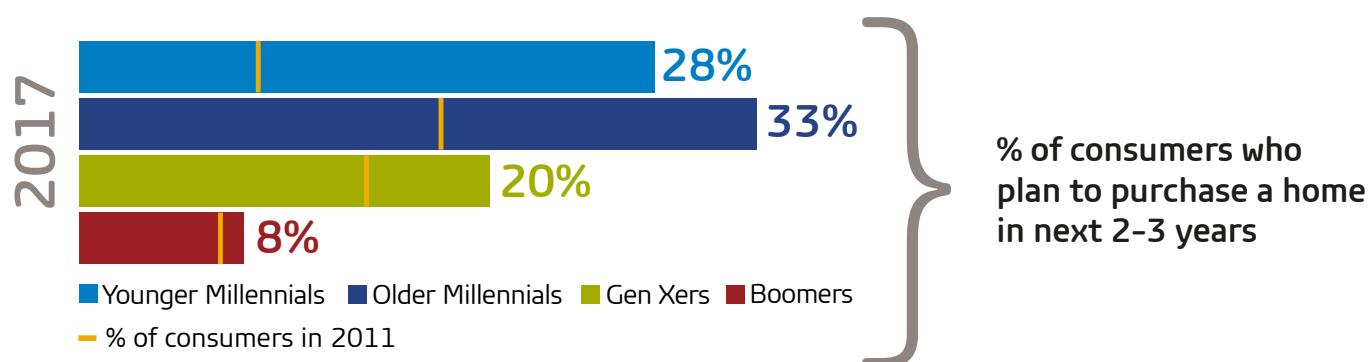


SMART HOME & THE MILLENNIAL DIVIDE



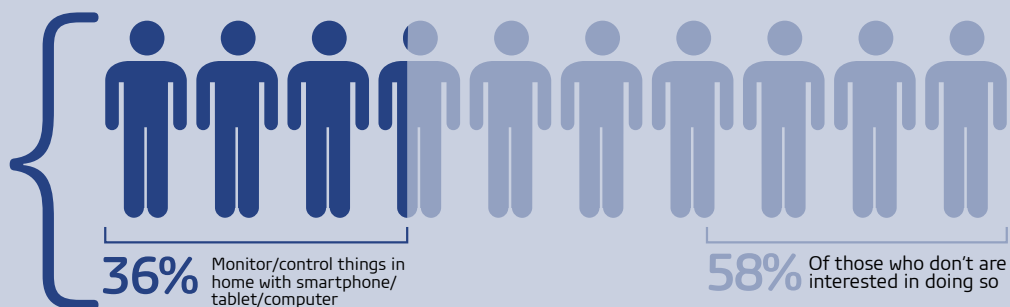
Most consumers may agree that having a tech-savvy Smart Home sounds appealing; but issues like device compatibility, affordability, and privacy could stand in the way. Millennials will need to play a major role if Smart Home is going to win mainstream acceptance – but not all Millennials are the same. Are today's older Millennials (ages 27 to 36) ready to embrace the Smart Home; or do we need to wait for the younger contingent (ages 19 to 26) to take this opportunity to the next level?

Where will the MOMENTUM be?



Older VERSUS younger Millennials

Older Millennials have thus far led adoption of smart home products



Maintain a healthy environment at home



Keep home updated with the latest tech



Be environmentally responsible by using resources efficiently



Stay cool and trendy



Older Millennials also are drawn to Smart Home's "cool" factor – while the younger group responds to more practical, health-centered motivations.