

## What's on the American Mind?

Written by Marco Attard  
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In America, the CEA, the association behind CES, launched their inaugural Demo Suites (partner of CEA Line Shows) included as part of the first-ever CE Week held in New York City.

Their panel discussion on custom integration included **Entropic Communications, Access Networks; Audio Video Systems** and **Channel Master**.

**What did this American panel have to say about the custom install business?** The conversation was too US-oriented to include all the comments... but below are the highlights of those topics now at the top of the US-mindset:

- The panelists agreed **iPad has been a game-changer in the custom install market** because of its control-panel capabilities. While custom installers expect Apple's *tour de force* will help them sell more integration projects (it's network-dependent), they worry that the traditional touch-panel market went out the same door that iPad entered.

- Panelists also agreed "**green**" **tech is not yet a consumer demand**--and more importantly, they can see no way to monetize the technology.

- Security is a demand and panelists saw the cloud as a two-faced friend. They believe

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consumer will be able to control security more directly from their TVs, but are **worried that the big telecom operators will wrestle control from the CI industry**

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- The use of **coax cables (MoCA)** came up in several ways, with security (compared to wireless) as one important benefit.

- **Client satisfaction**, being on call 24/7, the best service... is considered the most important part of custom integration.

- A new part of customer satisfaction in USA is providing technology to keep mature individuals happy and in their homes as long as possible. The **aging-in-place market** (versus health care providers and old age homes) is a natural for CI, said the panel. New products mentioned included: blood pressure cuffs, connected monitors, etc...

- As a whole the panel sees **cloud as a change that will provide more tools** to use in building the infrastructure to keep homeowners connected to information and bigger bandwidth internet.

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