

# BROADBAND CONFERENCE

## RESIDENTIAL NETWORKING

### CLIPSAL

- Who are we?
- Markets
- Products
- Employees



## DEFINITION

### Home Networking – What is it?

“The distribution of communications services to the premise made accessible from Every Room of the Home”

“Allows for all current technologies and looks to future technologies”

“In Australia, through “smart wired” program, a standardised industry approach has been adopted by major players

# Services That Require Distribution

## TODAY

- Broadband (Wired and Wireless)
- Computer Networking
- BPL (Broadband over Power Lines)
- Audio
- Subscription TV
- Security
- Video on demand
- Free to Air TV
- IP TV
- Telephone (Wired and Wireless Mobile services)
- CCTV
- Home Automation
- Intercom Systems

# Services That Require Distribution

## TOMORROW

- Energy Management
- Aged Care – Monitoring – Management
- New Home automation convergence
- Residential Gateways



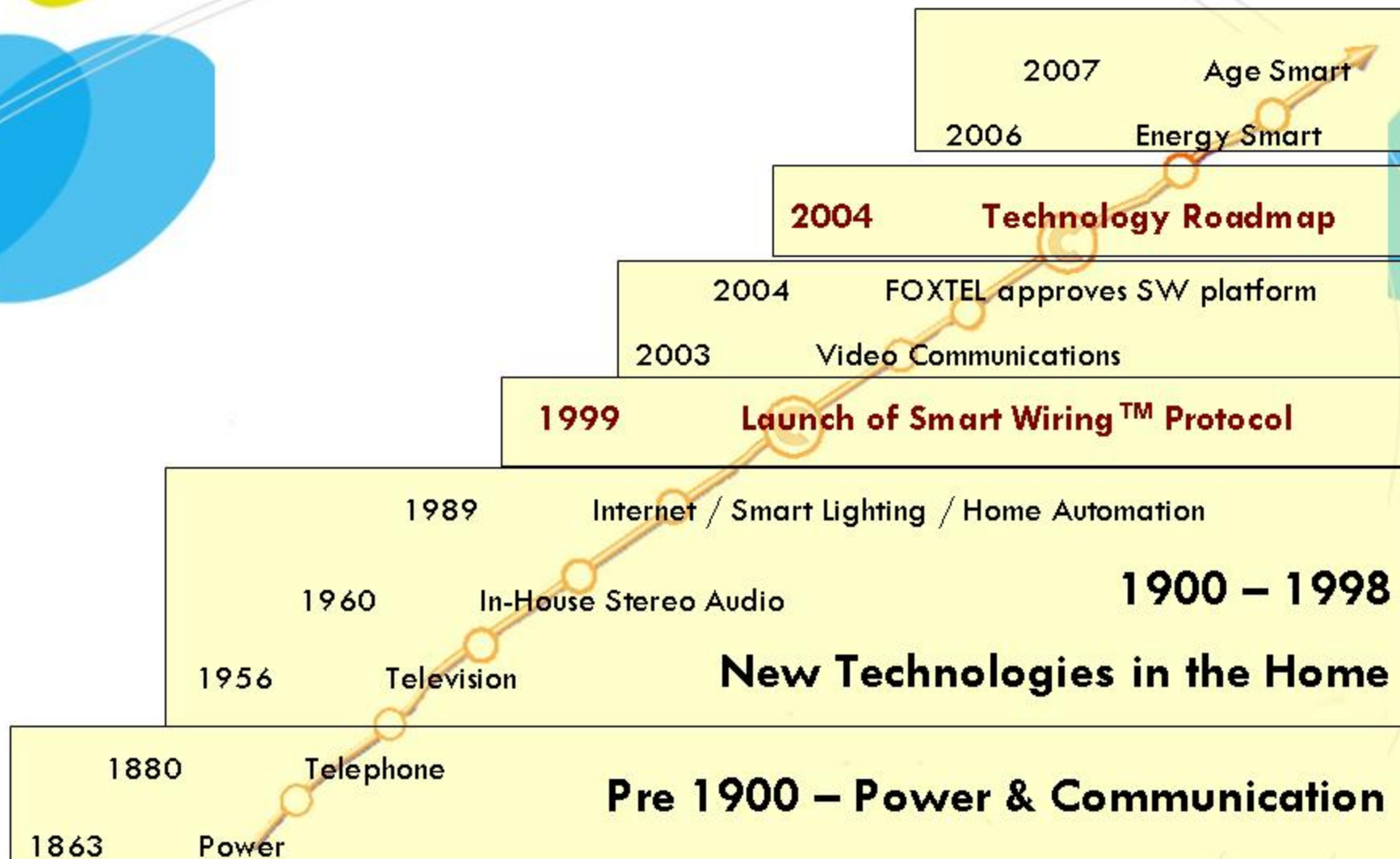
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# The Control Hub



