**why CHOOSE INTELLIGENT BUILDING**

* **Reduce Resource Consumption**

Legislation , environmental concern and cost awareness suggest that resources should be used even in private homes. Homes and building technology offers tremendous potential savings through intelligent control. Partial measures such as ventilation – on demand achieve saving in operating costs of up to 70% in this area. Load management, the main function of which is to cap energy consumption peaks, achieve financial savings of up to 50%. Home technology for example already meet the requirement for automating buildings. The relevant technology has been used in purpose built construction for a long time. To date installation cost in these special construction, have not played the significance role because operating the system was the real cost factor. This situation is now changing, in part brought about by advance service concept (facilities management).

Ultimately, a large dynamic consumer market will emerge. For example the market for wireless high- frequency supported modules for home security systems is expected to grow from the 100000 unit in 2000 to over 5 million units by 2003. A Europe wide ESPRIT has estimated the market volume for new home system in connection with telecommunication application at 15 milions Euro per year. Affordable package solutions for the home can only be achieved with micro system technologies. Miniaturization is an important step in this direction. It will, for example, be difficult to sell solutions if their components cannot be accommodate in a wall socket of light switch. In some area, such as, individual room temperature control this already be achieved.

* **Optimized Convenience and More Comfort**

Apart from minimizing consumption cost, private home owner will be interested in higher levels of convenience, safety and security. The main applications will be as follows :

1. Energy management ( load management, tariff management, telemetrics.
2. A health living environment ( heating and ventilating control as well as air conditioning and in the future air quality management. )
3. Personal safety and security ( emergency call, health monitoring, children rooms observation
4. Technical safety( fire flooding )
5. Increased convenience level ( networking and smart household appliances ).
6. Entertainment ( interactivity from audio and video to hobby tools and toy.

* **Overlook aesthetic considerations**

‘Intelligence’ when applied to buildings is assumed to refer to function. An intelligent building meets the needs of all of its stakeholders. It is easy to overlook aesthetic considerations, but those too should be part of the needs. The Basilica in Lille is an outstanding example, where the building has evolved over more than 100 years and the final stage, the west front, is a masterful construction in stainless steel, marble and glass that blends beautifully with the rest. The building’s aesthetics reinforce its function; it encourages worship. The west front also epitomizes Frank Lloyd Wright’s concept of ‘appropriate to its time’. Compare this with the practice of setting aside a small percentage of the budget for a public building for art. Several European countries have ugly steel bridges with, bolted on half way across, a platform for a challenging and thought-provoking statue. Aesthetics should not be (in that case literally) a bolt-on, they are an intrinsic part of the design.