The Value of Tagging in Building Automation in Europe

Chris Irwin and Alex Rohweder

(J2 Innovations)

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Europe – more people, less space and older

- Population

- Land area

- Age of buildings
  - Many more older buildings in Europe

367M people

743M people

North America

Europe

10M sq miles

4.5M sq miles

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- **27** countries in the European Union

- **44** countries in all of Europe

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24 official languages just in the EU

90+ languages across Europe

250+ including dialects

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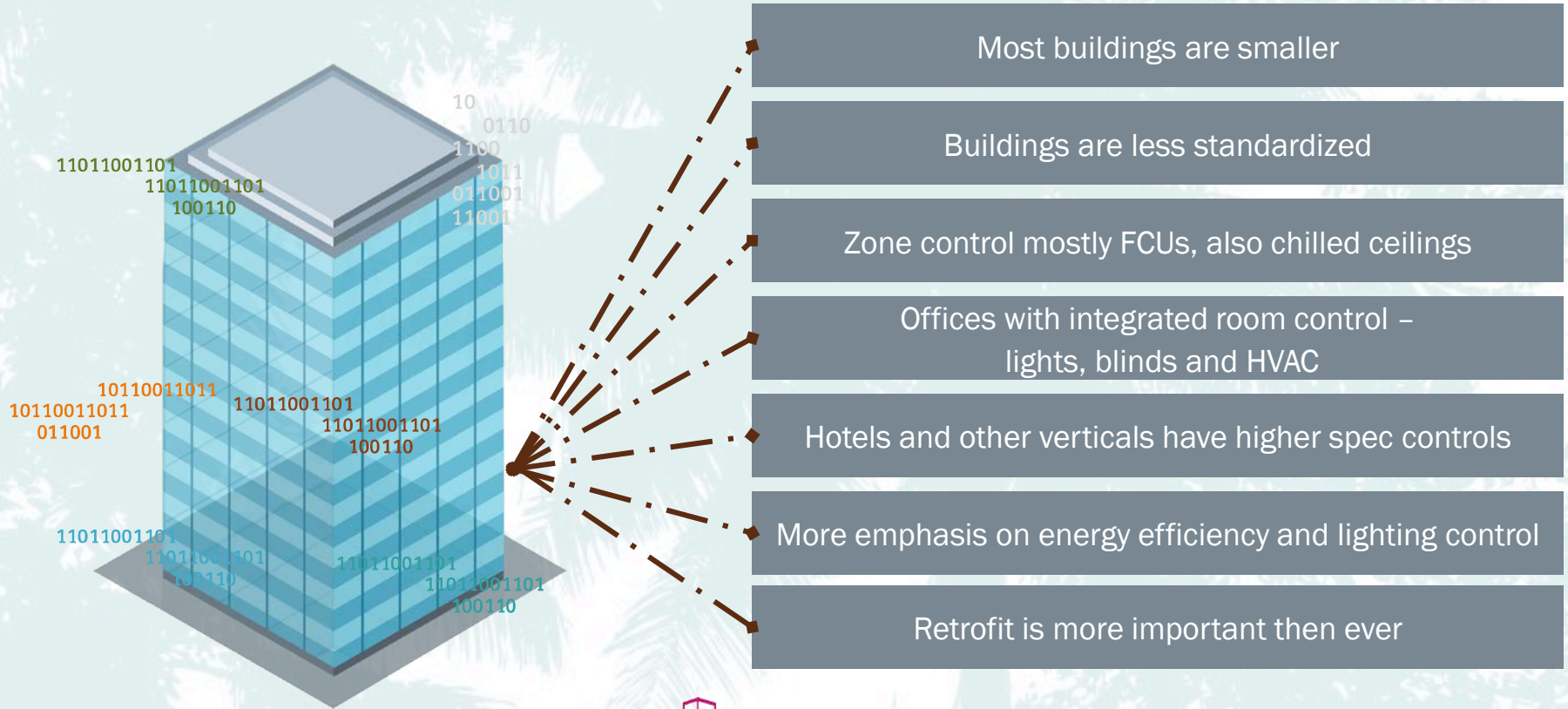Smart Data. Smart Devices. Smart Buildings. Smart Business.

Europe is not Europe, it's diverse

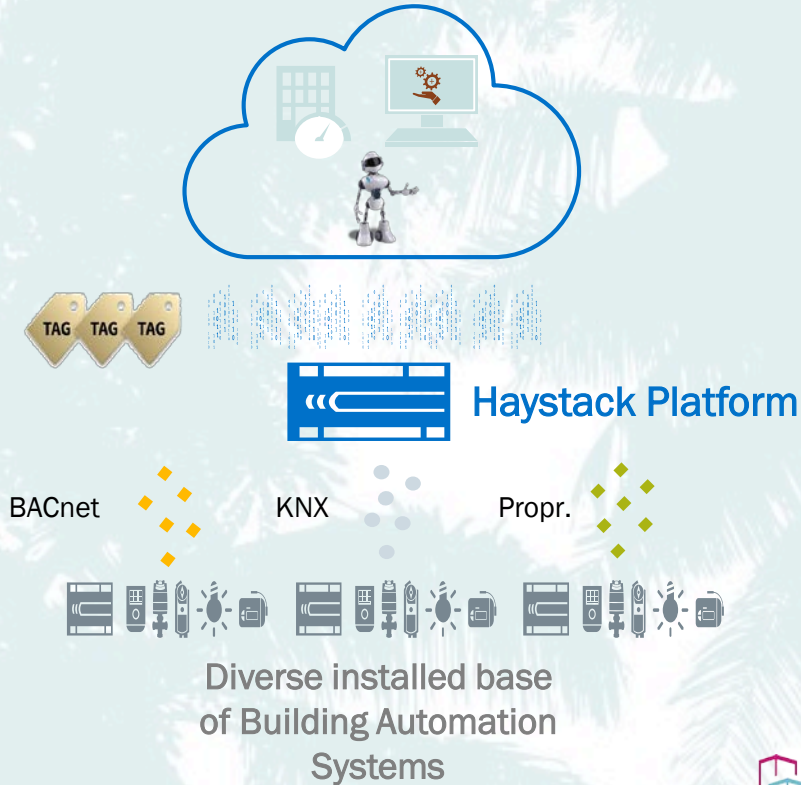- ## Markets are different
  - varying climates
  - many different traditional ways of working
  - different specification and tendering processes
  - different rates of BIM adoption
  - many automation and other systems manufacturers

