

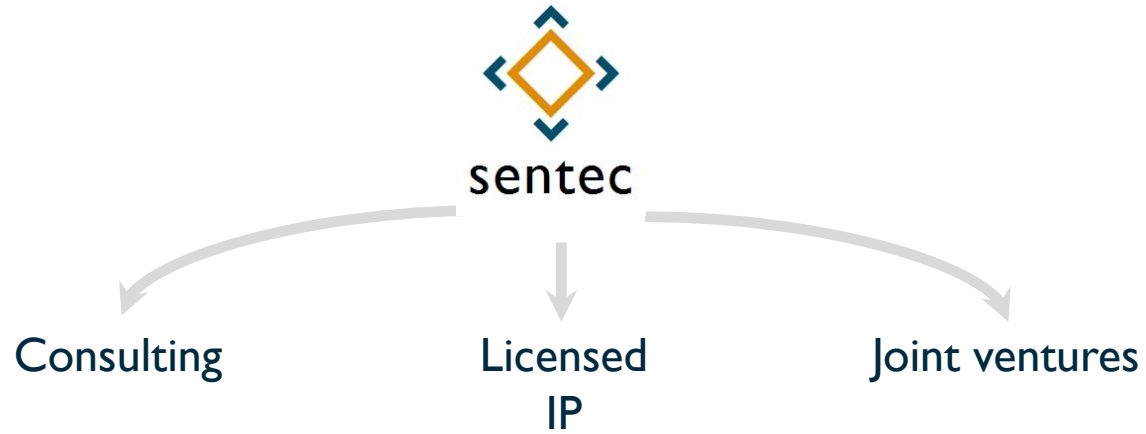
# Why “appcessories” are hot and energy is not

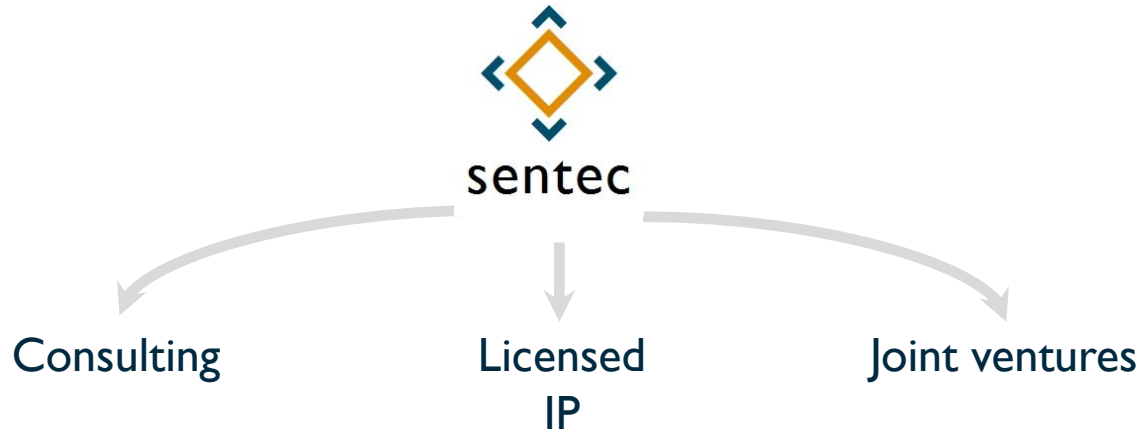
Andrew Nowell,  
Head of Smart Buildings

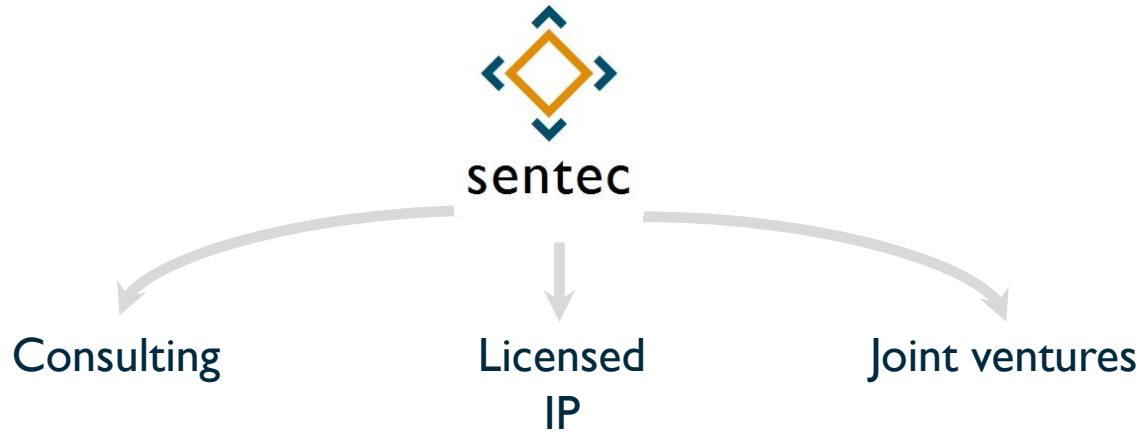
Smart Homes & Cleanpower 2013 Conference  
5 November 2013 Cambridge

