



## White Paper

# Object-Specific Protection: The Untapped Market in Home Security (2025)

## Executive Summary

Home security systems have always focused on keeping intruders out and, more recently, detecting them once inside. Yet the assets that actually cause financial loss and personal distress—fine art, jewelry, memorabilia, collectibles, antiques, and other stationary valuables—often remain unprotected during the daytime, when upwards of 40% of home theft occurs. Conventional systems are commonly disarmed or set to perimeter-only “stay” modes while people are home, leaving assets exposed to grab-and-run theft and insider risk. If perimeter security is penetrated, in many cases nothing stands between a thief and the valuables.

Object-specific protection—wireless sensors that monitor the *movement of individual objects*—closes this gap by staying armed 24/7 and triggering an immediate alert at the earliest possible moment--when an asset is tampered with or moved. Sensing and reporting movement is critical since no technology is effective for tracking objects once they leave the premises.

This paper quantifies the size and potential of this under-served market in U.S. homes, explains why traditional intrusion technologies are insufficient, and highlights Art Guard’s patented Magnetic Asset Protection (MAP) sensors as a proven, museum-grade solution for high-value residential collections and stationary assets.

## Key Takeaways

- 47% of U.S. households now have some form of security solution or smart-home platform. The installed base and the security industry are ready for an object-specific add-on.
- Recovery rates for stolen art and valuables remain low and property crime still represents substantial loss. Preventing the *movement* of valuables—not just perimeter breach—matters.
- The core value proposition of home security is no longer just about emergency response. It's about home awareness and empowering households with knowledge and control for peace of mind.
- Object-specific sensing is a distinct, complementary layer that reduces risk during the majority of the day when conventional systems are off or interior zones are bypassed.

- The opportunity spans high-net-worth (HNW) collectors, mass-affluent households with expensive assets, and any home that displays art or collectibles.
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## Limitations of Conventional Security Systems

### The Blind Spot

- **Door/window contacts** and **glass breaks** detect entry, not movement of specific items.
  - **Motion detectors** watch rooms, not objects. They are purposely disabled in “stay” or “night” modes to avoid false alarms while occupants move about.
  - **Internal cameras** can record an incident but the response is after the fact. Newer VMD technology in cameras that reports movement is disabled in homes when occupied.
  - **The consequence** is that during the day interior zones are bypassed and only the perimeter remains armed, meaning valuables are unprotected if handled by someone already inside for legitimate reasons (staff, contractors, guests and family)—or by an intruder who defeats the perimeter. Portable items can be removed quickly or concealed and secreted out later. Recovery rates for property crimes remain chronically low—3-5% for fine art (*FBI, Claims Journal*) and as low as 1.5% for smaller assets (*Art Loss Register*). Prevention at the object level is the practical remedy.
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## What Is Object-Specific Protection?

**Definition.** An always-on layer of security that directly monitors the *individual valuable item*—not the room it sits in—using discreet sensors or Video Motion Detection (VMD) enhanced with AI that trigger an alert the moment an asset is lifted, tilted, or moved.

**A complement to intrusion systems.** Object-specific protection runs continuously, independent of arm/disarm status, and can integrate with the panel, central station, and mobile notifications. It can be partitioned as a 24-hour alarm into most standard panels and systems. Or it can be installed as a completely “separate point of failure”, a dedicated system that is armed 24/7, regardless of the state of the main security, as recommended by art security experts. It reduces false alarms by alerting *only* when an asset is handled, and it works equally well with or without a full perimeter system.

**Where it's used.** Museums, galleries, private residences, historic houses, libraries, corporate collections, hotels and houses of worship.

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## Market Size: How Big Is the Untapped Residential Opportunity?

Below are three complementary sizing views using current, publicly available market indicators and clear assumptions. Values are directional to frame the opportunity and channel strategy.

### 2024–2025 data

- **U.S. Households with a security solution:** Of the 132.6M HH approximately 47%, or 62M, have either a traditional system or some form of security device(s) in a home automation system. Total U.S. Residential Security Market (2024): \$19 billion (*Statista, Parks Associates*)
- **Global art sales (2024):** Of the \$57.5B the U.S. remains the largest market by share (>40%), indicating a deep pool of in-home art assets. (*Deloitte Art & Finance, Art Basel U.S.*)
- **Art and Collectibles Market in the U.S.** (Residential Holdings): \$1.5 trillion+ in private collections (*UBS Art Basel Report, Deloitte*)
- **Estimated Penetration of Object-Specific Protection:** Less than 2% (indicative of an early-stage opportunity).
- **Alarm systems for valuables:** 26% of system owners purchase because they have a large number of valuable items in the home. (*SafeHome.org, 2025*)
- **HNW households (2024):** >8 million in the U.S., a concentrated early-adopter segment for premium home asset security. (*Investopedia / Capgemini Data*)
- **Estimated market value for object-specific protection:** \$204.21 million in 2025 growing to \$414.2 million by 2032 at CAGR of 9.17%. (*Verified Market Research*)

### TAM by Channel

According to SafeHome.org and Consumer Affairs in 2025 94M, U.S. HH, or 72%, have at least one form of security, although no accurate data exists on exactly how that is broken down into traditional systems, home automation systems and stand-alone security devices, for example Ring.