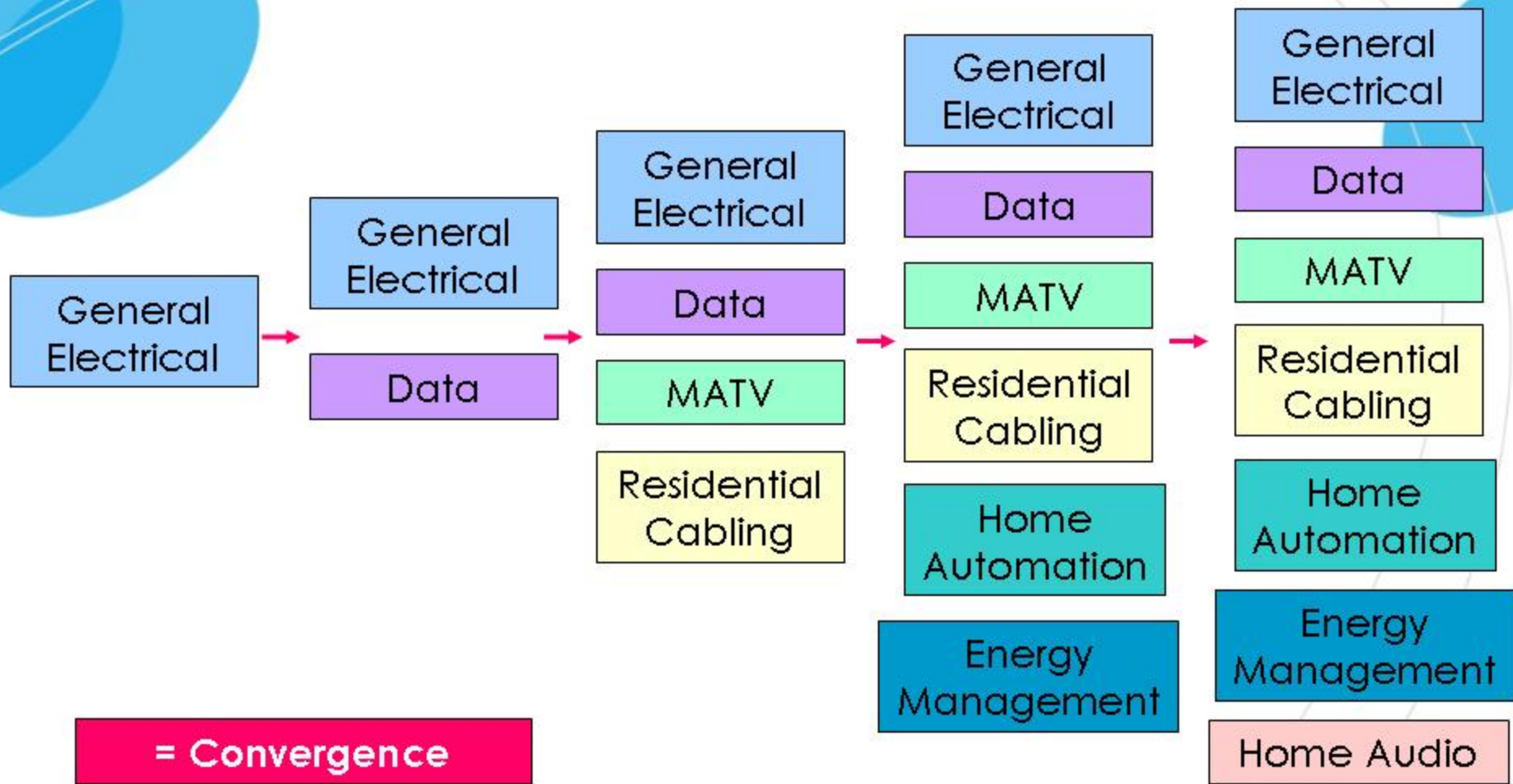
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# History of Cabling in the Home



