



Connected Lighting Webinar

Amanda Parrilli

May 26, 2016



Introduction/Bio

Amanda Parrilli, The Home Depot Strategic Business Development – Smart Home



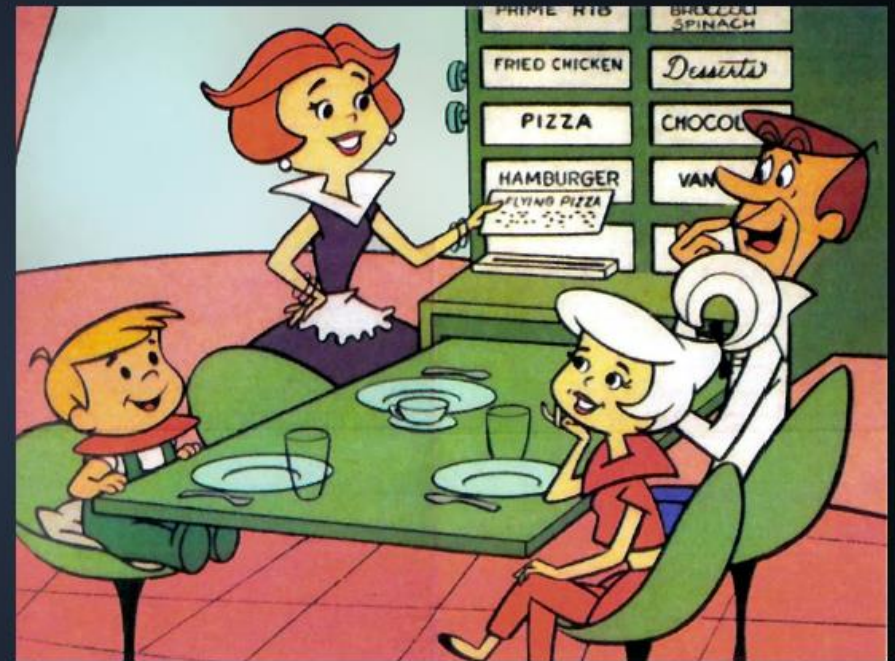
- Responsible for leading Smart Home strategy and strategic partnerships at The Home Depot for the past two years
- Previous experience at The Home Depot and in the Payments industry, specifically on Issuing and Mobile Payments
- What Smart Products do I have in my home?
 - Thermostat
 - Irrigation Controller
 - Wi-Fi Camera
 - Voice Control (Amazon Echo)
 - Lighting (multiple): switches/dimmers for outdoor lights, bulbs indoor



THE PROMISE

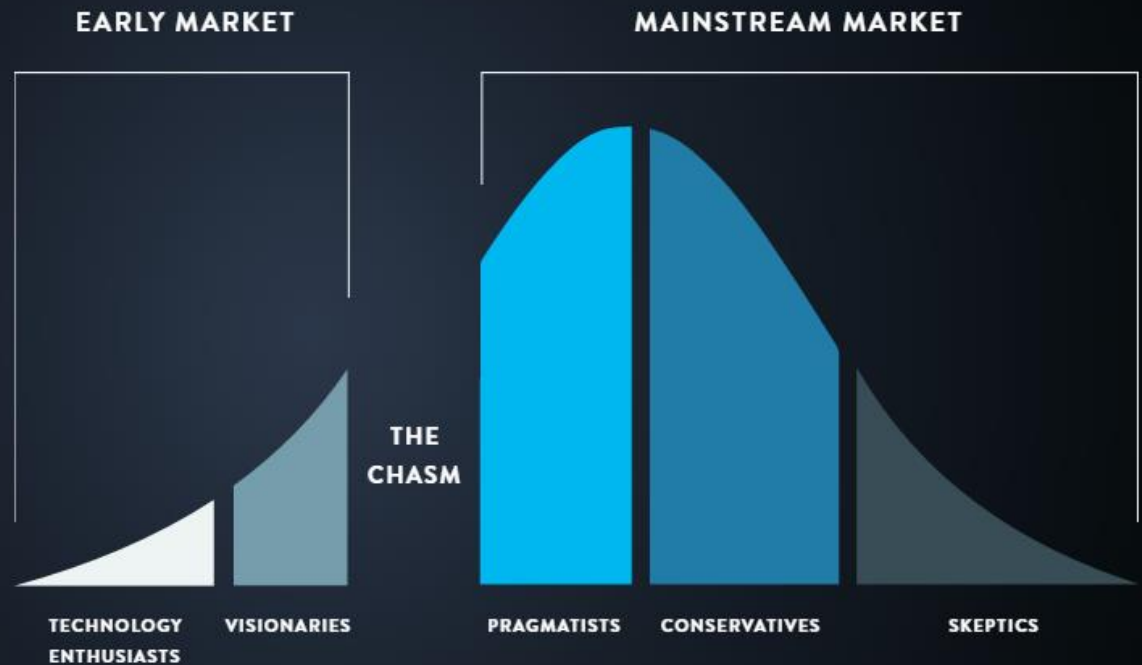
By 2020, Gartner expects there will be more than 25 billion IoT endpoints driving more than \$263 billion on services spending