1. **Security-channel TAM** (upsell to monitored security households):
  - Base: >30M monitored homes (*Berg Insight*)
  - If 10–30% have display-worthy valuables they want to protect individually, addressable homes = **>3–9M HH**.
2. **Smart-home TAM** (upsell via hubs/integrators/retail):
  - Base: >29M smart-home HH (*Market-Xcel.com*)
  - If 8–20% have display-worthy valuables and interest in add-on sensors, addressable homes = **>2.3–5.8M HH**
3. **Collector/HNW TAM** (direct via specialty installers and insurers):
  - Base: ~16M HNW households.
  - If 25–60% actively display art/antiques/collectibles, addressable homes = **2.0–4.8M HH**.

**Conclusion:** Even with conservative filters, overlapping channels indicate a **multi-million-home** addressable market today in the U.S. The installed base of security and smart-home systems provides ready distribution without needing to create an entirely new category from scratch.

## Revenue potential (conservative)

Assumptions for illustration only: average **4–8 protected objects per home**; blended **\$200–\$400 per object** (hardware + integration + support).

- At 1M adopting homes × 6 sensors/home × \$300: **~\$1.8B** in one-time device revenue, plus RMR opportunities (monitoring, battery/health checks, premium service tiers).
- At 3M adopting homes: **~\$5.4B** device revenue, excluding services and international.

Even modest penetration across existing security and smart-home customers yields a **multi-billion-dollar** category potential, a significant addition to perimeter/motion and camera sales.

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## Customer Segments & Use Cases

- **Museum-grade private collectors and HNW households.** Paintings, sculpture, tapestries, memorabilia, antiques, rare books, collectibles and jewelry need discreet, conservation-safe, always-on protection that integrates with existing systems or stands alone with professional monitoring.
- **Mass-affluent homes.** One to several items of high sentimental or financial value: art, engagement rings, heirloom jewelry, signed memorabilia, small antiques, designer handbags, rare spirits. Desire app visibility and immediate text/call alerts.
- **Insurance-driven installs.** Homes with scheduled personal property riders or brokers who wish to reduce risk with verifiable preventive controls; potential discounts or incentive programs.
- **Special situations.** Homes with domestic staff or contractors, short-term rentals with displayed art/collectibles, show homes, or properties open to events where interior motion cannot be armed.

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## Technology Landscape

- **Wireless Sensors:** Detect motion, tilt and vibration with limitations based on size and configuration of the protected object
- **RFID:** Detects movement of an object within the confines of the space using passive sensors and strategically located readers. Used largely for tracking and inventory, tilt sensors can be incorporated into systems for hanging works.
- **Cameras:** Newer camera VMD technologies go beyond displaying a live scene and recording events to creating an invisible curtain around or in front of an object to alert

upon any penetration of the curtain. With applications primarily confined to museums, these are difficult to deploy in homes.

- **Cloud Integration & Notifications:** Instant alerts via app or control platform is now more universally applied to any system for convenience and broader communications.
  - **Analytics & Redundancy:** Data logs can validate provenance and historical movement, but have no application in detecting immediate movement.
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## Our Experience in “Object-Specific Security”

To address the market for protection Art Guard developed **Magnetic Asset Protection (MAP)**, a patented, wireless, object-specific sensor platform designed expressly to protect stationary valuables from tampering and unauthorized movement.

- **How it works.** A tiny rare-earth magnet is discreetly placed in or on the asset. The MAP sensor, placed in close proximity, detects *any* displacement of the magnet when the object is touched, lifted, or tilted, triggering an alert. MAP is not a reed switch so the separation between magnet and sensor is dictated by magnet size, giving rise to enormous flexibility of sensor placement—on, in or behind walls and in or underneath a supporting surface—and the ability to protect almost any stationary object, regardless of size.
- **What it protects.** Both **hanging** and **seated** objects in nearly any situation.
- **Always on.** Runs independent of perimeter arm/disarm state so protection continues during daytime and occupied hours.
- **Integration.** Offering multiple, industry-friendly, security protocols, MAP integrates with the leading control panels and access controls and can also be deployed as a completely dedicated, self-contained system for homes with or without extensive intrusion systems.
- **Conservation-safe & discreet.** Only a small magnet contacts the asset and can be positioned in a variety of ways to eliminate any chance of affecting the surface of the piece.
- **Proven.** Adopted by museums, galleries and prominent private collectors; supported by security trade coverage and insurer programs throughout the world.

