



John Robertson, CEO, HomeEXCEPT.com

Topic: Home Automation and the Silver Tsunami

Presented to the CKCA Regional event in Halifax, September 23, 2019.

- To coin a phrase “Silver Tsunami” it is estimated that 15-18% of the population is over 60 years of age
- By 2030 that will shift to 25% over the age of 65 in Atlantic Canada
- People are living longer, better medicine, with multiple medical conditions
- No senior ever said they want to live in a seniors home, they ALL want to live at home!
- That means modified kitchen/bathrooms etc. and these are in high demand
- This presents an opportunity for kitchen cabinet manufacturers!
- The term is called “Aging in place” (check out the organization AARP)
- The Internet of Things (IOT) is impacting everything and everything is getting smarter
- AI is becoming more mainstream
- Integrating sensors into homes is trending
- Everything is moving to a monthly fee
- Situational awareness is a safety, insurance and peace of mind thing
- Sensors can pre-empt to prevent incidents
- John encourages manufacturers to consider these types of product offerings – smart technology
- Creates regular revenue, continues the relationship with the client who is aging comfortably in their home
- Age safely – do they prepare meals safely?
- Look at all the different patterns of life
- This is the next thing, people won’t just want a new kitchen, they will want a smart new kitchen
- Machine data is amazing and it takes care of all these things

