

**SIMON  
MYERS**



**TREND REPORT**

# STATE OF THE SMART HOME

Insights from Our Attendance  
at the **2023 CEDIA EXPO**

# WE ARE SIMON / MYERS.

Where eye-opening data meets  
heart-stirring creative.

Welcome to the Simon/Myers 2023 State of the Smart Home Trend Report. As seasoned brand builders and marketing experts, our agency is dedicated to creating success for both established industry leaders and emerging entrants in the world of home improvement and smart living.

We are rigorous in our research, media-agnostic in our creative approach, and relentless in our efforts to make our clients' brands stand out.

If you're a decision-maker at a smart living brand, we'd love to talk.

Reach out at  
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Simon/Myers is a Chicago-based creative agency providing transformative work to national brands. Among our services:

**Branding** – From brand identity to sales support to full campaigns.

**Digital** – From social strategy to content creation to site design & UX.

**Experiential** – From displays to showrooms to event experiences.

**Consulting** – From quant/qual research to long-range planning.



**TREND 1**

# CHANGING CLIMATE, CHANGING HOMES

In an era ravaged by the climate crisis, our homes are adapting to an ever-evolving environment.

Brands in the smart living space are meeting the moment. Among them? Broan-NuTone, which recently launched its new Overture air purification system. It incorporates a mobile app, an array of sensors, intelligent switches, and connected plugs, all seamlessly integrated with Broan-NuTone ventilation systems, range hoods, and fresh air solutions. These integrated components provide a safeguard against contamination to ensure a constant flow of fresh, filtered air.

"95% of the time, outdoor air is of higher quality than indoor air. But if the sensors detect that air quality outside the home is worse than inside the home – say, during a wildfire – Overture will actually turn off your entire ventilation system to not bring in any of that poor outdoor air."  
–Anna Violand, National Sales Manager, Broan-NuTone

Additionally, Crestron's Home OS 4 and Lutron's Caseta switches pursue sustainability and energy efficiency in smart, automated lighting. This level of precise control not only enhances energy efficiency, it can lead to significant cost savings as it prevents lighting across the home from being left on by mistake.

Smart home brands are meeting the challenge of an ever-changing world, offering not just comfort and convenience but responsible solutions to environmental threats.

## TREND 2

# NATURAL RHYTHMS BECOME SMART ROUTINES

The wonder of nature's rhythms is now woven into the very fabric of our homes.

Smart home products have evolved to mirror and adapt to these cadences. Self-illuminated shades, like HunterDouglas' Aura, synchronize with outdoor light conditions. The result? A living space that transitions alongside the natural world, promoting comfortable, serene settings.

"In the morning, you could have Aura shades light up over the course of 30 minutes to make it look or feel like you're waking up to sunshine, tying back into natural rhythms."

—**Scott Stephenson, Sr. Director of Product, HunterDouglas**

Lutron's whole-home lighting solutions can automatically adjust color temperature in response to the time of day and changing seasons. This mimics natural daylight and mirrors the body's natural disposition to take cues from the position and intensity of the sun, helping to create an environment where technology and nature harmonize.

"It's really hard to get an appreciation for this technology when you're not able to see it in person. A lot of our business comes from 'keeping up with the Joneses' — folks who see this amazing lighting in their friends' homes. And then they call up that pro integrator to order it for themselves," explained Joe Guellnitz, Director of Product Management at Lutron.







**TREND 3**

# EVERYONE IS PLAYING NICE

Collaboration and cross-platform integration are increasingly important.

Central to this trend is the adoption of the interoperable, open-source Matter standard by tech giants including Amazon, Apple, and Google. Matter allows certified devices from different manufacturers to simply and securely communicate and be controlled by any compatible app, voice assistant, or device chosen by the user.

Chris Ivie, General Manager at Graber Smart Shades, noted the benefit of cross-protocol support. “Window coverings are usually something that stay in the home as it sells. It’s why we try to be agnostic and pick products within our portfolio that can be adopted across multiple platforms regardless of the buyer’s purchasing journey.”