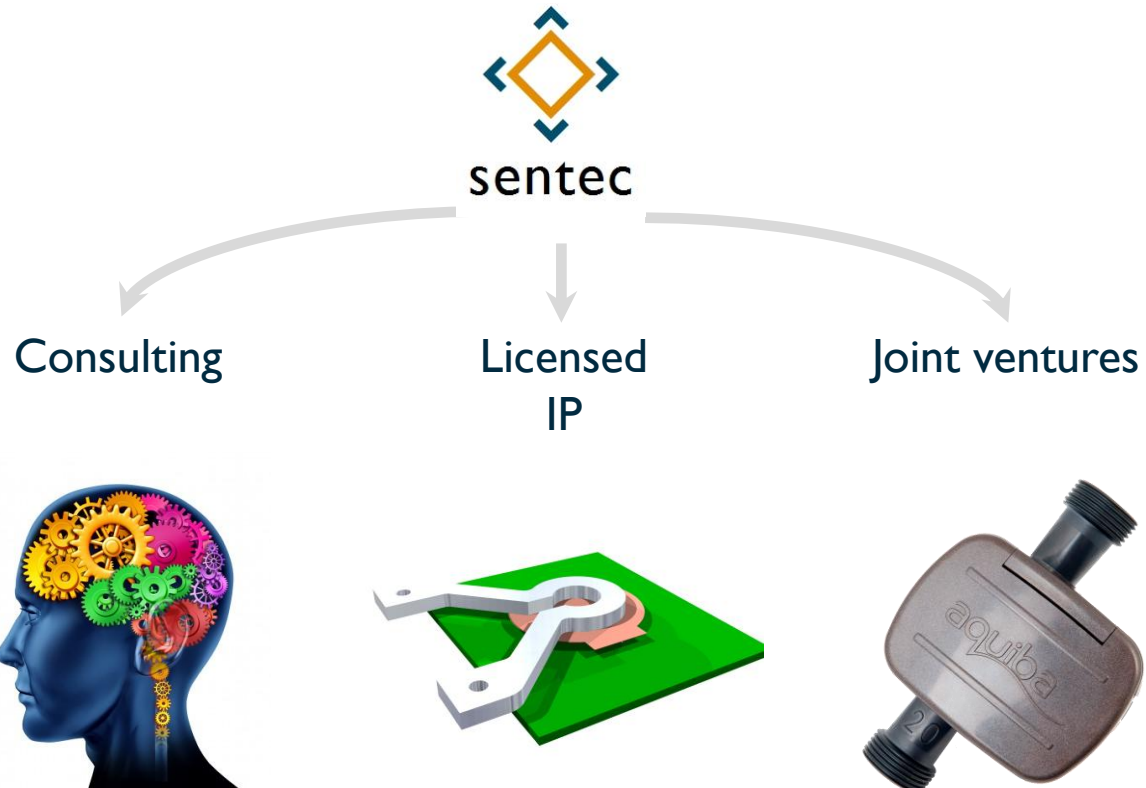
[www.hvm-uk.com/smarthomes](http://www.hvm-uk.com/smarthomes)

