

4th Annual

# Smart Home Summit

November 19 - 20, 2019

The Hilton San Francisco Airport Bayfront, CA

**INTEROPERABILITY,  
CYBERSECURITY,  
AND THE FUTURE OF  
SMART HOME**

 IoT World Series

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# SOLVING PROBLEMS TODAY IN ORDER TO ATTAIN LONGEVITY AND TRUE AUTOMATION TOMORROW

Access the expertise you require to move the market forward, gain traction, and solve issues that hold back the future. Find opportunities to reach new markets and customers while creating and deepening partnerships.

Hear thought-provoking case studies from across the Smart Home ecosystem, including Amazon, Google, Navigant, State Farm, Bluetooth, CNET, Zigbee Alliance, GE Lighting, HomeGrid, Euromonitor, Z-Wave Alliance, and more. This year's event will address issues such as solving the on-going interoperability challenge, the critical need for viable cyber security solutions, achieving true automation, and the future of Smart Home.



## WHAT'S NEW FOR 2019?



**CONTENT LOOKING AT THE EVOLUTION OF THE SMART HOME ASA WHOLE**



**AN AUDIENCE REPRESENTING THE SMART HOME ECOSYSTEM, CREATING OPPORTUNITIES TO MEET WITH AND HEAR FROM PEERS AND EXPERTS**



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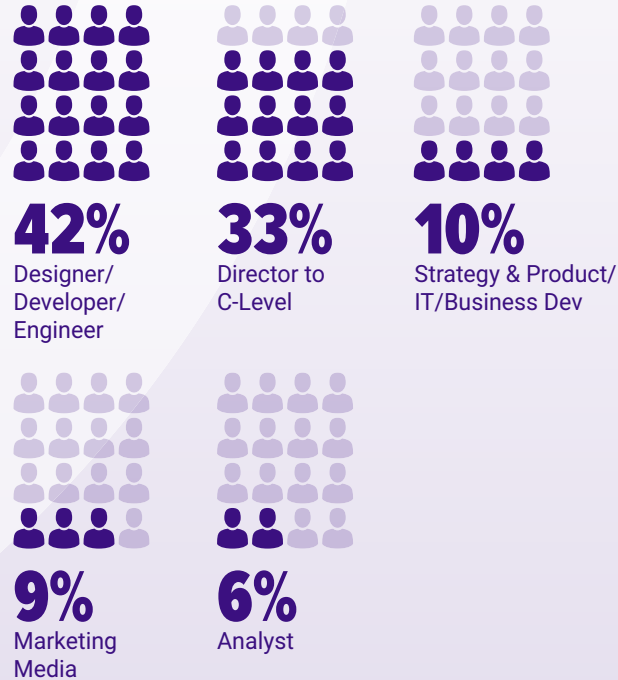
COVERING  
OVER 7 VERTICAL  
SITE SECTIONS AND  
4 HORIZONTAL  
CATEGORIES