Broan-NuTone’s aforementioned Overture system seamlessly integrates with other leading home automation systems like Crestron, ELAN, and Control4. This synergy empowers homeowners with a unified, versatile smart home experience.

Crestron’s support for competitive products like thermostats, despite having their own entrants in the space, ensures maximum flexibility for clients — and maximum revenue for Crestron.

“There might be a customer that just really likes Nest thermostats and there’s no convincing them otherwise. But they can have Crestron for everything else. So it makes sense to integrate.”

—Frank Cusano, Product Owner, Crestron

Cross-platform support can herald a future where smart homes offer truly seamless and intelligent living.

## TREND 4

# THE SMART HOME MOVES BEYOND THE HOME

Smart home tech is making inroads into the commercial and hospitality sectors.

“There’s tech that had its start in the boardroom that has migrated to the home, but the opposite is also happening. More and more hotels — even those not necessarily on the high end — are automating shades in guest rooms and common spaces,” according to Scott Stephenson, Sr. Director of Product at HunterDouglas.

Crestron’s latest hotel automation solutions enhance the guest experience by personalizing room settings, optimizing energy management, and ensuring a frictionless stay.

“Hospitality presents a huge opportunity for us to provide a truly seamless, easy experience in the guest room... You need the scalability of a commercial grade product to be able to serve something like a 10,000 room hotel. That’s what we’re offering.”

**-Brad Hintze, Executive Vice President of Marketing, Crestron**

Similarly, offices are embracing smart systems for efficient space utilization, climate control, and advanced security measures.

By transcending their traditional boundaries, the internet of things is redefining how we work, relax, and interact with our surroundings.





**TREND 5**

# THE PRO INTEGRATOR HAS A PLACE

While the consumer market is undoubtedly important, the role of integrators should not be underestimated.

These vital professionals are tasked with designing, installing, and maintaining whole-home lighting, audio, video, security, and climate control systems. Smart home brands neglect this critically important segment at their peril.

One compelling example is Kwikset's latest Unite smart lock, designed specifically for the commercial and multi-family market. This Bluetooth offline lock caters to professional integrators, offering robust and secure access control solutions.

"This is going to be our big step forward in the multi-family and commercial space." —**Scott Brown, Key Account Manager, Kwikset**

Additionally, recent entrants to the North American market such as TV brand Skyworth — already a well-established brand in Asia — are adopting a marketing approach directly targeting professional integrators. According to Skyworth North America CEO Li Fangfang, this strategic shift bypasses the complexity, expense, and low margins involved with securing shelf space at big-box retailers, and instead focuses on delivering specialized solutions for professional communities.

## TREND 6

# A COMMITMENT TO CONSISTENCY

Ensuring a consistent UI (user interface) has become a priority for smart home brands.

Crestron's Home OS 4 and Nice's OS 8.8 are at the forefront of this shift, with aesthetically pleasing, homogeneous interfaces across multiple platforms. This approach encompasses mobile apps, multifunction smart home remotes (like Nice's HR40 and Crestron's TSR-310), and control panel displays, each seeking to provide a seamless and user-friendly experience.

"The automation or the control system is becoming more of a home management system and less of a smart home system. Now, we want to manage the home, the A/V, lighting, and shades in a single place."

**-Jeff Shaw, Vice President of Product Management, Nice North America**

For professional integrators, this move toward consistent, holistic home management is a game-changer. With fewer service questions related to UI confusion, integrators can streamline operations, reduce costs, and ensure that homeowners get the most out of their investment.





## YOUR LEFT BRAIN IS SMILING.

Thank you for taking the time to explore the 2023 CEDIA EXPO State of the Smart Home Trend Report. We hope our insights have stimulated your curiosity and provided valuable perspectives.

As you contemplate the future of smart living and the internet of things, we invite you to consider Simon/Myers as your agency partner. Whether it's market research, branding, digital innovation, or experiential creativity, we're ready to take the next step to elevate your brand.

To connect with us or stay updated on our insights, please visit our website and join our ongoing cadence of intel.

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