Nearly 7 in 10 Americans are confident smart homes will be as commonplace as smartphones within 10 years. " - Intel



THE REALITY

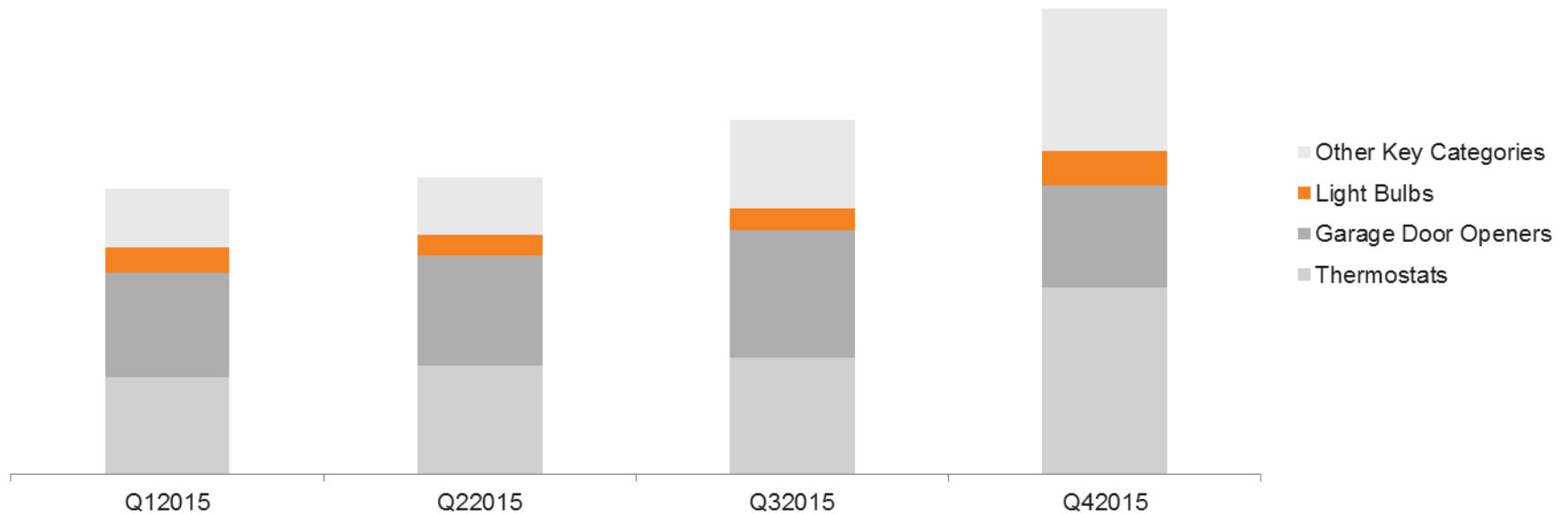
- There are many smart products, but few smart homes
- Technology and user experience lagging behind hype
- Home automation enthusiasts make up the majority of users