# WHO WILL YOU MEET?

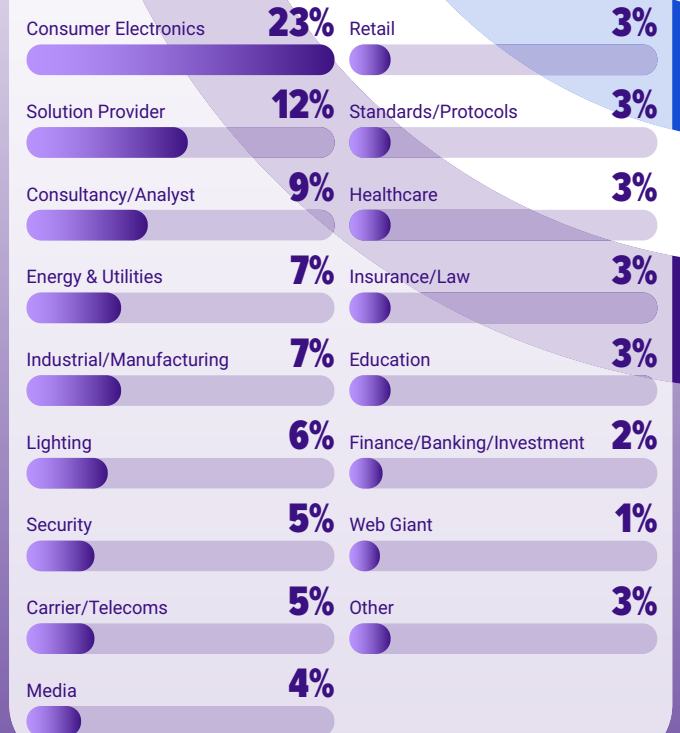
## THE RIGHT INDUSTRIES



## THE RIGHT LEVEL:



## THE RIGHT PEOPLE:



## KEY THEMES INCLUDE:



# TOP BRANDS ATTEND SMART HOME SUMMIT TO MEET PROFESSIONALS LIKE YOU



# SPEAKERS

FEATURING WORLD RENOWNED SMART HOME TRAILBLAZERS PRESENTING THEIR THOUGHTS AND INSIGHTS

## 2019 SPEAKERS INCLUDE:



**Christian Taubman**  
Director Smart Home  
Verticals  
Amazon



**Jessica Groopman**  
Industry Analyst &  
Founding Partner  
Kaleido Insights



**Sharon Profis**  
Executive Director &  
Director of Content  
Initiatives  
CNET



**Vallory Clardy**  
Product Owner, Innovation  
State Farm



**Paul Williams**  
GM Product  
Management & Growth  
GE Lighting



**Brendon Stead**  
SVP Product  
Development &  
Engineering  
Sound United



**Colin Billings**  
Founder & CEO  
Orro



**Luis Zamudio**  
Head Research Analyst  
Euromonitor International



**Bill Ablondi**  
Director, Smart Home  
Strategies  
Strategy Analytics



**Neil Strother**  
Principal Research  
Analyst  
Navigant



**David Hollander**  
Director, Marketing  
Bluetooth



**Mariel Devesa**  
Global Head of Business  
Development  
Phyn

Best Consumer IoT  
Solution award



**Mariana Zamoszczyk**  
Senior Analyst, Smart  
Living, Consumer, &  
Entertainment Services  
Ovum



**Daniel Turgel**  
CEO & Founder  
SmartInsure



**Alec Wright**  
CIO  
GSVlabs



**Lew Brown**  
Partner  
bluesave partners

# AGENDA AT A GLANCE DAY 1 - NOVEMBER 19

VIEW LATEST AGENDA

## 8.00 BREAKFAST ANALYST BRIEFINGS

### DAY 1 KEYNOTES:

#### 8.50 CHAIRMAN'S OPENING REMARKS

#### 9.00 PRESENTATION: HOW ONE LITTLE DEVICE CAN HAVE A GLOBAL IMPACT ON HOW WE LIVE

- Phyn's sensor was designed to detect water leaks – just leaks.
- It has evolved into a device that can have an impact on the way the world consumes one of its most critical and precious resources: water.
- As we move forward in an era of droughts, fires, and contamination, the way water is managed will have an impact on the quality of life for everyone.
- This discussion will chart the progress of Phyn and how one little sensor has changed consumer behaviors, built confidence and trust in functionality and generated data, and become a robust product that is making a positive impact

**Mariei Devesa**, *Global Head of Business Development, Phyn (Winner of Best Consumer IoT Solution Award at IoT World Awards)*

#### 9.30 PRESENTATION: BECOMING MORE HUMAN – HOW AI IS CRITICAL TO THE CONTINUED ADVANCEMENT OF TRULY “SMART” HOMES

- AI is the key to creating smart homes that interact with home owners on a truly 'human' scale

- The continued development of different types of AI (ML, DL, NLP, etc) allows the connected home to 'learn' how its humans live and can help it become a seamless member of the family

#### 9.50 PANEL DISCUSSION: REMOVING CHRONIC ROADBLOCKS TO ADOPTION BY SOLVING INTEROPERABILITY ISSUES

- Frustration of trying to set up technologies, living with devices that don't work together
- Risk of killing the market because the emphasis primarily is on getting connected devices out there rather than making certain they work properly/seamlessly
- There are home automation systems that provide a well-integrated app experience but they limit the ability to add off-brand devices
- The limited ability to coordinate sensors & devices from anywhere/anytime limits the ability to achieve true home automation
- How do we solve for this? Are there solutions already on the market? If not, what is the first step toward cracking the interoperability roadblock?

