

CES 2019 | IFOP/LEGRAND STUDY: PERCEPTIONS AND ATTITUDES TOWARDS CONNECTED DEVICES IN BUILDINGS

Paris, January 8, 2019 – Today, connected devices are attracting considerable interest and enthusiasm, as well as certain expectations on the part of users. At the CES 2019, Legrand, a global specialist of electrical and digital building infrastructures, has organized a study by the IFOP institute to gauge interest, uses and expectations related to the use of connected devices in buildings.

This study was conducted with a representative sample of national population of Internet users aged 18 and above in France, the USA and China.¹

“The results of this study confirm our strategy of sustainably increasing the user value of our products by incorporating new functions while respecting users’ privacy. Technology integration in buildings and the uses it allows in residential and commercial buildings generate considerable interest globally. Legrand relies on habits, cultures and local norms to develop solutions adapted to each market,” emphasizes **Jérôme Boissou, Eliot program manager.**

Legrand, a recognized and legitimate brand



In France, 82% of the surveyed population is familiar with the Legrand brand. Almost all see Legrand as legitimate to market connected devices (93%, including 37% who rate the brand as strongly legitimate).

Attractiveness of connected devices on 3 markets

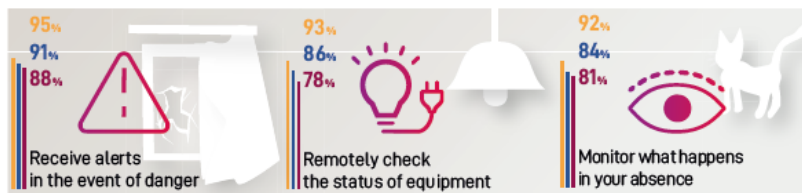


As proven by the levels of connected equipment shown on the map, connected devices generate a genuine interest in the residential segment in every country. All markets see them as an opportunity to simplify daily life and enhance home security.

The main expectations go along with other factors: budget management and energy consumption, improvement of comfort and wellness, particularly in France.

¹ An ad hoc quantitative study via online data collection, from October 12 to 19 2018, with a representative sample of national population aged 18 and above. France: 1,003 interviews / USA: 1,002 interviews / China: 1,006 interviews. The representation of participating samples has been ensured through a quota method based on the following criteria: gender, age, socio-professional category, region, urban area size in France / gender, age, region for foreign countries.

3 main user expectations

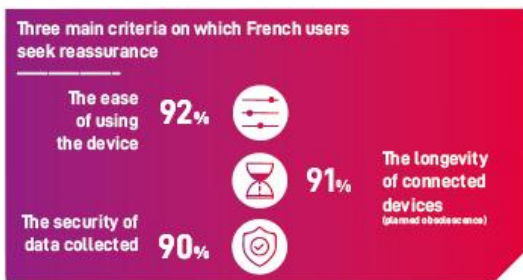


(Legend: China, France, USA)

Receiving alerts in the event of danger, remotely checking the status of equipment, monitoring what happens in your absence are among the uses that interest the representative sample surveyed, in all markets, thus meeting their needs for tranquility and home security.

Presence simulation also generates significant interest in the 3 countries: 8 people out of 10 show an interest in this function.

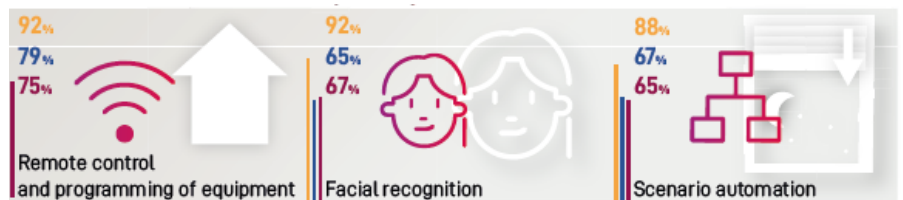
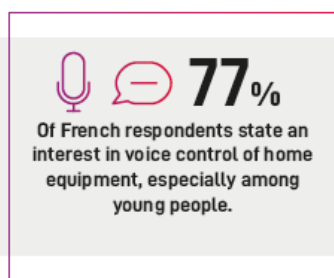
3 main criteria on which French users seek reassurance



In France, more than 90% of the surveyed population seeks reassurance regarding ease of use for the device, the longevity of connected devices (planned obsolescence) and the security of the data collected.

The rare people who declare resistance to connected devices (4% of French, 8% of American and 1% of Chinese surveyed), do not see the usefulness of connected devices and fear that equipment cost could be too high.

One market, many uses: Legrand listens to local expectations



(Legend: China, France, USA)

The study also points to a genuine interest on the part of individuals for:

- Voice control of home equipment, for more than ¾ of the French population (77%);
- Control and remote programming of home equipment, in all 3 countries, with very high interest in China (92%) and France (79%);

- The use of facial recognition functions to authorize home access: in China this reaps genuine enthusiasm (92%). Interest is also significant in France (65%) and in the United States (67%);
- Identification and creation of scenarios: French and American consumers express interest in these functions. The Chinese are particularly interested.

In commercial buildings, the different uses of connected devices generate a strong interest with people surveyed in China and France. These results reveal an underlying trend: connected equipment knows no boundaries as it accompanies users on a daily basis, at home as well as at the workplace.

For more information about Legrand at CES 2019, see our complete media kit and visuals available for download:

[Download the Media kit](#)

Attending CES? If you wish to find out more about Legrand's participation at the CES and our existing partnerships, feel free to call in at our booth: Sands, Halls A-D - 41142 (Smart Home Marketplace).

For any additional information, please contact the press team:

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ABOUT LEGRAND

Legrand is the global specialist in electrical and digital building infrastructures. Its comprehensive offering of solutions for commercial, industrial and residential markets around the world, along with well-known brands including Legrand, BTicino and Cablofil, makes it a benchmark for customers worldwide. Drawing on an approach that involves all teams and stakeholders, Legrand is pursuing its strategy of profitable and sustainable growth driven by acquisitions and innovation, with a steady flow of new offerings—including Eliot* connected products with enhanced value in use. Legrand reported sales of more than €5.5 billion in 2017. The company is listed on Euronext Paris and is notably a component stock of the CAC 40 index. (ISIN code FR0010307819).

www.legrand.com

*ABOUT ELIOT



Eliot is a program launched in 2015 by Legrand to speed up deployment of the Internet of Things in its offering. A result of the group's innovation strategy, Eliot aims to develop connected and interoperable solutions that deliver lasting benefits to private individual users and professionals.

<https://www.legrand.com/en/group/eliot-legrands-connected-objects-program.html>