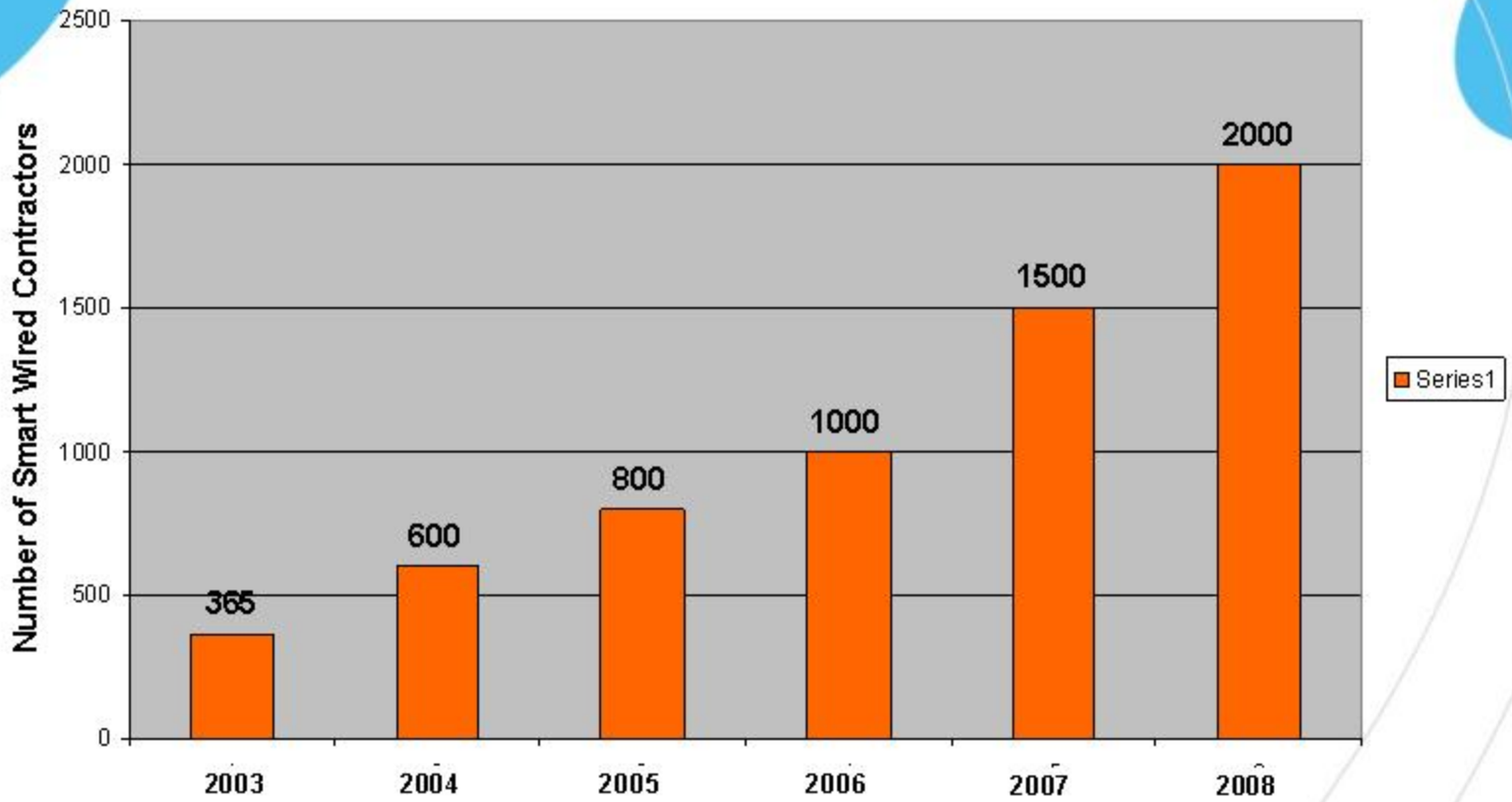
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# The Ever Changing Role of the Electrician

