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MODERN TECHNOLOGIES FOR “SMART HOUSE” AND THEIR PRACTICAL USE

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"Smart House" is not only system with artificial intelligence and it is not just attribute of some **superhero** movies. It is a residential house of modern type with automatic and high-tech devices. Also, "Smart House" is not only villa crammed with electronics, but it also can be a flat. So, "Smart apartment" also is a "Smart House".

Currently, many companies use similar technology. For example, Siemens, General Electric, Microsoft, Google, Apple, etc.

With smart house you can interact with 1) heating, ventilation and air conditioning; 2) Lighting; 3) System power the building; 4) Security system.

ACCESSIBILITY. In recent years there are two trends. First, intelligent solutions for home are becoming more flexible and versatile. Secondly, they are cheaper. Now complete system can be done from 2000 euros.

Installation. Installation is made by specialists. They work with many companies, so it allows you to choose the system which is optimal for the task. But this applies only to construction projects from scratch. We can make a smart house and the apartment, where **REPAIR** was done many years ago. There are no common standards on the subject, as there is no instruction, so everyone can build a smart home just the way he wants.

Thanks to “smart technologies” you can manage the brightness, color, certain time of stopping and so on. All you can do from your smartphone or special control panel.

Conclusion! Thanks to the "smart house" various subsystems begin to work in harmony, there is the concept of "script" when pressing the button, is followed by a certain set of actions. As a result you get comfort, safety and energy saving. And also with the correct formulation of the problem, you can get its simple solution.

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THE MAGIC OF BEHAVIOURAL ECONOMICS

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Mykytchuk R. Human beings are not always as rational or logical as traditional models might suggest: we make mental shortcuts. Behavioural Economics shines a light on such mental shortcuts and the psychology of decision-making. Understanding the principles of Behavioural Economics provides both valuable insights and a strong competitive advantage to those firms and individuals who embrace it, whether in executive decision-making Investment, sales, marketing or in society at large.

What’s it all about? Traditional economic models assume that people are always rational decision makers who fully analyse data and act logically. Behavioural economics is important because it disputes this and therefore relates to real people in the real world.

The importance of psychology. Human beings have an instinctive, hard-wired reactive way of thinking, as well as a more recently evolved rational, analytical side – what Nobel Prize winner, Daniel Kahneman, calls System 1 and System 2. We all like to think that we are constantly using System 2. But the hard-wired, emotive and unconscious System 1 can never be switched off and we accordingly rely on it far more than we believe. This can sometimes lead investors and savers to make