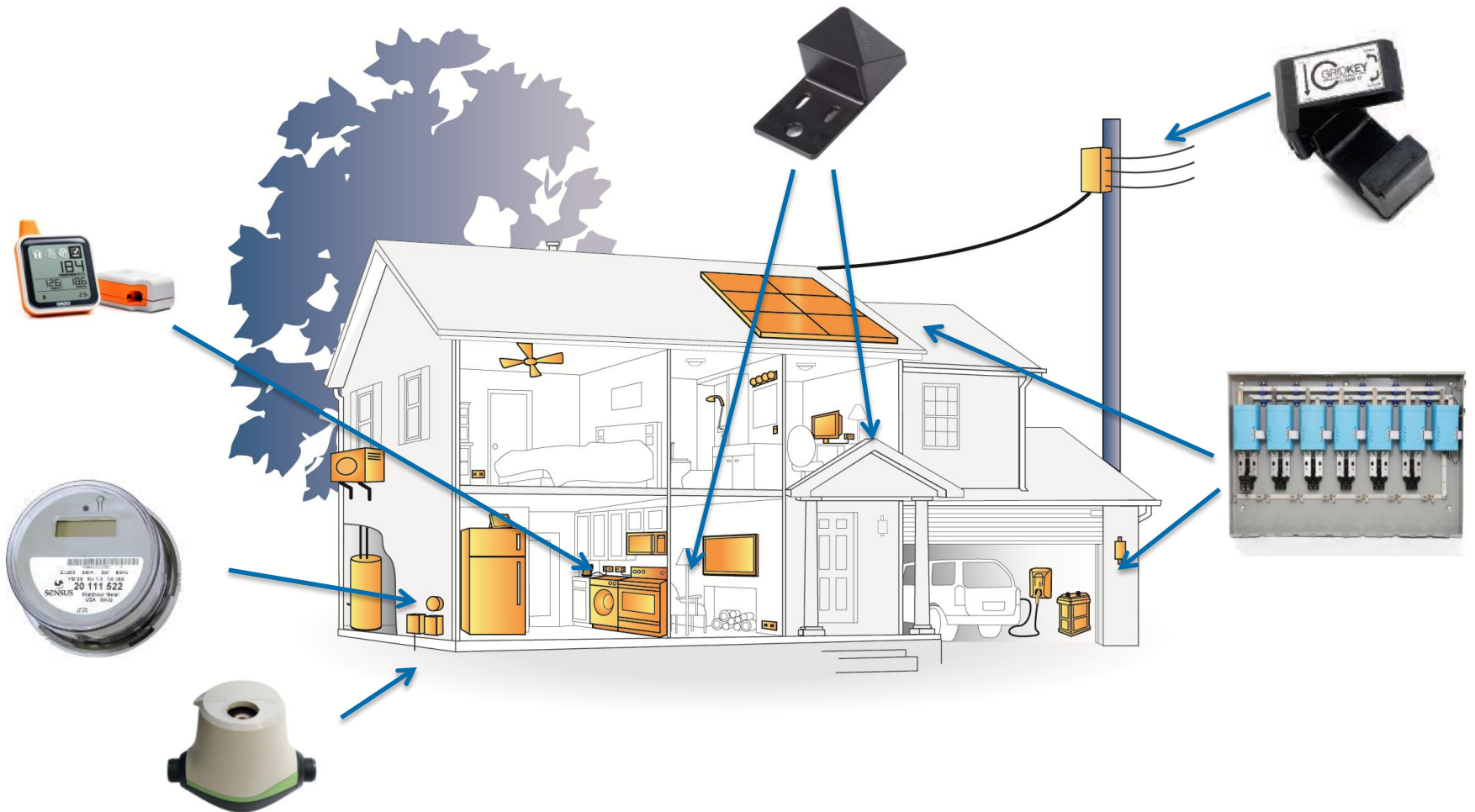














# Myth #1

“People consume energy”



People don't consume energy at all

they perform day to day activities

# People don't consume energy at all



they perform day to day activities

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## Myth #2

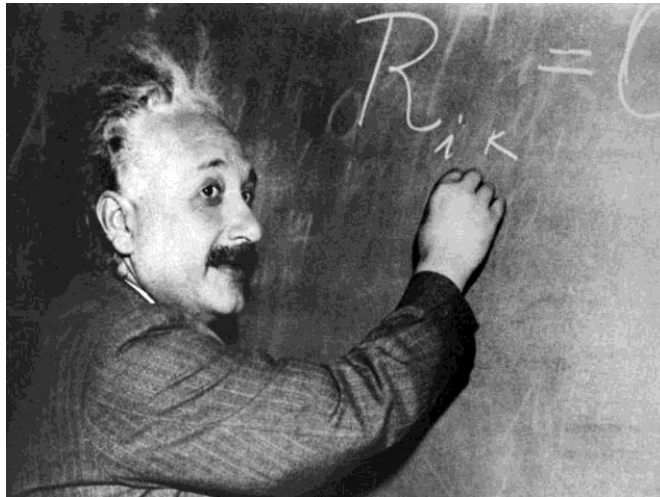
“People engage with energy”

# Consumers aren't interested in energy



and revert back to old behavior

# Consumers aren't interested in energy



and they don't understand it



## Myth #3

“Price affects consumption”

# Energy is news

23 October 2013 Last updated at 14:12 [Share](#) [f](#) [t](#) [e](#) [b](#)

## David Cameron to review green energy taxes

David Cameron has announced a review



## UK nuclear power plant gets go-ahead

COMMENTS (699)



Energy Secretary Ed Davey: "Essential to power British business"

The government has given the go-ahead for the UK's first new nuclear station in a generation.