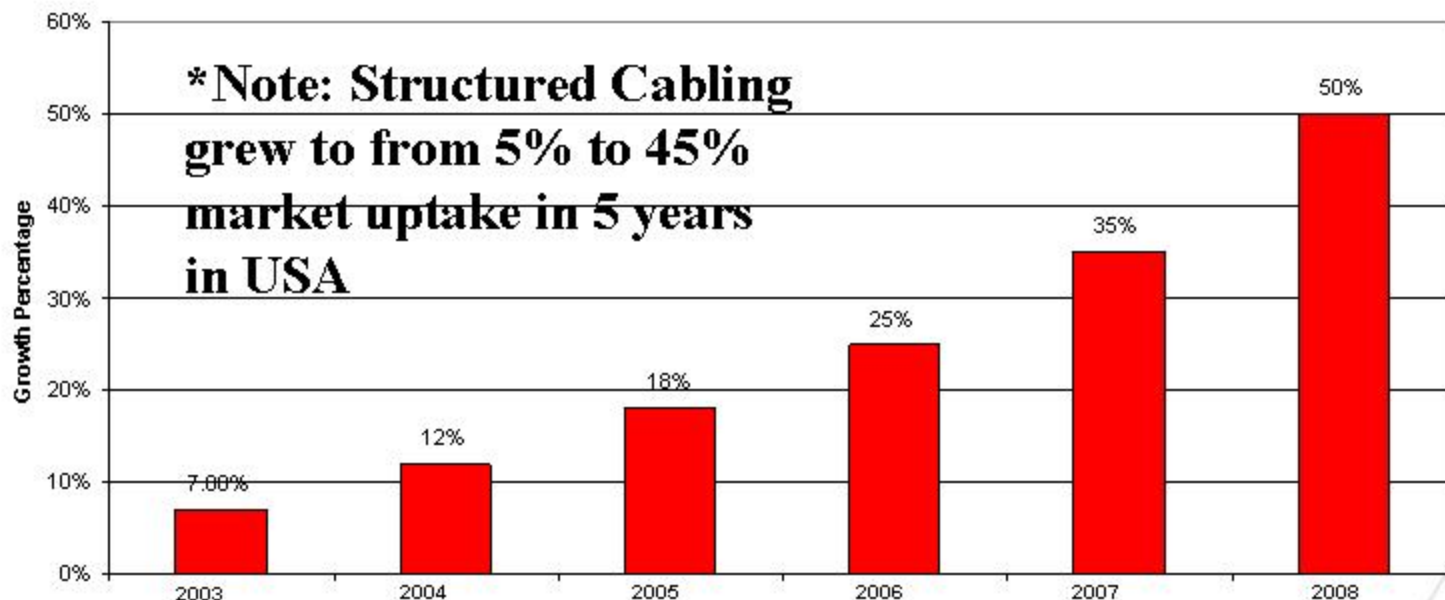


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