

## **Parks Associates Announces Partnership with AVIXA™ to Host Integrated Life Program at InfoComm 2018**

**Nearly 50% of U.S. broadband households use a personal assistant through an application or dedicated device**

DALLAS, Dec. 20, 2017 /PRNewswire/ -- [International IoT research firm Parks Associates](#) today announced a partnership with AVIXA™, the Audiovisual and Integrated Experience Association, to collaborate to produce the inaugural Integrated Life program at [InfoComm 2018](#) in Las Vegas. [AVIXA™](#) is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry.

Parks Associates research shows that new form factors, particularly smart speakers with personal assistants, are increasing in adoption and creating new ways for consumers to experience music and audio content. As other technologies such as artificial intelligence (AI), AR/VR, and wireless solutions develop, they will continue to have an impact on the consumer markets and expand opportunities for the commercial industries. These new technologies provide contextual learning from consumer behavior and can integrate additional smart devices as they are added to the network, providing very compelling entertainment and smart home experiences for U.S. households.

"Many of the new smart devices consumers are bringing into their homes are impacting their entertainment habits—nearly 50% of Amazon Alexa owners use this device to stream music and audio," said [Elizabeth Parks](#), Senior Vice President, Parks Associates. "This use case has gained traction because of the product's ease-of-use, and many of these voice-enabled personal assistants are serving as the access point between consumers and true AI. We look forward to working with AVIXA™ on the Integrated Life program at InfoComm 2018 to explore the trends in the connected entertainment and smart home ecosystems."

InfoComm 2018's new Integrated Life program will take place June 5 at the Westgate Las Vegas. This one-day thought-leadership event focuses on the crossover opportunities between the commercial and residential audiovisual markets. The Integrated Life sessions will address trends, technologies, business models, and forecasts for the AV market through interactive panel discussions and presentations.

"We are excited to collaborate with Parks Associates to introduce the Integrated Life program at InfoComm 2018," said Jason McGraw, CTS®, CAE, Senior Vice President of Expositions, AVIXA. "As our daily routines become more seamless between work, home, school, at play and on the go, there's a growing need for integrated technology solutions to offer continuity from space to space. This program will bridge the gap between consumer and commercial by exploring how technology, such as artificial intelligence, voice first, automation, augmented and virtual reality, Internet of Things and security solutions, allows us to experience personalized, secure and uninterrupted lives."

Integrated Life sessions, moderated by Parks Associates analysts, will cover an array of hot-button topics on the technologies creating a connected environment in both the consumer and commercial markets, including AI, voice-first products, automation, controls, smart lighting, robotics, and security. Other research from Parks Associates indicates:

- Annual U.S. consumer sales of connected devices will reach 442 million by 2020.
- Nearly 50% of U.S. broadband households use a personal assistant through an application or dedicated device.
- 67% of U.S. broadband households own at least one Internet-connected home video entertainment

device for streaming content to a TV screen, including smart TVs, game consoles, and streaming media players.

To request an interview or research data, contact Julia Homier at [julia.homier@parksassociates.com](mailto:julia.homier@parksassociates.com), 972-996-0214. For information about Integrated Life at InfoComm 2018, visit [www.infocommshow.org/IntegratedLife](http://www.infocommshow.org/IntegratedLife).

#### **About Parks Associates**

Parks Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. <http://www.parksassociates.com>

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