**Cost of energy**

## 'The lights will go out over Britain': Shares in energy firms drop 5% amid warnings of blackouts from Miliband's plan to freeze bills

- Miliband said he would 'fix power bills until 2017' if he won next election
- But energy industry warns it will lead to gas and electricity shortages
- Centrica's Sir Roger Carr called policy 'a recipe for economic ruin'

By JAMES CHAPMAN and MATT CHORLEY  
 PUBLISHED: 22:57, 24 September 2013 | UPDATED: 17:44, 25 September 2013

[Share](#) [Tweet](#) [+1](#) [Share](#) | 1,025 shares | [1,912](#) view comments

Shares in leading energy firms dropped by up to five per cent today as the markets reacted to Labour's 1970s-style plan to freeze power bills.

Energy firms said capping prices would halt the investment needed to avoid blackouts and lead to gas and electricity shortages.

But Labour leader Ed Miliband today dismissed the 'scare stories' which he claimed were being peddled by the firms which have been overcharging people for years.

Scroll down for video



## Npower to raise energy prices by 10.4%

Energy firm Npower has become the third major supplier to announce price rises, with a dual-fuel bill to go up 10.4%.

The price rise will take effect on 1 December, and is the highest increase announced by any supplier so far.

SSE will increase prices by 8.2% from 15 November and British Gas said prices would go up by 9.2% on 23 November.



Npower admitted that the price change would be unwelcome for customers

but its still too cheap and reliable.....

# Comfort and convenience



trump carbon and cost

# Buzzfeed of the month



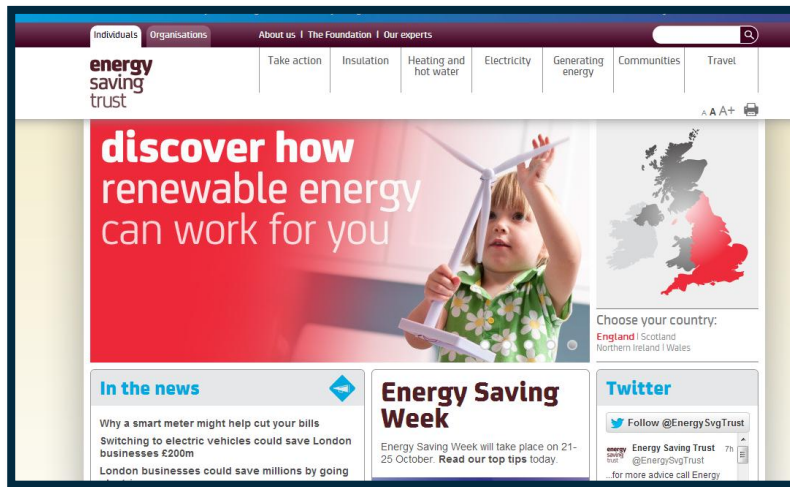
“Worst storm in 26 years. I’m livid.”

## Myth #4

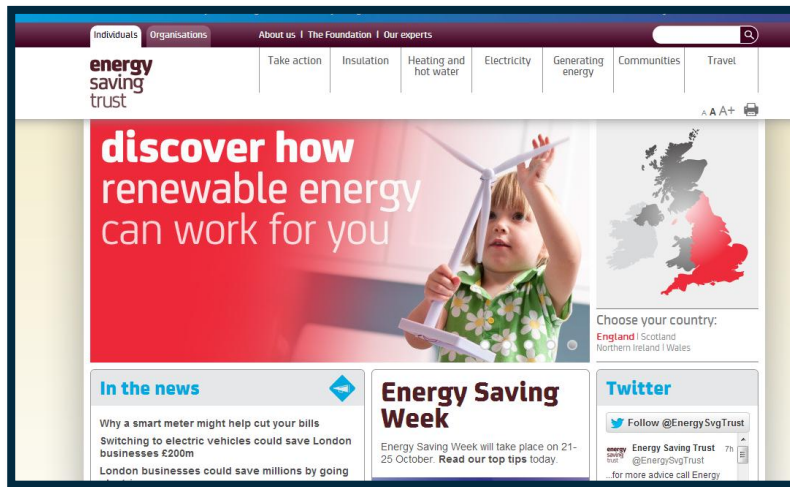
“You need a Smart home to save energy”

