

SMART HOMESMART SHOW

The Smart Home Zone within the recent Homebuilding & Renovating Show at ExCel Exhibition Centre in London (30 September – 2 October 2005) proved a big hit, with an audience of almost 15,000.

2006 will see the second Smart Home Show at the NEC (2 – 5 March) and the inaugural stand-alone show at ExCel (22 - 24 September). Smart Home is the UK's only dedicated consumer exhibition, which brings together the best intelligent technological solutions and products for the home. The Smart Home Show will be co-located with the well-established Homebuilding & Renovating Shows at both the NEC and ExCel. Smart Home Show visitors will have free access into the Homebuilding Shows. The Smart Home Show will feature a number of visitor attractions including *Ask the Experts* and a free seminar programme. In 2005 the NEC had a combined audience of over 49,000 visitors.

Commenting show organiser Nick Noble said: "The Smart Home Zone at ExCel proved a very popular attraction for visitors and we've also had excellent feedback from exhibitors. The audience for Homebuilding and Smart Homes are complimentary: Our research has shown that around 80% of Homebuilding visitors are interested in Smart products – that equates to around 11,800 visitors at ExCel.

Nick continues "Smart Home attracts an enviable audience - 80% AB1, predominately male aged 30-45 years, high disposable income, early adopter, eager for innovation and willing to spend money. The crossover of visitors from The National Homebuilding & Renovating Shows providing Smart Home with a ready-made audience of people planning major building works, including installation of cabling and wiring."

Wendy Griffiths, Operations Director, Custom, Electronics, Design & Installation Association (CEDIA) said "CEDIA enjoyed a successful Smart

Home Zone at ExCel. We were delighted to have so many visitors to our stand and to have such a great number of enquiries from homeowners, property developers, interior designers and architects. Our presence in the Smart Home Zone afforded CEDIA the opportunity to talk to them in detail about the work of CEDIA, its members and the application of home electronics technology.”

Around 28,000 visitors and 70 exhibitors are expected at the 2006 Smart Home Show with Faith & Gantry, Hitachi Europe, IP Networks, kconnect2.net, RGBSmartHome, Sensory International, Sevenoaks Sound & Vision, Siemens plc and SmartKontrols just some of the big names signed up. The show will cover a wide number of sectors including home cinema and multi-room entertainment; lighting and climate control systems; telecomms and wireless communications; integrated touch control systems; remote access, monitoring and security systems; intelligent appliances; custom installation and smart homes consultancy.

For information on exhibiting call 01527 834498 or visit www.smarthomeshow.co.uk

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