**Christian Taubman**, *Director, Smart Home Verticals, Amazon*

**Luis Zamudio**, *Head Research Analyst, Euromonitor International*

## 10.30 NETWORKING COFFEE BREAK

### MARKET: BARRIERS TO ADOPTION

#### 11.10 CHAIRMAN'S OPENING REMARKS

#### 11.20 FIRESIDE CHAT: SMART HOME'S 3 ACHILLES' HEELS & WHY CONSUMERS HOLD THE SOLUTION

- For all the new technology and capabilities, the smart home market continues to suffer from the same three recurring weaknesses.
- Vendors continue to push shiny "smart" objects to lukewarm consumers, but adoption plateaus as novelty wears thin.
- This Fireside Chat will identify where and why Vendor vs Consumer perspectives have fallen out of alignment and exactly what to do about it.

**Moderator: Jessica Groopman**, *Industry Analyst & Founding Partner, Kaleido Insights*

#### 11.50 THE UNDENIABLE VALUE OF SMART HOME-GENERATED DATA

- The information generated by connected lifestyles is the most valuable aspect of Smart Home
- How do all the players in the market utilize that data in a way that generates revenue streams but also is acceptable to consumers?
- How and when do you communicate your intentions?

#### 12.00 PANEL DISCUSSION: TO BUILD OR TO BUY?

- When does it make more sense to develop solutions internally to solve issues that are interfering with getting your device to market and successfully adopted?
- When should you collaborate or acquire?
- How does the wrong choice impact the potential of your device?

**Lew Brown**, *Partner, bluesolve partners*

### TECHNOLOGY: SECURITY

#### 11.10 CHAIRMAN'S OPENING REMARKS

#### 11.20 PRESENTATION: PREVENTING HACK OPPORTUNITIES IN SMART HOMES

- Automation Server (alexa, etc) can become compromised through improperly installed devices, improper IT security protocols, passwords management, etc.
- This allows for the logic or rules of the Automation Server to be changed/manipulated from their original purpose
- All of this can happen without the homeowner's knowledge
- What are the technologies that can help prevent opportunities for compromising the cyber security of a smart home?

#### 11.40 PRESENTATION: CONVERSATIONAL AI DELIVERING SERVICES BEYOND TRADITIONAL SECURITY OFFERINGS

- Conversational AI and interoperability are the key to the core of smart home evolution

**Arsham Hatambeiki**, *SVP Product & Technology, Universal Electronics*

#### 12.00 PANEL DISCUSSION: DEVISING AND ADOPTING SECURITY STANDARDS FOR THE SMART HOME ECOSYSTEM

- Is it possible to create a set of security standards and protocols for the entire Smart Home market?
- What would they be? How do we determine what should be standardized?
- If cybersecurity standards are created, how do they adapt as the market moves forward?

# AGENDA AT A GLANCE DAY 1 - NOVEMBER 19

[VIEW LATEST AGENDA](#)

## 12.40 NETWORKING LUNCH

### MARKET: BARRIERS TO ADOPTION

- 1.40 **PRESENTATION: CREATING TECHNOLOGIES THAT DISAPPEAR INTO THE FABRIC OF HOMES**
- Defeating the interoperability issue once and for all
  - Cybersecurity that does the job
  - Creating a seamless experience that augments life rather than cluttering it up
- Colin Billings, Founder & CEO, Orro**
- 2.00 **PRESENTATION: USING THE RIGHT CLOUD- BASED SOLUTIONS TO GET YOUR DEVICES TO MARKET**
- There are many SaaS models available that can be utilized to get your device market ready and quickly adopted by consumers
  - How do you determine what is right for yours?
- 2.20 **PRESENTATION: DISRUPTION THROUGH PARTNERSHIP: WHEN DEVICES, INSURERS, AND SMART HOMES UNITE**
- Smart Home technologies that can be used to protect property and avoid disasters
  - The impact that has on the Insurance Industry
  - How that rolls out to the Consumer market and creates a win for everyone
- Daniel Turgel, CEO & Founder, SmartInsure**
- 2.40 **Q&A SESSION WITH SPEAKERS**
- Additional time and space for questions that went unasked earlier in the day*