# Most effective measures don't need a Smart home

# Most effective measures don't need a Smart home

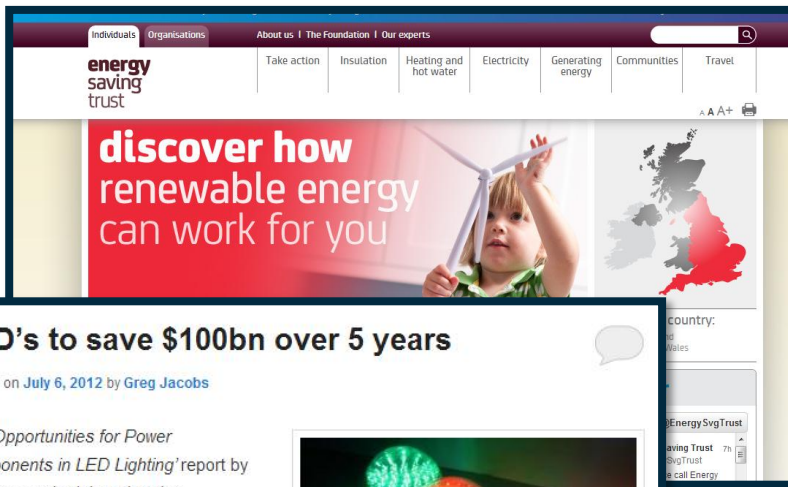


# Most effective measures don't need a Smart home





# Most effective measures don't need a Smart home



### LED's to save \$100bn over 5 years

Posted on July 6, 2012 by Greg Jacobs

The 'Opportunities for Power Components in LED Lighting' report by IMS Research claims that the widespread adoption of retrofit LED lamps will create global energy savings worth \$100bn over the next five years.



Right now **LED lighting** for general use is not widespread but the rapid uptake of retrofit LED lamps will result in a potential market of more than 4 billion units by 2016, the market research firm expects.



# Most effective measures don't need a Smart home



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### Downing Street: People faced with rising energy bills should consider wearing jumpers

David Cameron believes that millions of people facing rising energy bills should consider "wrapping up warm" and wearing jumpers, Downing Street has indicated.



Photo: ANDREW WINNING/WPA POOL

Research

building stock  
er use. There  
for buildings,  
nditioning  
ting

# Everyone's favourite buzz word

# The Internet of Things 2013



“Solutions in search of problems”