**What sets MAP apart:** *No other means of protection of stationary objects is as easy to apply, as flexible in its applications, as comprehensive in its coverage of nearly all physical assets and as universal in its integration.*

**A truly comprehensive solution:** In addition to painted and sculptural masterpieces, MAP has secured:

- **comic books** on display for Warner Bros. Museum and rare books in numerous libraries by resting a flat magnet between the pages and placing a sensor behind the display.
- **costumes** for the Academy of Motion Pictures by sewing a magnet to the inside of the fabric and affixing a sensor on the form.

- **a diamond tiara from the UK Royal Family** for Sotheby's Auction House by affixing a tiny magnet with rice paste to the tiara and placing a sensor in the pillow on which it rested.
- **Thos. Jefferson's copy of the Declaration of Independence** by placing two opposing tiny magnets, back and front, protected from the document with pieces of inert velum and placing a sensor beneath the supporting surface.
- **classic cars** on display with magnets on the inside of the tires and sensors resting nearby.
- **a rare vase** in the Rubin Museum by inserting the magnet into a piece of styrofoam and resting it in the vase with a sensor under the ornamental platform.

**Benefits to the industry:** MAP creates a new, sticky attachment point for RMR (object monitoring health, battery status, supervised zones) and increases customer lifetime value while materially reducing loss risk for insurers and clients.

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## Why This Category Is Ripe

- **Installed base ready to upsell.** Tens of millions of households already engage with security and smart-home ecosystems, creating a low-friction add-on pathway.
  - **Persistent loss risk.** Property crime remains significant and recovery is uncertain. Object-level prevention is the earliest, most reliable intervention.
  - **Daytime vulnerability.** Occupied hours require perimeter-only or disarmed states; object-specific sensors stay armed without disrupting daily life.
  - **Consumer awareness.** Pointing out obvious vulnerabilities relative to concealment portability and blind spots.
  - **Insurer alignment.** Underwriters increasingly favor preventive controls and have piloted incentive programs that encourage object-level protection.
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## Go-to-Market Recommendations

1. **Security dealers and integrators bundle & upsell.** Offer MAP-based object protection packages as a standard line item in proposals for monitored systems and panel upgrades.
2. **Partner with insurers and brokers.** Co-market risk reduction with scheduled-property riders; explore premium credits or installation rebates tied to verified deployments.
3. **Targeted affluent geographies.** Focus on ZIP codes with high concentrations of HNW households and active art markets (top metro art hubs).
4. **Smart-home channels.** Train premium custom-install (CI) and design/build partners to spec object protection alongside lighting, shades, and AV—especially where cameras are not suitable.
5. **Customer education.** Demonstrate the difference: *Perimeter breach vs. object movement.* Use simple trials on a single high-value item to seed broader adoption.
6. **Service tiers.** Monetize health checks, battery replacement, location audits, and app-based asset inventories; integrate with photo documentation for claims readiness.

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## Implementation Best Practices (Homes)

- **Asset survey.** Identify 3–10 top-priority items by value, portability, and visibility.
  - **Sensor placement.** Position MAP sensors with line-of-sight to the affixed magnet (within specified range); test for lift/tilt triggers.
  - **Modes & notifications.** Configure local siren options, silent alerts, and escalation (text, call, central-station) appropriate to occupancy and risk tolerance.
  - **Maintenance.** Enroll device health monitoring; schedule periodic walk-tests and battery replacement cycles.
  - **Privacy & aesthetics.** Favor discreet placement and conservation-approved adhesives; maintain records for insurers.
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## Risk, Compliance & Conservation Notes

- **False alarm minimization.** Because alerts trigger only on object movement, nuisance alarms are rare compared with room-level motion.
  - **Conservation.** Use reversible adhesives and avoid direct sensor contact with artworks when conservation standards require it.
  - **Integration security.** Follow panel and network best practices; supervise zones and audit logs for tamper or jamming attempts; keep firmware current.
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## Conclusion

The home security industry has an immediate, high-margin growth vector in **object-specific protection**. Exposure to an increasing number of touch points that satisfy consumers' appetite for convenience and security will continue to place demands on the security and home automation industries to recognize opportunities. The need is clear, the distribution is ready, and the technology is proven. By adding MAP-style object sensors to every premium residential proposal—and by partnering with insurers and the smart-home channel—dealers and monitoring providers can unlock a multi-billion-dollar category while materially improving outcomes for clients who care most about the items they live with and love.

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