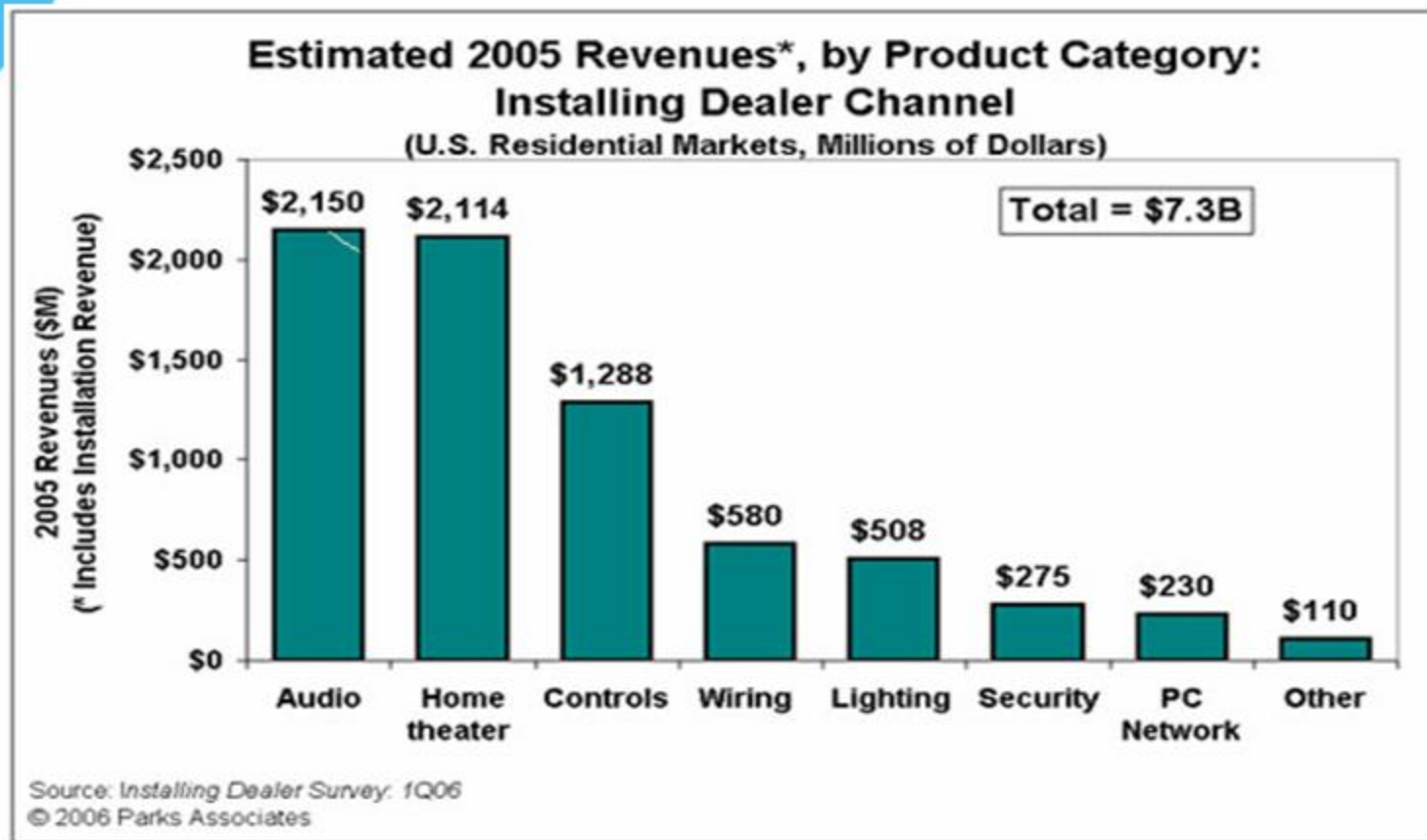
# Smart Wired Contractor Uptake To 2008



