

Home Technology Client Questionnaire

ABOUT THIS DOCUMENT

This document has been created by CEDIA (the Custom Electronic Design and Installation Association) to enable Design Professionals to better understand the terminology used in the Home Technology Industry.

CEDIA, the industry trade association, represents 3,500 member companies worldwide and serves more than 22,000 industry professionals that specialise in the design and installation of integrated systems to reflect the technology needs of the homeowner. The systems our members specialise in integrating include home cinema; lighting control; AV; networking; energy monitoring; HVAC and security.

For more information about CEDIA or additional resources, please visit www.cedia.org.

CEDIA also has a BIID & RIBA accredited CPD presentation 'Designing Integrated Future-Ready Homes' which is available to Design Professionals internationally. Our CEDIA Certified Outreach Instructors are able to deliver the presentation at your practice or alternatively we present the CPD and a number of events across the UK. To arrange a member to present the CPD at your practice, please contact CEDIA, +44 (0)1480 213744 or email cpd@cedia.co.uk.

NB: This document should be used as general guidance only. Some of the terms have been simplified from extremely technical terms. If you would like to discuss any terms further please contact a CEDIA member using the Finder Service on www.cedia.org.

AUDIO

Do you listen to the radio?

Analogue AM/MW/FM

Digital Audio Broadcasting (DAB)

Internet

COMMENTS

Do you listen to CDs?

COMMENTS

Do you have an iTunes music library?

COMMENTS

Would you like to listen to your content in more than one room?

For example: being able to switch on music in your bedroom, bathroom and kitchen simultaneously, or create background music for a dinner party throughout the ground floor of your house.

COMMENTS

How many people might be listening to different music/radio in different locations at the same time?

COMMENTS

As well as wireless control do you want fixed in-wall control panels?

COMMENTS

For better sound quality would you be happy to have a pair of floor-standing or bookshelf speakers in one or more rooms?

COMMENTS

Do you have any existing audio equipment you would like to have integrated?

COMMENTS

Do you subscribe to a digital music service? e.g. Napster or Spotify

COMMENTS

VIDEO

Do you have a requirement for satellite TV (Sky, Canal+ and Virgin)?

COMMENTS

In how many rooms do you want to watch different subscription channels simultaneously?

COMMENTS

Do you want to watch TV from broadcasters outside the UK?

COMMENTS

Do you rent or buy films on Blu-ray/DVD to watch at home?

COMMENTS

Would you prefer each room to have its own Blu-ray/DVD player (A), or play one Blu-ray/DVD across multiple TVs in the home (B)?

COMMENTS

Are you happy to buy or rent films from an on-screen store such as iTunes or Netflix (A), or do you prefer to go out to get a Blu-ray/DVD (B)?

COMMENTS

Do you use games consoles?

COMMENTS

If multiple remote controls are needed for TVs, DVDs, surround sound etc would you like these to be consolidated onto one simple remote?

COMMENTS

Do you use/want to use internet TV applications like BBC iPlayer, ITVplayer, 4OD on your main TV?

COMMENTS

Do you subscribe to a monthly streaming service? e.g. Netflix or Amazon Instant Video (LoveFilm)

COMMENTS

Do you enjoy watching 3D movies?

COMMENTS

Does picture quality matter to you?

COMMENTS

OTHER ITEMS

Would you be prepared to invest in energy saving lighting and/or heating control?

If it offered a payback of 20%+ annually and an easier way to operate these systems throughout your home (or remotely)

COMMENTS

How many incoming telephone lines will you need in the house (excluding a line for the alarm)?

COMMENTS

Do you put calls through to other rooms in the house or use the telephone as an intercom?

COMMENTS

Do you need a door entry system?

COMMENTS

If so do you need audio & video (A), or just audio (B)?

COMMENTS

Would you want any interior or exterior surveillance cameras?

COMMENTS

How many desktop computers are there in your household?

COMMENTS

How many laptop computers?

COMMENTS

How many tablets?

COMMENTS

Do you use a smartphone?

COMMENTS

Does anyone in the household need to use a remote secure connection back to an office?

COMMENTS

Do you need to be able to access and control the home remotely?

COMMENTS

WHAT NEXT?

Once you have completed the questionnaire the next step would be to use it as a basis for early discussions with a Home Technology Professional. You can locate a CEDIA member near to you by using the Finder

Service on www.cedia.org. Simply select the desired country and input the post code and then the CEDIA members in the location will appear, ordered by certification and distance.

TO FIND YOUR NEAREST CEDIA INSTALLER VISIT

www.cedia.org

The screenshot shows the CEDIA website's search interface. At the top, the CEDIA logo is on the left, and navigation links for 'CONTACT US', 'HOME TECHNOLOGY BLOG', and 'FIND A CEDIA PROFESSIONAL' are on the right. Below the logo, there are links for 'DISCOVER', 'PLAN', 'LEARN', and 'ABOUT'. The main content area is titled 'Find a CEDIA Pro Near You' and contains a search form with the following fields: 'Country' (set to USA), 'Zip / Postal Code', 'Max Distance' (set to 10 miles), and 'Select Category' (set to All categories). There are also checkboxes for 'Optional Search Fields' such as 'CEDIA Certified Professionals' and 'CEDIA Outreach Instructors'. A 'FIND' button is located at the bottom right of the search form. Below the search form, there is a section titled 'Find a CEDIA Member in Your Area Now' with text explaining the benefits of CEDIA members and how to use the Finder Service.

CEDIA

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FREQUENTLY ASKED QUESTIONS

As the home technology industry grows, so does the client's search for answers to some frequently asked questions. Use the messages below to give clients some context about the industry and the solutions your company can offer.

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 cinema, 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 home technology systems for consumers. And more consumers are demanding the benefits of connectivity – in convenience, safety, and lifestyle enhancement.

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.

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 technology systems for the benefits, not for the sake of owning technology.

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 the client's existing lifestyle but will also provide convenience, security, and entertainment for years to come.

Can homeowners install their own residential electronic systems?

Many mass-market retailers provide do-it-yourself home networking kits or cinema-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 audio visual components to suit a client's home design and usage patterns. They have the skill to optimise 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.

Home technology systems designed by CEDIA Members are a sound investment in the value of a client's home. These systems are developed to handle a customer's needs today, as well as expand to meet the needs of tomorrow.

What are the benefits of hiring a CEDIA Certified professional?

CEDIA is the world's leading association of Home Technology Professionals (HTPs) 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

FREQUENTLY ASKED QUESTIONS

credentials. Consumers can rest assured that CEDIA Certified individuals are the most highly respected and experienced in the industry. More than 5,000 professionals have earned the CEDIA Certification designation to date.

CEDIA Member companies subscribe to a strict set of code of professional conduct and ethics, and stay abreast of the latest technological innovations. This expertise is what consumers are looking for.

When it comes to home technology systems and 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 of 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.



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