# A new love affair

## A new love affair





150 times a day

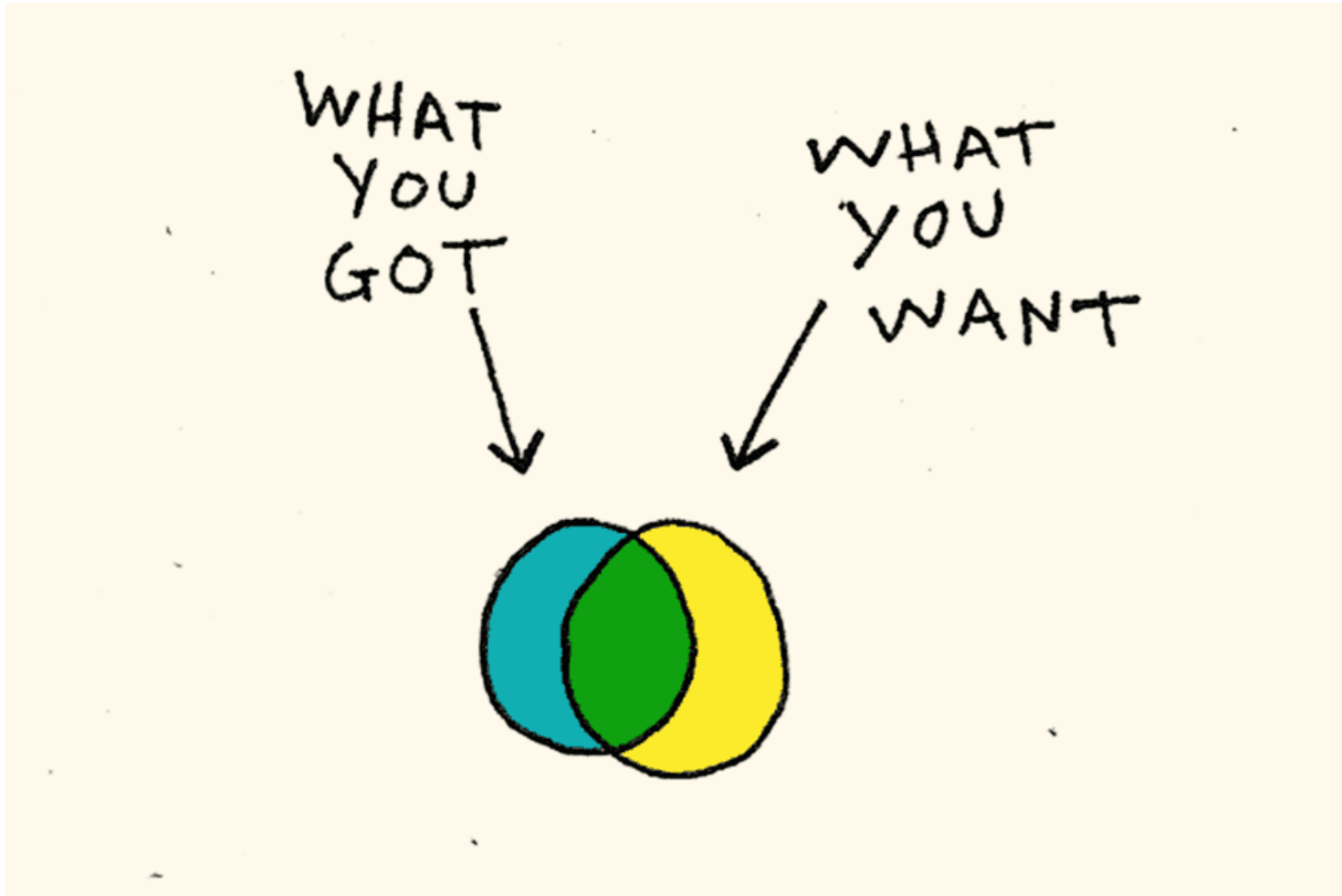


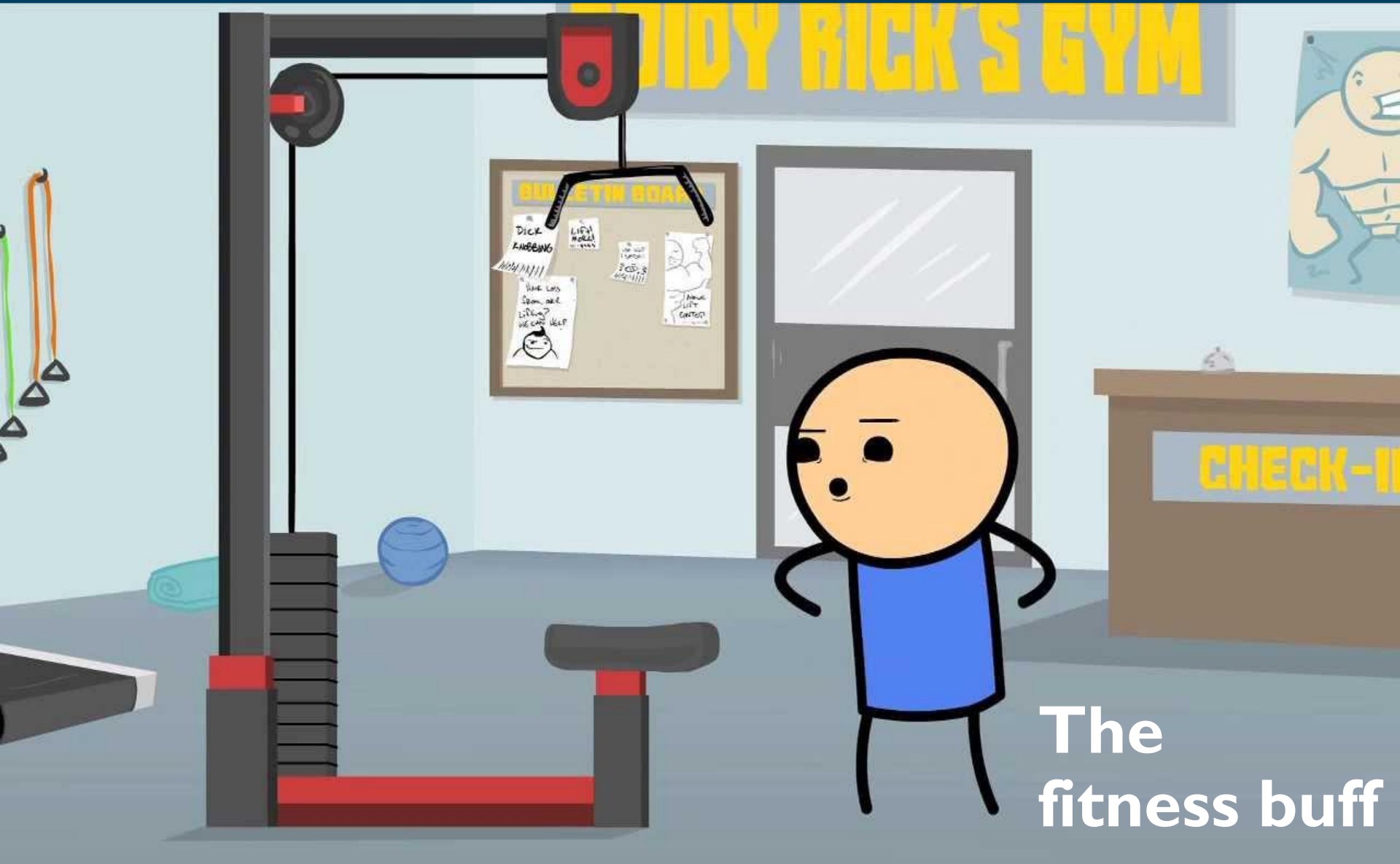












# The fitness buff

# Activity trackers





# The