# Forecast Growth of Smart Wired<sup>®</sup> Uptake to 2008



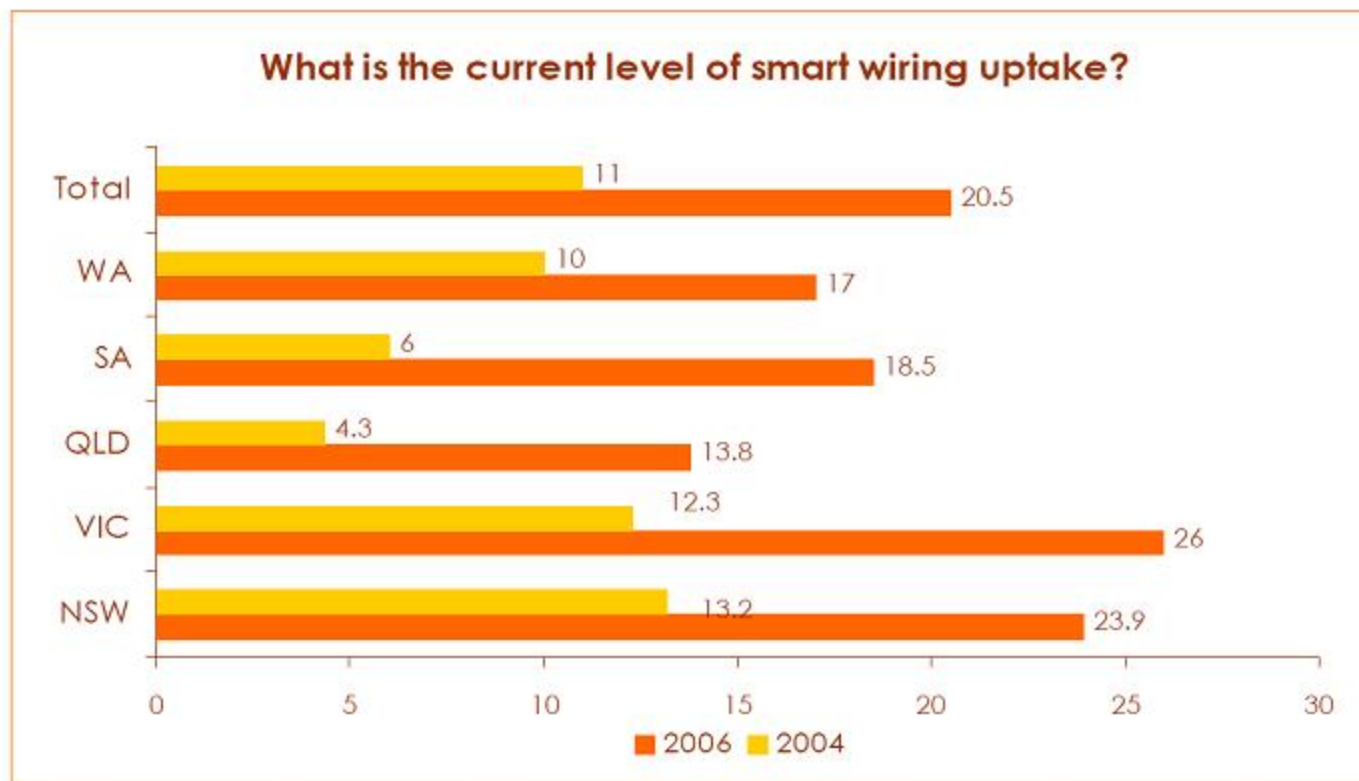
# Shift in Activities



## Current Level of update of smart wiring

For 2006, there has been a dramatic increase in the uptake of Smart Wiring in new homes in all states. Currently it is estimated that just over 20 per cent of new homes have some sort of smart wiring installed, up nearly 10 per cent on 2004.

