From Connectivity to Intelligent Value Creation

KASH 한국AI스마트홈산업협회
Korea Association of AI Smart Home

Home Connectivity Alliance

HCA



Home Connectivity Alliance

Dedicated to long life appliances, HVAC, and related services in the home

AX/DX Era

1. Connectivity = access to data
2. AI converts data into intelligence, automation, prediction

HCA's role in the AI era is to enable trust, governance, and ecosystem coordination.

1. Industry Is Entering a New Phase

From Connected Devices to Intelligent Ecosystems.

- The first phase was connecting devices
- The next phase is extracting meaningful value from connected environments

Expectation: Simplicity, Savings, Safety, Sustainability

2. Appliances in the AI Era

Large appliances are uniquely positioned to become trusted AI-enabled infrastructure inside the home.

Utility, Long lifecycle = Continuity of intelligence

The value is not in “smart devices”. The value is in long term operational intelligence.

3. Evolving Role of HCA

Fragmented ecosystems cannot scale trusted intelligence. 3 evolving stages...

1. Device interoperability: Connecting products
2. Ecosystem coordination: Connecting industries
3. Intelligence orchestration: Scalable AI services

HCA must help address trusted data collaboration.

4. AX Requires Alliance to Alliance Collaboration

AI driven ecosystems are too interconnected for any one company or alliance to solve independently. HCA aims to collaborate with:

Energy ecosystems, Smart building alliances, Insurance industry, AI governance and cybersecurity groups, Public sector and regulators

Collaboration reduces fragmentation and accelerates trusted innovation.

5. Creating Responsible, AI Enabled Consumer Value

The future opportunity is trusted, intelligent ecosystems that improve everyday life.

- Create meaningful consumer outcomes
- Accelerate trusted AI adoption
- Enable responsible data collaboration
- Unlock new service opportunities for long term ecosystem growth

Consumers will not adopt AI because it is advanced. They will adopt it because it’s useful, trusted, and invisible.