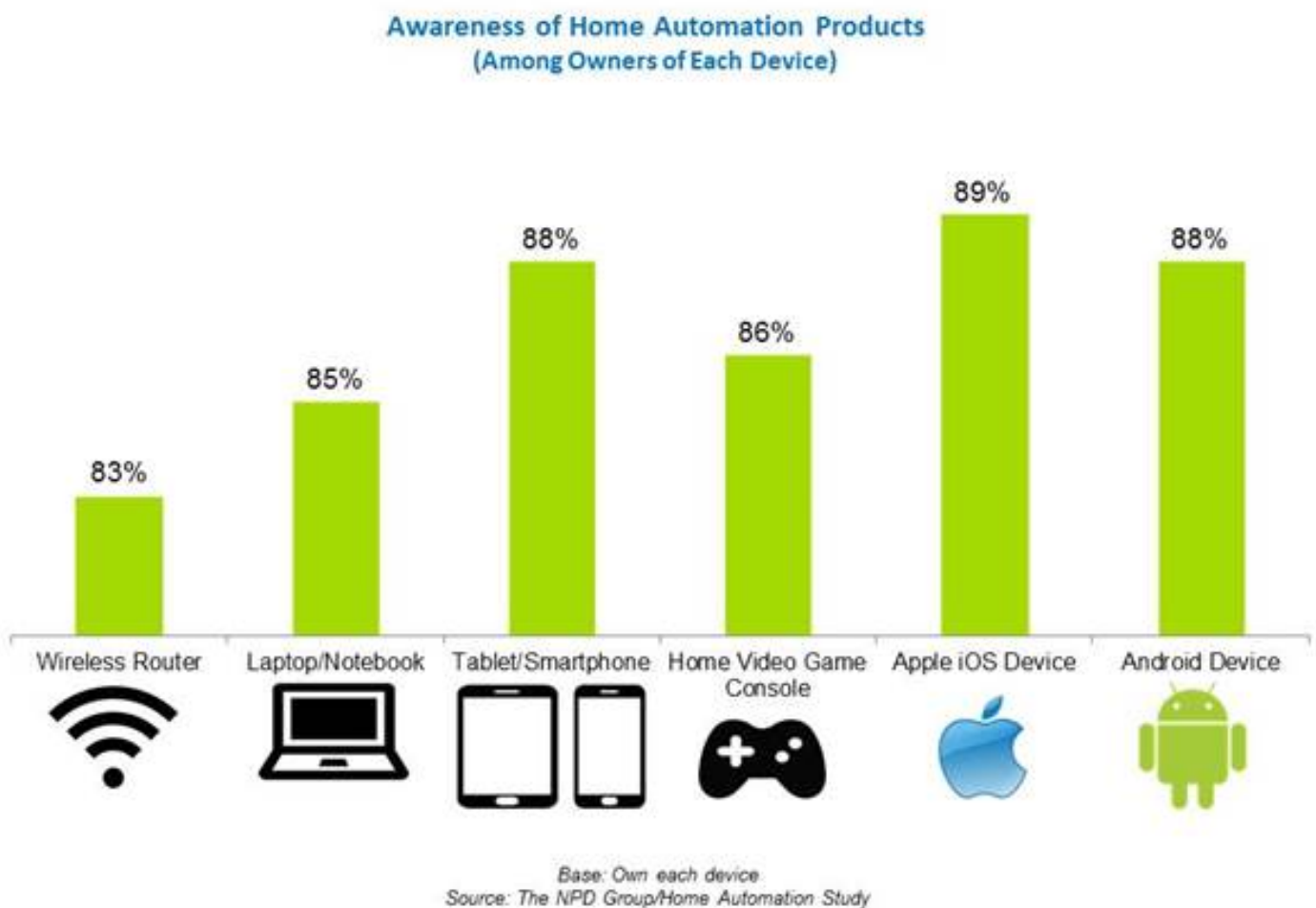


NPD: Mobile Devices Boost Automation

Written by Marco Attard
16. 04. 2014

According to the NPD Group mobile devices help drive awareness in home automation products and services, as 88% of mobile device owners are aware of automation devices compared to 78% of overall consumers.

Further on, 81% of home automation product owners are smartphone or tablet users.



The NPD study covers 2200 US residents, but such findings should be of interest even for us Europeans.

NPD: Mobile Devices Boost Automation

Written by Marco Attard
16. 04. 2014

Home automation also continues to gain market traction-- 48% of survey respondents say they are "extremely or somewhat interested" in automation, compared to 62% of mobile device owners.

Meanwhile the market sees a gradual yet certain shift in consumer profiles, with ownership growing among lower-income and renting consumers.

"Five years ago, the installation and use of home automation systems required expensive equipment and professional installations appealing to mostly upper income home owners," NPD concludes. "Now with more affordable options and the ability to access the interfaces from anywhere at any time, we see a whole new market opening up to younger, middle-class consumers who not only own, but rent as well."

Go [Mobile Devices Help Boost Home Automation According to NPD Group](#)