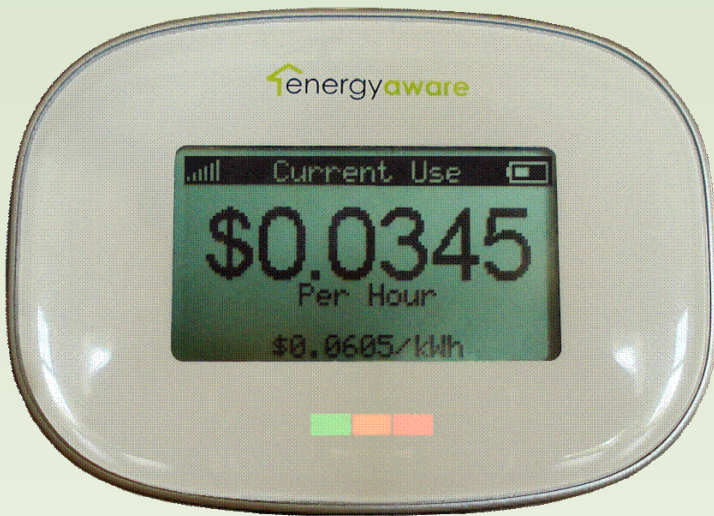


Energy Aware Technology: Expanding Their Vision of Energy Solutions



Utilities worldwide have begun to optimize their product portfolios by selecting and utilizing products based on open standards. Products and services utilizing open standards reduce obsolescence risk while providing flexible, durable solutions. Since multiple companies participate in establishing open standards and ultimately create a variety of products, utilities are able to expand their vendor lists and product options thereby reducing overall risks related to dependency on one vendor. These same open standards, including ZigBee®, allow utilities and their customers to obtain higher quality, longer lasting products with lower pricing – all key differentiators in an industry now focused on eco-friendly, cost-conscious solutions.

Energy Aware Technology initially opened its doors for business by selling a proprietary energy savings in-home display to housing developers. Though very successful, they began to realize there is a larger market addressing utilities and end users. With utilities shifting their interest and dollars to standardized products, Energy Aware began to research standards and determined ZigBee Smart Energy standard was the standard offering the path for success.

Designed for ZigBee, PowerTab™ became Energy Aware's first product to incorporate ZigBee Smart Energy. This in-home power display offers utilities and utility customers an informed way to manage energy consumption through secure, easy-to-use ZigBee wireless communications. Using wireless technology, rather than wired technologies, not only slashes installation costs;



ON World estimates utilities will spend \$1.6 billion on wireless sensor network technologies—predominantly ZigBee—for smart metering and demand response by 2011.

BUSINESS GOALS

Energy Aware's market expanded greatly through membership in the ZigBee Alliance. Its product focus shifted from a proprietary stand-alone system to one that utilizes the only global wireless standard utilized among utilities, product manufacturers and technology suppliers. Using ZigBee Smart Energy Profile, the PowerTab provides utility customers with current energy use, energy price information and along with messages from a utility. The use of ZigBee Smart Energy allows for easy communication with other smart grid technologies and ensures smooth operations for the utilities. Additionally, Energy Aware's PowerTab caught the attention of Converge Inc., another ZigBee Alliance member, who has now licensed the technology and added this product to its comprehensive AMI offering with exclusive distribution rights in North America.

TECHNOLOGY SOLUTION

Energy Aware's PowerTab with ZigBee Smart Energy offer utilities a global open standard way to implement AMI/HAN communications. It benefits consumers by allowing them to manage their energy consumption

but also allows the use of battery-powered devices not directly connected to home power lines, such as thermostats and energy displays. The analyst group ON World estimates that utilities will spend \$1.6 billion on wireless sensor network technologies—predominantly ZigBee—for smart metering and demand response by 2011.

As a member of the ZigBee Alliance and by building a product on ZigBee Smart Energy, Energy Aware has expanded its business model from being proprietary technology centric, to model embracing standards. Prior to ZigBee, they were offering a stand-alone energy monitoring system sold exclusively to housing developers. Today, Energy Aware is offering utilities and their customers around the world a reliable, secure, easy-to-use wireless communications for managing energy.

“Becoming a member of the ZigBee Alliance has been a huge boost for our company profile and sales”, said Janice Cheam, president of Energy Aware. “By integrating our products with the ZigBee Smart Energy Profile we became a part of a standard that is being used worldwide. From hassle-free integration to expanding our business partnerships, the Alliance has allowed us to widen our business development efforts”.

wisely using automation and near real-time information. Utilizing the ZigBee Smart Energy profile, Energy Aware was able to create and get its product to market faster while increasing market potential.

BENEFITS

By incorporating the ZigBee Smart Energy standard, Energy Aware was able to:

- Reduce product costs with a higher return on investment
- Speed time-to-market
- Increase market adoption
- Lower barriers to market entry
- Decrease customer risk
- Increase Web traffic significantly

¹Comverge distributes the PowerTab under the brand PowerPortal®. PowerPortal is a registered trademark of Comverge, Inc.

