



February 13, 2018

## KB Home Earns TechHome Brilliance Award for Its KB Home ProjeKt House

**KB Home's innovative *KB ProjeKt*® reimagined the home of the future**

LOS ANGELES--(BUSINESS WIRE)-- KB Home (NYSE:KBH) today announced that its ***KB ProjeKt*** concept home built for the Greenbuild Conference in Los Angeles received a 2017 TechHome Brilliance Award. Entering in the Starter Homes category, KB Home identified how many of the concepts explored in the KB ProjeKt would benefit first-time homebuyers by maximizing a home's efficiency, performance, flexibility, and functionality within a relatively small footprint, which can reduce costs.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20180213005601/en/>

Looking to the future of home life in 2020 and 2050, the ***KB ProjeKt*** explored innovative themes and ideas of sustainability, smart-home technology, flexible living space, wellness, and security. It featured a mix of both imaginative advancements and today's cutting-edge technology, such as a drone landing pad for package delivery, moveable walls, a water-recycling dishwasher from Whirlpool® Corporation, and a Tesla Powerwall® battery. Approximately 1,000 people toured the KB ProjeKt home at the Greenbuild Conference, and it was awarded Top Project of the Year honors by *Environmental Leader*.

Among the ***KB ProjeKt*** features relevant to first-time homebuyers included movable walls which facilitated the repurposing of interior space according to the immediate needs of its occupants. The ***KB ProjeKt*** also demonstrated the concept of building cartridges, in which aspects of the home are built off-site before installation and can easily be switched out for new cartridges, providing its occupants even more flexibility to adapt their home to their changing needs without the inconvenience of a relocation or renovation. The home's lighting, which utilized programmable LEDs, could be set to different colors and temperatures aligned with the occupants' circadian rhythms to support optimum wakefulness and restfulness for health, wellness, and productivity, and its energy- and water-efficient features could reduce utility costs, helping to make homeownership more attainable.

The ***KB ProjeKt*** was an innovative collaborative effort, enlisting the help of an impressive group of best-in-class companies and other contributors. To learn more about the ***KB ProjeKt***, visit the microsite at

<http://www.builderonline.com/kbhomeprojekt>.

"KB Home has a long history of innovation in the homebuilding industry, and the ***KB ProjeKt*** represented a skillful synthesis of what we've learned over the last 60 years and the forward-thinking talents of our team," said Jeffrey Mezger, KB Home's chairman, president, and CEO. "Many of the concepts displayed in the ***KB ProjeKt***, including highly energy- and water-efficient designs and appliances, resource-conserving materials, smart-home technology, and healthy-home features, are already incorporated into every home that KB Home builds. The ***KB ProjeKt*** showcased a creative mix of cutting edge technology and aspirational home design to provide a glimpse of what homebuilding could be in the future, and how a home could potentially help its occupants live healthier and more efficient lives while reducing environmental impact."

The TechHome Brilliance Awards was created to salute excellence and innovation in home technology, honoring a diverse span of products, along with contractors, service providers and builders. To learn more, visit <https://techomeawards.com/>.

### About KB Home

KB Home (NYSE: KBH) is one of the largest homebuilders in the United States, with more than 600,000 homes delivered since our founding in 1957. We operate in 35 markets in 7 states, primarily serving first-time and first move-up homebuyers, as well as active adults. We are differentiated in offering customers the ability to personalize what they value most in their home, from choosing their lot, floor plan, and exterior, to selecting design and décor choices in our KB Home Studios. In addition, we are an industry leader in sustainability, building innovative and highly energy- and water-efficient homes. We invite you to learn more about KB Home by visiting [www.kbhome.com](http://www.kbhome.com), calling 888-KB-HOMES, or connecting with us on [Facebook.com/KBHome](https://www.facebook.com/KBHome) or [Twitter.com/KBHome](https://twitter.com/KBHome).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20180213005601/en/>

KB Home  
Susan Martin  
310-231-4142  
[smartin@kbhome.com](mailto:smartin@kbhome.com)

Source: KB Home

News Provided by Acquire Media