

## FREQUENTLY ASKED QUESTIONS

The residential electronic systems industry is rapidly growing, with more and more homeowners realizing the benefits of home theaters, whole-house lighting control and audio, media rooms, and whole-house subsystems that control security and HVAC systems. As the industry grows, so does the client's search for answers to some frequently asked questions. Below, CEDIA has listed some of the most frequently asked questions so that you, as a consumer can learn more about the residential electronic systems industry and the solutions a CEDIA Certified company can offer.

### 1. WHAT IS HOME INTEGRATION?

The meaning of this term can vary depending on who is using it. Other related terms include home networking, home automation, residential electronic systems, and smart homes.

When CEDIA Members talk about integration, they are referring to the ability to integrate television/home theater, lighting control, multi-room audio, HVAC, security, appliances, and other systems through a centrally-controlled network. These systems are custom-designed to allow the homeowner the convenient, time-saving, and cost-saving benefits of controlling electronics through a central control, or even remotely.

Many think of home networking as simply connecting PCs. While this is a growing segment, it's only the tip of the iceberg in terms of what can be connected in a home. CEDIA Members are on the cutting edge of connecting electronics systems for consumers. And more consumers are demanding the benefits of connectivity – in convenience, safety, and lifestyle enhancement.

### 2. HOW BIG IS THE HOME INTEGRATION MARKET?

Since there is no universal definition of home integration, it's difficult to measure the size of the market. However, the number of homeowners who have embraced home connectivity has grown tremendously in the past decade as newer and less expensive technologies have been developed and consumer awareness has grown. More homeowners are beginning to understand the value of these systems in providing security, comfort, and cost savings to their families.

### 3. WHAT ARE THE BENEFITS OF HOME NETWORKING AND HOME AUTOMATION?

According to CEDIA Members and industry research, those who have integrated homes or are interested in integrating technology into their home view these systems as a way to save time and spend more quality time with their families. Most customers invest in home electronic systems for the benefits, not for the sake of owning technologies.

### 4. WILL NETWORKED HOMES BECOME OUTDATED QUICKLY? HOW CAN YOU MAKE SURE YOU ARE UP TO DATE?

CEDIA Members are on the cutting-edge of technology and develop systems that are practical and pragmatic for today's homeowners and can take advantage of new innovations as they come to market. CEDIA Members stay at the forefront of industry trends and up-and-coming technology through continuing education and professional development as well as networking with leading manufacturers at industry events. This up-to-date knowledge allows them to deliver technology that will not only merge

seamlessly with your existing lifestyle but will also provide convenience, security, and entertainment for years to come.

**5. CAN HOMEOWNERS INSTALL THEIR OWN RESIDENTIAL ELECTRONIC SYSTEMS?**

Many mass-market retailers provide do-it-yourself home networking kits or theater-in-a-box products. While consumers can often install these products, CEDIA Members provide significant value to homeowners interested in a networked solution. CEDIA Professionals' deep product knowledge allows them to select the best audiovisual components to suit a client's home design and usage patterns. They have the skill to optimize room acoustics and seating and calibrate video settings beyond the capabilities of the casual hobbyist. They can work with the homeowner to develop a plan – much like an architect draws out a house plan – to ensure the best integrated home experience. Residential electronic systems designed by CEDIA Members are a sound investment in the value of your home. These systems are developed to handle a customer's needs today, as well as expand to meet the needs of tomorrow.

**6. WHAT ARE THE BENEFITS OF HIRING A CEDIA CERTIFIED PROFESSIONAL?**

CEDIA is the world's leading association of residential electronic systems technicians and provides the industry's most comprehensive education to its membership. Members who participate and excel in CEDIA's educational programs can undergo rigorous testing to earn CEDIA Certification credentials. Consumers can rest assured that CEDIA Certified Professionals are the most highly respected and experienced in the industry. More than 5,000 professionals have earned the CEDIA Certification to date.

CEDIA companies subscribe to a strict code of professional conduct and ethics and participate in continuing education to stay abreast of the latest technological innovations. This expertise is what consumers are looking for.

**7. WHEN IT COMES TO RESIDENTIAL ELECTRONIC SYSTEMS AND HOME INTEGRATION, WHAT ARE SOME THINGS HOMEOWNERS SHOULD KEEP IN MIND AS THEY BUILD A HOME?**

Consumers should work with an architect, builder, or interior designer who sees the benefit in consulting a CEDIA Professional. The beginning stage of the design/build process is the optimal time to think about wiring a home for connectivity and designing your space to account for your future home integration needs.