### TECHNOLOGY: SECURITY

- 1.40 **PRESENTATION: ROBOTICS IN THE SMART HOME – MOVING BEYOND VACUUMS**
- Robots that are more interactive directly with humans beyond entertainment value
  - Robots that perform complex tasks
- 2.00 **PRESENTATION: DESIGNING AI FOR THE CORRECT PURPOSE**
- The importance of understanding what sort of intelligence your device should have – what do you want it to do?
  - Not every device needs NLP or DL. For those that do, how should it evolve as it 'learns' from its humans?
  - What is the role that different forms of AI play in achieving true home automation?
- 2.20 **PRESENTATION: THE FUTURE OF HOME ENTERTAINMENT: CONNECTING DISPARATE VOICE PLATFORMS FOR SEAMLESS CONTROL**
- Bridging voice ecosystems so they work together effortlessly is a major challenge
  - Audio/Visual Receivers combined with AI technology is a solution for the fragmented voice market, allowing for more seamless control of smart home entertainment
- Brendon Stead, SVP Product Development & Engineering, Sound United**
- 2.40 **Q&A SESSION WITH SPEAKERS**
- Additional time and space for questions that went unasked earlier in the day*

## 3.00 NETWORKING COFFEE BREAK

- 4.00 **PRESENTATION: THE TOOLKIT TO DRIVE THE SMART HOME MARKET AND TAKE OVER THE SPACE**
- Building a logical smart home rather than a mess of separate technologies
  - Utilizing data from home usage, supply chain analysis, consumer feedback, and purchasing habits
  - Business models that are positioned to move things forward
- Alec Wright, CIO, GSVLabs**
- 4.20 **PANEL DISCUSSION: END-TO-END IT SERVICES FOR SMART HOMES – A NEW OPPORTUNITY FOR MARKET EXPANSION AND PARTNERSHIP**
- Subscriptions
  - IT support for homes
  - Repair, replacement, renewal costs for devices can be managed through third parties rather than becoming a burden for consumers

- 4.00 **PRESENTATION: CAN 5G UNSEAT THE TOP WIRELESS CONNECTORS FROM THE THRONE?**
- Using 5G to allow devices to connect directly to the internet – rather than through WiFi
  - Can solve issues with WiFi range, latencies, etc
  - More stable and secure network to meet energy-saving requirements in battery- powered IoT devices – but NOT consumer- installed replaceable batteries
  - Gets around proprietary networks, device incompatibility, and allows direct communication between devices
  - What is preventing a 5G revolution in Smart Home?
- 4.20 **PANEL DISCUSSION: LOW POWER WIRELESS SOLUTIONS IN THE SMART HOME MARKET**
- (Zigbee, Bluetooth, LoRa)
- Variety of ways they are moving the market forward (connectivity, batteries, etc)

## 5.00 NETWORKING HAPPY HOUR

# AGENDA AT A GLANCE DAY 2 - NOVEMBER 20

[VIEW LATEST AGENDA](#)

## 8.00 BREAKFAST ANALYST BRIEFINGS

### DAY 2 KEYNOTES:

#### 9.00 CHAIRMAN'S OPENING REMARKS

#### 9.10 PRESENTATION: CURRENT TECHNOLOGIES WITH THE POTENTIAL TO IMPACT THE FUTURE

- Which technologies are proving themselves and have the potential for continuing to be adopted well into the future?
- Which areas are untapped and wide open for development?

#### 9.30 PRESENTATION: AI OF THE FUTURE

Achieving true home automation that is secure with the ability to integrate more closely into smart cities will be impossible without advances in Artificial Intelligence. What are they and how do we get there?

9.50

#### PANEL DISCUSSION: HOW IMPORTANT IS INTELLIGENT EDGE COMPUTING TO THE FUTURE OF SMART HOME?

- Using smart home platforms to mediate smoothly between edge systems & devices and the IoT Cloud
- Utilizing edge computing to provide security and management capabilities beyond what individual devices can deliver on their own
- Turning over the management of 'subsystems' groups to smart home platforms (thermostats, HVAC, ceiling fans, blinds, lighting, etc) to allow for a more complete sense of automation

## 10.30 NETWORKING COFFEE BREAK

### THE FUTURE OF SMART LIVING: THE CONVERGENCE OF CONNECTEDNESS, ADAPTABILITY, AND LONGEVITY

#### MARKET LANDSCAPE

#### 11.30 CHAIRMAN'S OPENING REMARKS

#### 11.40 FIRESIDE CHAT: HEALTH AT HOME

- Wearables for daily monitoring, post-health incident monitoring, etc
- Sensors and devices that monitor in real-time and provide alerts

**Moderator: Sharon Profis**, Executive Director & Director of Content Initiatives, CNET

#### 12.00 PANEL DISCUSSION: WHAT DOES 'LONGEVITY' MEAN FOR CONNECTED LIVING?

- Are we referring to adaptability of the physical space? To the technologies themselves?
- Who is impacted by longevity in the connected living space?
- What can we do now to create longevity for smart homes?