animal lover



# Where's my cat?

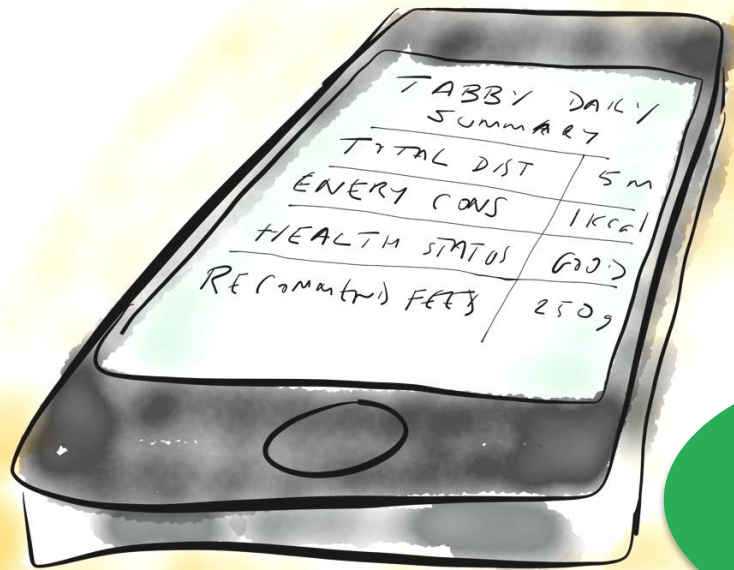
Smart phone shows location of the pet on a map



Routes, activity times and historical data trends show what your pet does and when

