

This presentation was live at:



Smart Buildings

SHOW

18-19 October 2023 • ExCel London

SAMSUNG

Changing consumer demand for smart homes & why you should be investing in building them



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Europe & UK, Samsung Electronics

SAMSUNG PROPRIETARY AND CONFIDENTIAL

Samsung's role in the construction industry

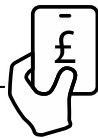
Future-proofing living spaces to deliver innovative technology, energy-efficiency and smarter living to new homes



We know buyers and renters care about three things



Energy
efficiency



Money
saving



Smart
technology,
connected
products
& solutions



Introducing the **Smart Home Buyers Index** from Samsung



Smart Home Buyers Index

What are consumers looking for in the build of their next homes?

Our research reveals smart home technology trends that developers need to address.

[Read now](#) ➤

Energy efficiency



56%

believe smart homes will save them money

71%

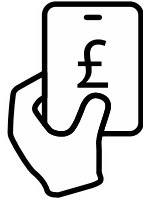
say energy efficiency is a key factor when considering a smart home

84%

say saving money on bills is an important purchase consideration



Commercial value



+6.5%

the house value premium consumers will pay for smart tech in a home



smart meters, tumble dryer heat pumps and heat pumps are the top smart tech on people's lists

30%

say saving money on bills is an important purchase consideration



Attracting a Gen Z buyer



55%

the number of people who say the most common reason for wanting a new build is they are 'designed for modern life'

38%

of 18 - 24-year-olds want their next home to be a smart home (vs 9% of over 64-year-olds)



Our Partnerships

Our Partnerships

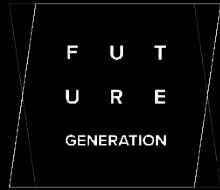


Our Partnerships

MODA



Our Partnerships



southern
grove



Our Partnerships

LONDON LAND
GROUP



Our Partnerships



ABB



British
Land



CA
VENTURES



Citra LLOYDS
BANKING GROUP



CORDIA
BLACKSWAN



CORTLAND



COURT
COLLABORATION



COUNTRYSIDE
Places People Love



dandi



Legal &
General
HOMES



MODA



OWL
HOMES



Quinn
Estates



QUINTAIN



REDROW



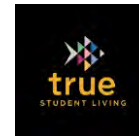
REUBEN FOUNDATION



S-PROPERTY GROUP
SERENDIPITY



southern
grove



true
STUDENT LIVING



UNIBAIL-RODAMCO-WESTFIELD

Samsung & ABB

Collaborative Smart Home Offering

One App Smart Home Solution

Whole Home Control

SmartThings

Convenient use of appliances and IoT devices

Samsung Appliances



Refrigerator



Dishwasher



Oven



Induction Cook Top



Hood



Sensor



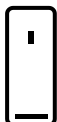
Lighting



Air monitor



EHS



Air Dresser



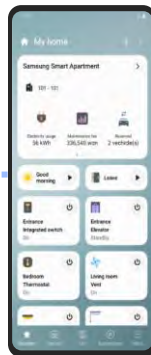
Air cleaner



Washer/Dryer

IoT Devices

SmartThings App



Wall pad

ABB

Integrated control service for devices at home and communal area

Home automation devices



Light



Blinds



Door lock



Elevator



Notices



Delivery service



Absence visitors



Switch



Household weather station



Heating



Motion sensor



Vehicle Information



Energy usage

SmartThings Energy

Whole-Home Monitoring



AI Energy Saving Mode



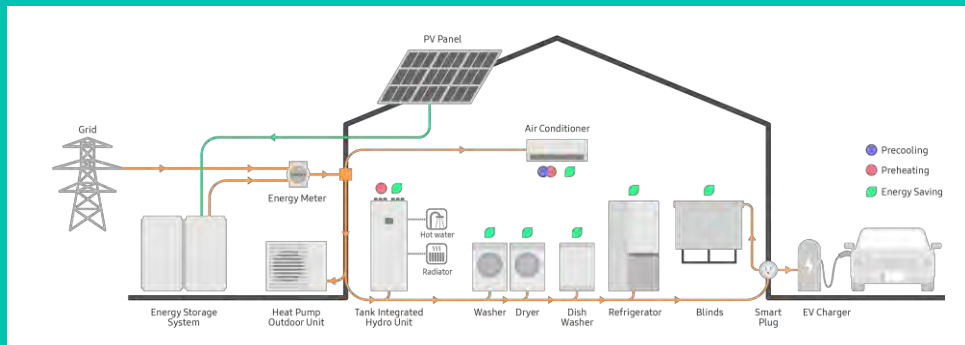
Smarthome Automations



PV Production & Storage



Analysis, Reporting & Notifications



EV Charging



Learn more



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www.samsung.com/uk/construction

Thank you



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We look forward to seeing you in 2024