



# TQ

THE  
QUINTESSENCE

## *of Building Automation*

The Knowledge Magazine from EBV Elektronik

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building automation

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# On the Threshold of the Mass Market

The search for cost-effective commercial property solutions and the increasing desire for comfort, safety and energy-saving is currently driving forward a technology which has in fact already been on the market for 30 years or more: *building automation*.

The increased interest is at present still being reflected fairly marginally in terms of concrete figures – according to the VDMA plant and machinery manufacturers' association building automation sales in Germany have for years been relatively constant at around 1.1 billion Euro – but that needs to be seen against the collapse in the European construction industry. New-build projects, in particular, have seen significant declines.

A stabilising factor amidst the turmoil, however, is the increasing activity in the renovation sector. Here new technologies such as power-line and wireless systems are enabling old buildings to be brought up to the state of the art at low cost. Building automation is also a major factor in helping reduce energy consumption – without imposing any restrictions in terms of comfort, safety or reliability. Moreover, the current debate surrounding the life-cycle costs of buildings is causing property owners and facility managers to focus more closely on building automation. Building automation not only cuts oper-



ating costs; the high flexibility it offers also helps maintain property values over many years.

In the residential sector, *home automation* is likely to break through the threshold to the mass market when automation solutions are actively targeted at property owners. Industry experts worldwide are forecasting continuous growth. According to market research by electronics.ca publications, the global home automation market will be worth around 2.4 billion US Dollars by 2010.

One of the key issues in terms of increased acceptance of building automation is cost. Only vendors offering value-for-money automation solutions will achieve success on the market. Efficient development processes and use of reliable, low-cost electronic components will be vital in enabling building automation to cross the threshold to the mass market.

We would like to take this opportunity to wish you every success in your undertakings – and we very much hope EBV can be of help along the way!

Slobodan Puljarevic  
President & CEO, EBV Elektronik



# Editorial

## *Dear Reader,*

"A house is a machine for living in". That maxim was stated in 1921 by Swiss star architect Le Corbusier, in full awareness of the fact that it would not be met with appreciation by many of his colleagues in the profession. The cold, heartless concept of the machine was apparently in flat contradiction of the well-being normally associated with the home. Yet analysing Le Corbusier's comments more carefully reveals what he was trying to express: After all, what is the function of a machine? It is supposed to free people from the constraints of work. Applied to architecture, the object of a house is to enable the human function of living in an economical, energy-saving and efficient way – just like a machine tool seeks to rationalise the production function. As in manufacturing industry, attempts are continuously being made to make this "machine for living in" ever more efficient. That is being achieved, in both instances, by increasing automation.

This latest issue of our knowledge magazine sets out the benefits of building automation both for the home and for industrial, commercial and other public utility buildings. From a domestic attic extension to the German parliament building – we report on how automation is helping to save energy, improve usability and enhance security and comfort in a number of realised applications. In our now traditional round-table discussion, we have for this issue once again invited highcalibre experts, who debate the trends in building automation and what preconditions must be met in order to turn the „house machine“ into a dynamic system meeting all the requirements of the future.

I very much hope you enjoy reading our magazine. As ever, I look forward to receiving your feedback. Because "The Quintessence" is intended for you – our readers and customers! Your feedback, whether in the form of suggested topics for us to cover, criticism or queries relating to the content, will help us continue developing the magazine. You can contact me at [bernd.schlemmer@ebv.com](mailto:bernd.schlemmer@ebv.com).

Best regards,

A handwritten signature in blue ink, appearing to read 'Schlemmer', written in a cursive style.

Bernd Schlemmer  
Director of Communications, EBV Elektronik

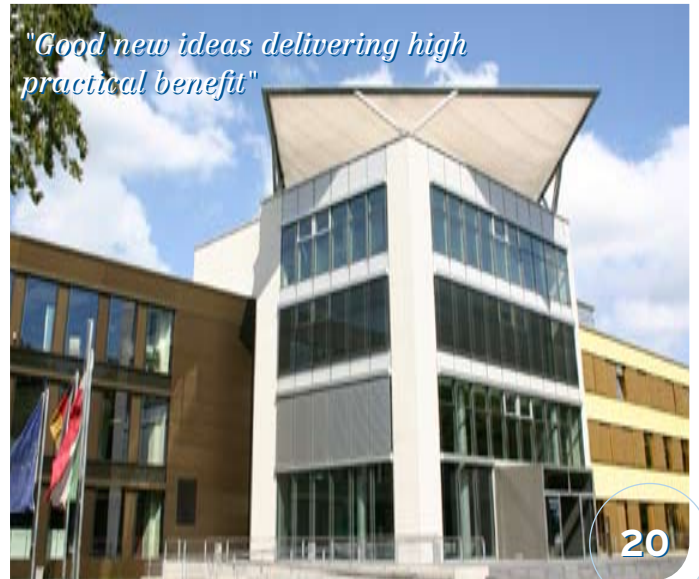
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