Tracking device is collar worn on the pet

# How is my pet?



Activity levels inform how much they should be fed

Activity and sleep trends show illness & injury



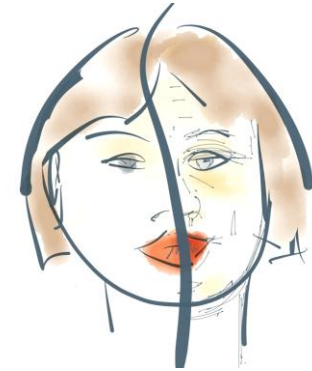




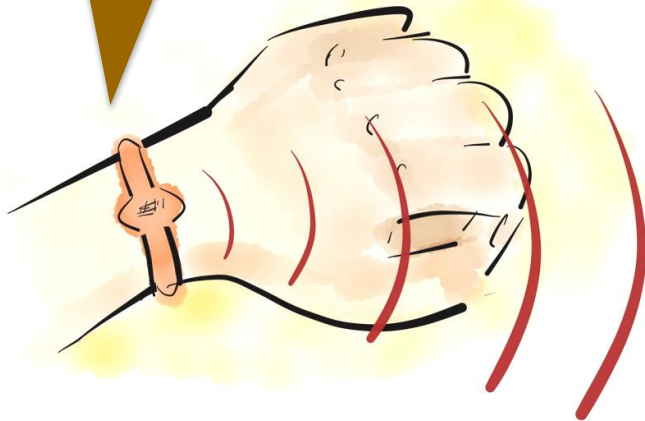
# The beauty devotee



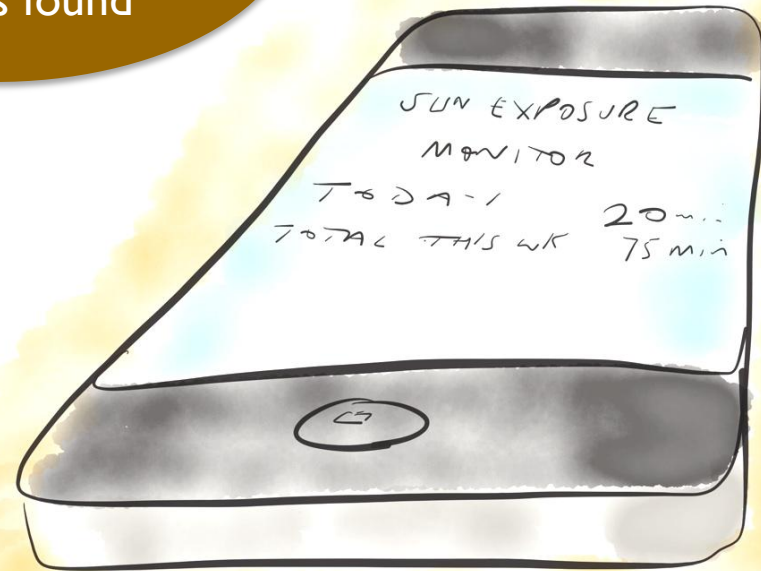
# Anti-aging



Wearable device monitors UV exposure



Phone app suggests protective products are applied or shade is found



# The new baby

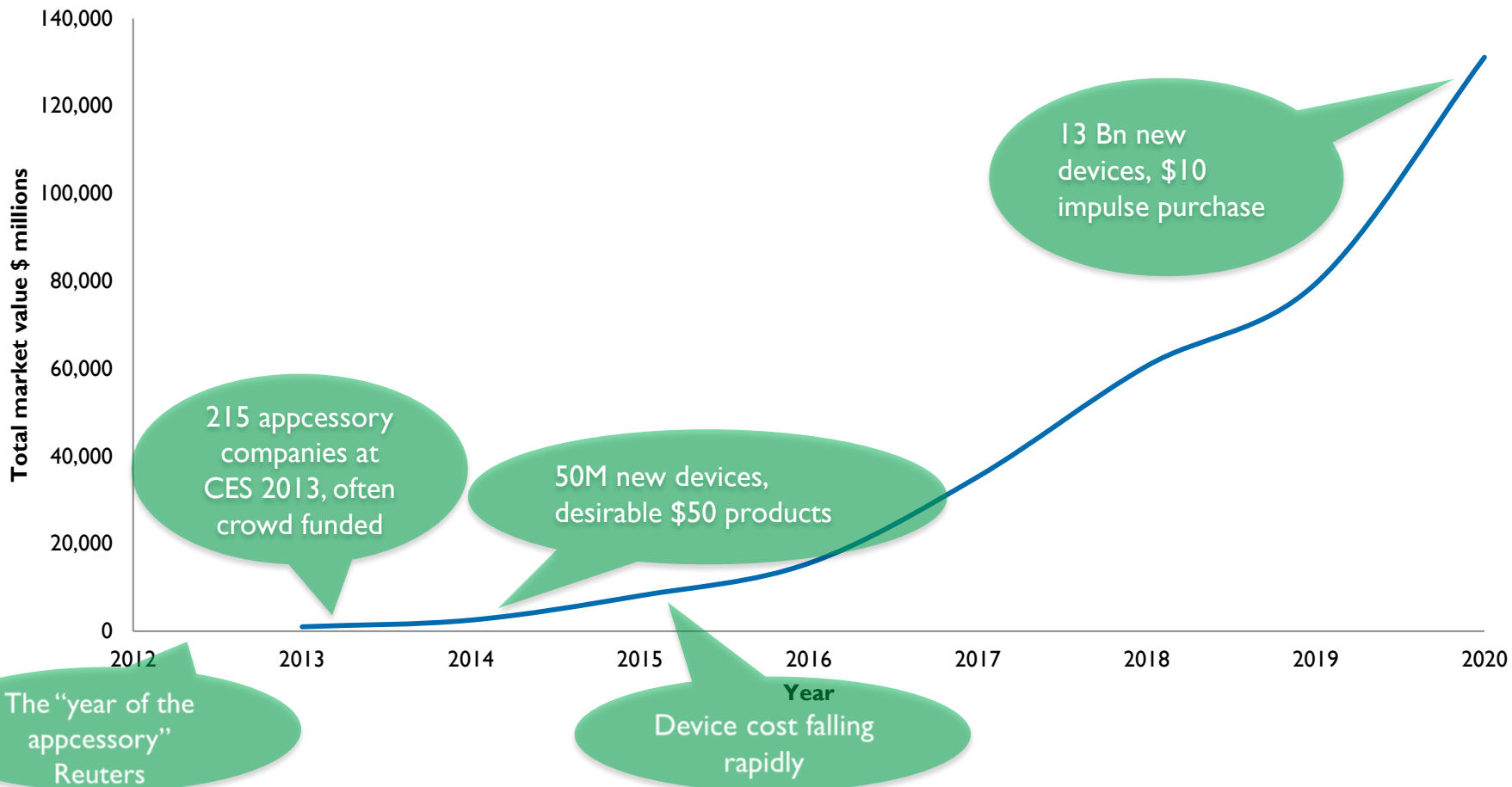




# “Babycessories”



# The “Next Big Thing”



<http://bit.ly/2ubiquity> Nick Hunn, Wifore Consulting

# Why should you be interested?

- Smart phone market beginning to stagnate
- \$130Bn market by 2020
- Low barrier to entry
- Simple targeted propositions
- Products people don't need but WANT

# Why are we interested?

- It's all about sensing and actuation
- Expertise in low power management and design
- Can turn concepts into functioning devices quickly
- We have developed a new way of connecting a device to a mobile phone

## Andrew Nowell Head of Smart Buildings

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[www.sentec.co.uk/newsandthinking/blog/appcessories-are-next-big-thing](http://www.sentec.co.uk/newsandthinking/blog/appcessories-are-next-big-thing)