



Press Release

J.D. Power and Associates to Host Workshop on Digital Lifestyle Research At the 2013 Consumer Electronics Show

J.D. Power Brings Together Industry Stakeholders to Focus on Emerging Digital Lifestyle Trends

WESTLAKE VILLAGE, Calif.: 7 January 2013 — J.D. Power and Associates will host its inaugural Smart Homes & Digital Consumers Workshop at the 2013 Consumer Electronics Show on January 9 at the Las Vegas Convention Center in Las Vegas, NV. This free, half-day workshop will focus on digital innovation, smart homes and evolving consumer technologies.

“As a preeminent authority on consumer market research, J.D. Power is out front in providing organizations, businesses and industries key insights into the emerging digital lifestyle and its impact on innovation, application and service,” said David Steele, senior director of the smart energy practice at J.D. Power and Associates.

The Smart Homes & Digital Consumers Workshop presents data from the 2012 J.D. Power and Associates Digital Lifestyle Study. This research focuses on consumer behaviors driving the adoption of digital lifestyle choices, including smart device adoption, new types of connected services and social networking trends.

“These services have the potential to draw new customers, increase the retention of current customers and lead to new recurring revenues across a broad set of industries,” said Steele. “We believe our data and insights, along with the commentary from our participating executive panelists, will create engaging dialogue among our participants.”

The J.D. Power and Associates Smart Homes & Digital Consumers Workshop will bring together leaders from the energy, telecommunications, appliance, technology and electric vehicle sectors, and will cover emerging trends in home automation, consumer preferences, technology advancements and how the digital experience, communications and consumer lifestyles are evolving. A networking reception will follow the workshop.

Other scheduled industry executive panelists include:

- Brian Wynne, President, Electric Drive Transportation Association (EDTA)
- Chris Williams, Senior Director, IntelligentHome Product Development, Time Warner Cable
- David VanderWaal, Director of Brand Marketing for Home Appliances, LG Electronics USA
- Eric Anderson, Senior Vice President Products, Control4
- Ogi Kavozovic, Vice President of Strategy and Product Marketing, Opower
- Risa Baron, Local Outreach Manager, San Diego Gas & Electric
- Scott McGaraghan, Director of Business Development, Nest
- William F. Davidson, Senior Vice President, Investor Relations, Qualcomm

J.D. Power analysts will also be available for interviews to discuss the company’s exclusive perspectives on digital lifestyle choices and consumer behavior.

To register for the event or to learn more about J.D. Power digital lifestyle research visit:
<http://marketingforms.jdpa.com/forms/SmartHomesDigitalConsumersWorkshop>.

If you are a member of the media and would like to attend the event or speak with a J.D. Power research expert at the show, please contact Syvetril Perryman at syvetril.perryman@jdpa.com.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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