

FAQ

What is ZWave World's unique selling proposition?



ZWaveWorld.com is the only independent website focusing exclusively on Z-Wave technology, products and applications. It is the one-stop shop for all your information needs about Z-Wave technology and the products and services currently available or in development. Targeted primarily to consumers of Z-Wave products, ZWave World presents news and product reviews, feature articles and "how-to's" with a trusted and authoritative voice, leading end-users through the discovery and education process to an actual purchase.

ZWave World offers the most vibrant online community of individuals from every faction of the Z-Wave ecosystem: consumers, vendors, dealers, VARs and manufacturers and service providers such as installers and contractors. This community is fostered and cultivated by the use of state-of-the-art collaborative and hosted communication tools in order to facilitate a robust exchange of Z-Wave technology views, ideas, tips and hints.

Who is ZWave World's Target Audience?



The primary audience for ZWaveWorld.com is consumers (end users) who are interested in procuring home control and automation devices and solutions that span the gamut from lighting devices and access control for security and safety; to appliance control and HVAC for convenience to home entertainment. These individuals are often gadget-aficionados or hobbyists and Do-It-Yourselfers who patronize the home improvement big box stores and cable TV shelter shows. They are middle-aged, savvy, educated, suburban home owners with disposable income that provides for the installation of products and services that protect and enhance their lifestyles.

What are ZWave World's value propositions for consumers, for marketers and OEMs, and for service providers?



For Consumers: ZWave World is their one-stop shop for the most comprehensive, informative and collaborative collection of Z-Wave products, services and technical information provided by trusted journalists and industry experts.

For Marketers: ZWave World represents the highest concentration of pre-qualified buyers and prospects of Z-Wave technology products and services online and a highly contextual editorial environment in which to market and sell their offering.

For Service Providers (installers, etc.): ZWave World is a like-minded community of Z-Wave professionals and aficionados who share experiential needs which are met by tools such as free web-based HCA application services. ZWave World also facilitates connecting end users with local installers via a services directory hosted on the site, which utilizes a simple search engine technology.

Who is ZWave World's Competition?



While there are approximately 700 home control and automation web sites, each is focused on a different niche of the market or has an entirely different agenda. Currently there is no

independent Z-Wave technology specific web site that consumers interested in home control and automation can visit to discover new Z-Wave products, educate themselves about HCA, make an informed decision and purchase Z-Wave products after evaluating them in the context of a trusted authority and participate in a like-minded community for support, tips, hints and ideas.

What are the market dynamics providing a sustainable business opportunity for ZWave World?



While the home control and automation industry is over thirty years old, not much has been driving the market which essentially split between the very high-end, wealthy home owner installing Creston and other systems to the very low-end lamp timer market. The advent of wireless technologies has significantly changed the landscape in the last 5 years, bringing affordable and reliable home control and automation devices to mainstream America. Utilizing low-spectrum radio frequency bands, products have enabled home owners to take advantage of the convenience and cost-savings of controlling basic home systems and appliances such as lighting, heating, and security as well as audio/visual consumer electronics via a remote control.

Currently there are three standards emerging for home control and automation: Z-Wave and INSTEON are more dominate in the residential market. Overtime, Z-Wave has emerged as the de facto standard for home and light industrial use. Zigbee, which is more expensive, is more focused on industrial and commercial applications which more typically involve the installation of a single manufacturer's product line, mitigating the need for compatibility and interoperability. ZigBee has yet to ship a single product and INSTEON has only 20 products commercially available, most at the lower end of the market. Z-Wave also has a significant lead in the number of vendors (125) marketing products (150) that support the protocol manufactured by Zensys and nurtured by the Z-Wave Alliance. That number is expected to double by year's end to 300 Z-Wave enabled products. (See Competitive Technology Overview.)

What will be ZWave World's Primary Revenue Streams?



ZWave World's primary revenue streams initially will be traditional online advertising opportunities and sponsorships geared to the marketing needs of Z-Wave technology vendors. There will also be revenue-share streams as well as newsletter advertising as the site builds new programs to support Z-Wave alliance partners in an effort to educate consumers about new products and services as they become available.

How will ZWaveWorld.com build traffic to support its revenue streams?



ZWave World will tap the network of Z-Wave vendors to promote the website as well as strategic partnerships and alliances to drive traffic to the site. Additionally, ZWave World will engage in email marketing programs, PR efforts, retail sponsorships and other campaigns to raise the visibility of the website among consumers and promote ZWave World as an independent resource and community to learn more about Z-Wave technology and the current and future product offerings available to them.

Who is ZWave World's management team?



ZWave World has assembled a first-class team of high-tech publishing executives whose credentials include intimate involvement in the digital consumer lifestyle market as it's evolved over the last twenty years. The team also brings a strong and deep network among the core technology companies involved in expanding and growing the market among consumers.