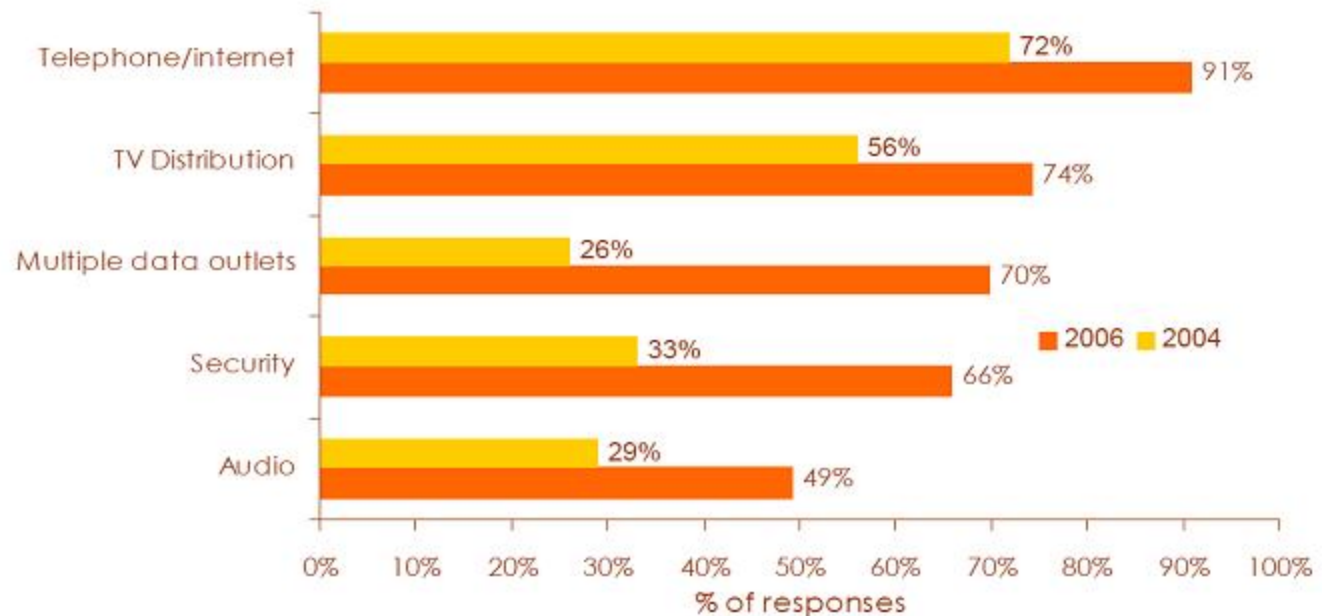
The highest level of Smart Wiring uptake was in Victoria, up 13.7 per cent on 2004 to 26 per cent while the lowest uptake is in Queensland at 13.8 per cent



## What key features do Smart Wiring Customers Seek?

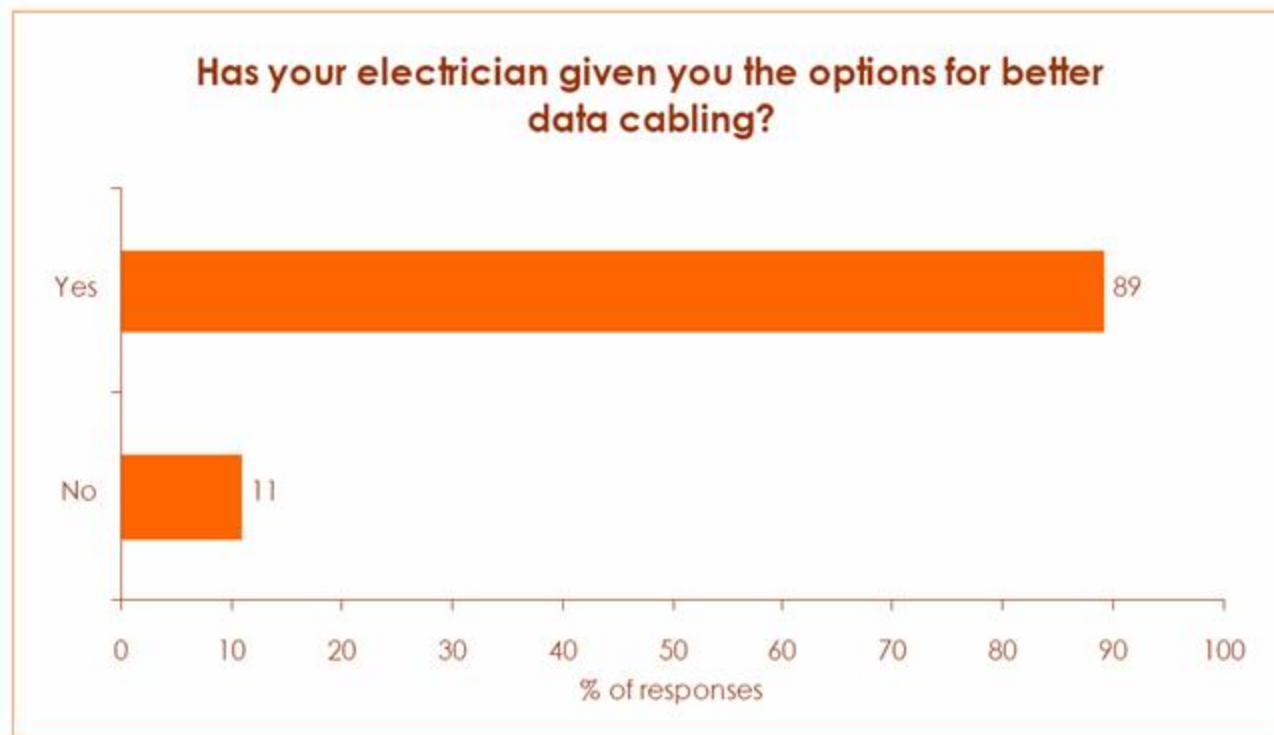
In line with the increasing awareness and level of uptake, for the 2006 survey, there has been an increase in all categories. The most common feature that customers seek is telephone/internet (up from 72 per cent to 91 per cent), followed by TV distribution. In third place was multiple data outlets which has experience a very solid increase in customers seeking this feature,