THD Key Brands with Connected Products



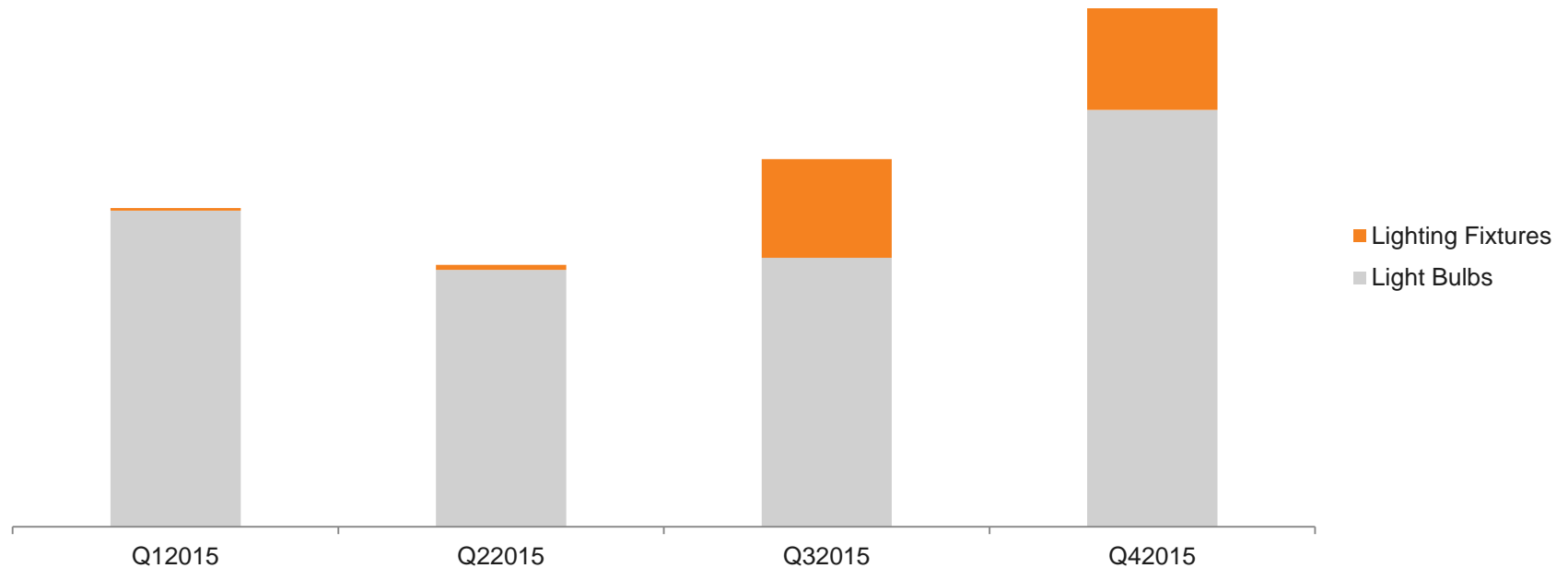
Smart Home Customer Adoption at THD



Key categories demonstrated in THD customers' purchase behavior are Thermostats and Garage Door Openers.



Connected Lighting Bulbs vs. Fixtures



Connected Fixtures beginning to enter market and make traction with The Home Depot customer.



Connected Lighting is often a customer entry point

- 1. Costs are lower**
- 2. Installation barrier is low**
- 3. Applicable for many areas in the home**
- 4. Fits multiple use cases**



Multiple Use Cases for Lighting

- 1. Energy Management:** LED connected lights
- 2. Security/Timers:** “Never come home to a dark house”
- 3. On/Off/Dim:** “Control your lights from your phone”
- 4. Voice Control:** “Alexa, turn on my lights”
- 5. Colored lights:** “Change my lights to red when my team scores”
- 6. Circadian Rhythm:** “Adjust the white color during the day to promote health and sleep cycle”



New Products/New Trends In Lighting

1. Incorporation of different technologies and sensors:

- Security and motion sensors
- Occupancy sensors
- Speakers

2. Energy Star Certification

3. Smart without the Smartphone:

- Gesture Control
- Voice Control
- No need to use a phone or App

