/507-OTI-407/images/Centercode-Infographic-Smart-Home.pdf>

<sup>6</sup> SOURCE: [https://www.energystar.gov/products/smart\\_thermostats\\_infographic](https://www.energystar.gov/products/smart_thermostats_infographic)