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Together, Building
a Better California





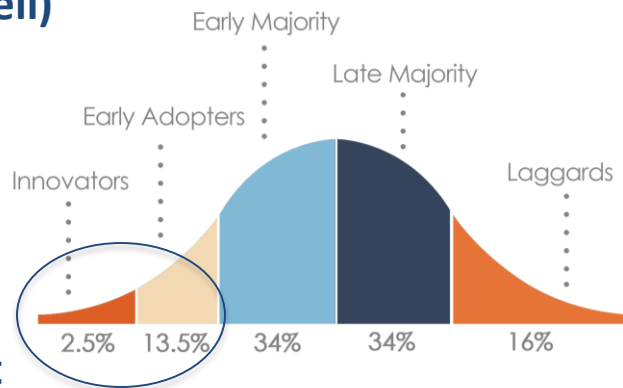
Top 3 Smart Home Products

(pre-Echo)

- Smart Locks (Ring Doorbell)
- Connected Lights
- Thermostats

Barriers to Adoption

- Interoperability
- Perceived Lack of Benefit
- Reliability
- Product Stability



Support Adoption

- Gather Data
 - Purchases
 - Use Cases
 - Usage Data
 - Usage Behavior

Beyond the Widget!

Fully behavioral
(e.g. DR prompts)

User controls
(e.g. remote via app)

User automates
(e.g. schedules)

User sets rules
(e.g. via IFTTT)

Fully automated