What key features do Smart Wiring Customers seek?



## Has your electrician given you the options for better data cabling?

The vast majority of respondents stated that their electrician had given them the options for better data cabling. This is similar to the result in 2004, when 84 per cent of those surveyed stated that they had been given the option.



# GROWTH DRIVERS ?

- Industry co-operation (Smart Wiring Program)
- Standardisation advertising/awareness
- Installer Training and market
- Lifestyle/functionality
- External drivers-technology-cost
- Tech Savvy Younger Generation
- Cost to install (less than 2% value of the home)
- Income Stream Opportunities (video on demand/etc)

# Collaborative Business Development

- Service Providers (useless without effective delivery services for the home)
- Developers / Builders
  - Encumbrances on developments/Smart Communications
  - Minimum Cabling Standards
- Providing Services Ready Homes
- Future Proofing
- Industry Marketing
- Standardisation quality control and installation

# Smart Wired Program

- smart wired<sup>TM</sup> – A standardized cabling platform for technology in the home
- smart wired<sup>TM</sup> – A system that allows for standardized skills development
- smart wired<sup>TM</sup> – A common, simple system for builders and architects to allow for in design
- smart wired<sup>TM</sup> – A flexible system for people to use technology anywhere in their home

# smart wired<sup>TM</sup> and Standards

- The Importance of Standards in Smart Wired<sup>TM</sup>
- What Standards do we use?
  - AS/ACIF S009 Telecommunications cabling
  - AS/NZS 3000 Electrical Wiring
  - AS/NZS 3080 Structured Cabling
- How do the Standards apply?

# Who Can Install smart wired<sup>TM</sup>?

## •*ELIGIBILITY*

- There are two levels of eligibility that need to be defined:
  - Smart Wired<sup>TM</sup> Accredited Company
  - Smart Wired<sup>TM</sup> Accredited Installer

## •*HOW TO BE A SMART WIRED<sup>TM</sup> ACCREDITED COMPANY*

- A company wishing to promote itself as a Smart Wired<sup>TM</sup> Accredited Company and use the associated marketing they must:
  - Be a NECA member
  - Employ Smart Wired<sup>TM</sup> Accredited Installers and Designers

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smart wired<sup>TM</sup>

# Australian Lessons Learned

- Understanding Smart Wired<sup>TM</sup>!
- Market readiness
  - Architects, Builders, Engineers
  - Customers
  - Suppliers
  - Integrators
  - Appropriate Hardware
- Training
- Skilled workforce
- USA/Global Trends



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# THANK YOU