#### TECHNICAL CHALLENGES

#### 11.30 CHAIRMAN'S OPENING REMARKS

#### 11.40 PRESENTATION: DESIGNING FOR TECHNICAL LONGEVITY

- Homes are already functional and full of appliances and devices that have a long shelf-life
- In order to encourage consumers to adopt big-ticket 'smart' items, they must do more than connect to a home assistant and send an alert when the laundry is done
- True technical advancement must incorporate physical robustness and longevity

#### 12.00 PANEL DISCUSSION: WHAT NEEDS TO HAPPEN TO MOVE FROM SMART HOMES TO SMART NEIGHBORHOODS AND ON TO SMART CITIES?

- Where do these areas converge?
- Is it a good idea to have wholly integrated smart communities?
- What are the anticipated pitfalls if this happens?

## 12.40 NETWORKING LUNCH BREAK

“THE QUALITY OF PEOPLE WAS EXCEPTIONAL; THE EVENT COORDINATORS DID A FANTASTIC JOB OF DRAWING PEOPLE TO THE SHOW. OVERALL, THIS WAS A GREAT EVENT TO ATTEND FROM A BUSINESS PERSPECTIVE”.

**Cory Sorice**, Vice President of Marketing - Connected Products and eCommerce, Chamberlain Group, Inc.

HEAR FROM INDUSTRY LEADERS WHO CONTINUE TO MOVE SMART HOME INNOVATION FORWARD

[VIEW SPEAKER LINEUP](#)



# AGENDA AT A GLANCE DAY 2 - NOVEMBER 20

[VIEW LATEST AGENDA](#)

## MARKET LANDSCAPE

- 1.40 **PRESENTATION: LIGHTING AS A GATEWAY TO TRUE AUTOMATION**
- Lighting allows consumers to do more than control brightness, set a mood, or create a sense of security
  - Can be used to automate schedules and routines based on the way we live
  - It is a way to add convenience, wellness and security smoothly and automatically into a lifestyle
- Paul Williams, GM Product Management & Growth, GE Lighting**
- 2.00 **PANEL DISCUSSION: AGING IN PLACE – WHAT DOES THAT MEAN AND HOW DO WE DO IT?**
- Maintaining independent living through augmentation (sensors, devices, etc)
  - Creating connected homes that change with the stages of our lives
- 2.40 **STARTUP SHOWCASE**
- Smart Home-focused startups will have 5 minutes to showcase their products to the conference audience

## TECHNICAL CHALLENGES

- 1.40 **PRESENTATION: USING SMART METERING AS A GATEWAY TO CONNECTING SMART HOMES TO SMART GRIDS**
- 2.00 **PANEL DISCUSSION: ACHIEVING TRUE AUTOMATION – AN IMPOSSIBLE DREAM?**
- What is meant by “true automation”?
  - Interoperability
  - Robotics
  - Smart homes that ‘learn’ and become part of the family
  - Connectivity beyond the physical home
- 2.40 **Q&A WRAP-UP SESSION, OPEN DISCUSSION**
- Additional time and space for questions that went unasked earlier in the day*

## 3.00 NETWORKING BREAK

### 3.30 COLLABORATIVE PROBLEM-SOLVING ROUNDTABLES

Partner up with your fellow members of the Smart Home Ecosystem to tackle the issues we’ve discussed over the last 2 days and begin the process of solving the potential roadblocks to a truly connected and automated future way of living, today!

## END OF SMART HOME SUMMIT



**WANT TO PRESENT YOUR SMART HOME INTELLIGENCE IN FRONT OF A SENIOR LEVEL AUDIENCE FROM THE COMMUNITY?**

GET IN TOUCH WITH DANIEL BURRIDGE AT [DANIEL.BURRIDGE@INFORMA.COM](mailto:DANIEL.BURRIDGE@INFORMA.COM)