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Buildings are different from US market

- Most buildings are smaller
- Buildings are less standardized
- Zone control mostly FCUs, also chilled ceilings
- Offices with integrated room control – lights, blinds and HVAC
- Hotels and other verticals have higher spec controls
- More emphasis on energy efficiency and lighting control
- Retrofit is more important then ever

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Installed base drives Haystack need

Haystack Platform

BACnet   KNX   Propr.

Diverse installed base
of Building Automation
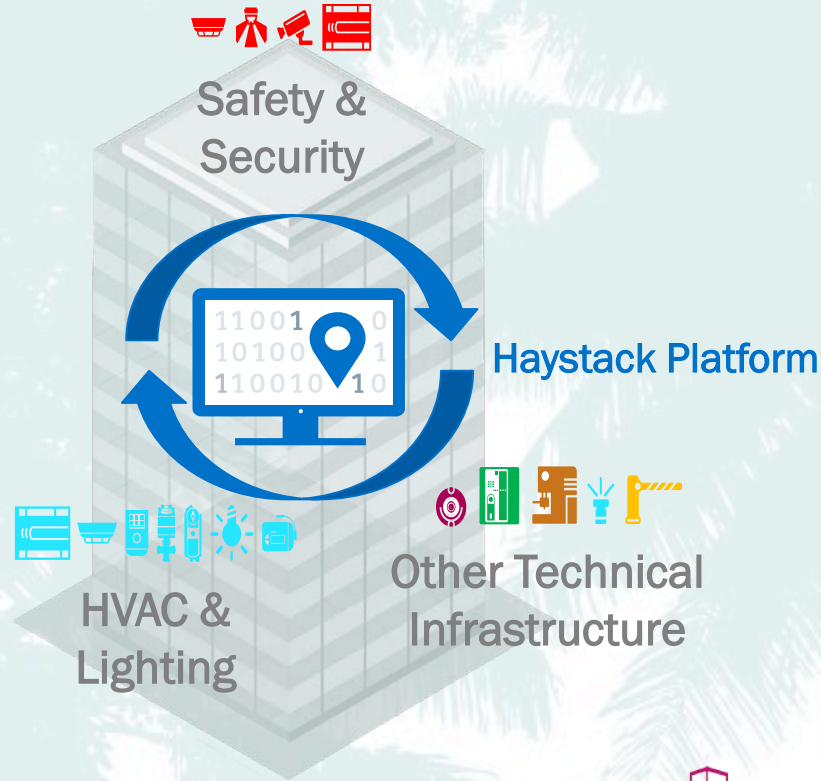Systems

- **Many different vendor systems:** Europe with incredible diversity in its installed based, hundreds of different open and proprietary protocols

- **Cloud applications on the rise:** Optimize particularly installed base with latest software in energy mgmt, maintenance, smart space. Retrofit is king

- **Need for IoT and multi-site integration:** Haystack to overcome the deficits of traditional protocols for IoT and enterprise

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Haystack the answer for multi-discipline

Safety & Security

Haystack Platform

HVAC & Lighting

Other Technical Infrastructure

- **Multi-Discipline on the rise in many EU countries:** Requirement to integrate disciplines is increasing heavily

- **No common language:** Attempts of existing discipline centric protocols to open for other disciplines in many ways failed

- **Haystack can be the answer:** More abstract discipline agnostic integration through tagging enough for most use cases

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So many players and standards

- Many different standards

- New trends evolving:
  Cloud, IoT, multi-discpline

- Consolidation and evolution is essential:
  Haystack can be at the forefront, also in Europe

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Several levers to move Haystack forward

i.   **Manufacturers need to start driving the standard into EU**

ii. Important to work with existing open standards

iii. Haystack needs to make it even more transparent for Europeans how the standard is evolving

iv. Standard needs to integrate European specifics

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Haystack in Europe

- ## KNX Alliance
  - mostly lighting control, but also HVAC, shading and door access

470 KNX Members
8000 Products
470 KNX Training Centres
83000 KNX Partners
190 Countries

Join us
www.knx.org

KNX

Haystack in Europe

- DALI Digital Illumination Interface Alliance - www.digitalilluminationinterface.org/dali/

  – 24 regular members + 123 associate members

  – Specifically focused on lighting control

Regular Members (24)

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Haystack in Europe

- **Meter-Bus wired and wireless** - https://en.wikipedia.org/wiki/Meter-Bus
  - specifically for gas and electricity and heat metering
- **DLMS – smart metering focused** www.dlms.com/dlms-cosem/international-standardization

DLMS UA KEY FIGURES

300+
Members

60+
Countries

1 000+
Certified meter types

SEE THE LIST OF OUR MEMBERS →

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Haystack in Europe

- ## LoRa Alliance
  - over 500 members spread across multiple verticals

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Questions?

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