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SMART ENERGY SUMMIT: ENGAGING THE CONSUMER

2013 SUMMIT GUIDE

San Antonio, TX
Feb 25 - 27

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Welcome to San Antonio

Welcome to **Smart Energy Summit: Engaging the Consumer**

At Smart Energy Summit, we bring together all players in the expanding energy ecosystem, including executives from utilities, service providers, the public sector, standards groups, and OEMs, to discuss business strategies, partnerships now and in the future, and the steps necessary to provide the right service offerings and engage consumers in this market.

We are proud of the unique position **Parks Associates** and **Smart Energy Summit** have in these markets, with an emphasis on consumers and cross-industry partnerships in developing and deploying solutions for the home and connected consumer. We want to recognize and thank our event sponsors, who play an important role in helping move this industry forward:

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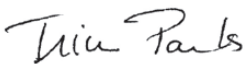
Parks Associates' new research from **Energy Management Devices: Engaging Consumers** shows interest for energy-saving solutions is increasing among younger consumers. This finding is good news for an industry that often struggles to generate consumer enthusiasm. These younger consumers are drawn to connected solutions that automate tasks and integrate with popular platforms such as smartphones and tablets.

Turning that enthusiasm into mass-market adoption of energy management products and services will continue to be a serious challenge for the industry. Consumers have a variety of different preferences and price points when questioned about specific connected home solutions and energy offerings. There are many tiers of service that appeal to different consumer segments, and with multiple channels now offering new energy solutions, interoperability is an even more formidable challenge—and one critically necessary to resolve.

Thank you for your continued support of this event, and if you have any questions or comments, please let us know so that we can continue to improve Smart Energy Summit.

We hope that you find **Smart Energy Summit: Engaging the Consumer** valuable and informative.

Sincerely,



Tricia Parks
CEO
Parks Associates



Stuart Sikes
President
Parks Associates



Tom Kerber
Director, Research,
Home Controls & Energy
Parks Associates

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Ken Wacks, *Home, Building & Utility Systems; Member, Gridwise Architecture Council*

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KEYNOTE Speakers

Jeremy Eaton

VP & GM Honeywell
Smart Grid Solutions



Doug Housemann

Vice President of
Technology & Innovations



Kevin Meagher

Vice President & General
Manager, Smart Home



Roy Perry

VP, Ecosystem Alliances



Ted M. Reguly

Director, Customer
Programs & Assistance



Speakers

David Bercovich, VP, North America,
AlertMe

Wayne Callender, Manager of Market
Intelligence, CPS Energy

Renée Castillo, Sr. Director of Customer
Services, Salt River Project

Prateek Chakravarty, VP of Business
Development, Bidgely

Brad Cherry, HAN Readiness Sr. Project
Manager, Southern California Edison

Angela Chuang, Sr. Project Manager, EPRI

Mike Coop, Co-Chair, Marcom Committee,
IPSO Alliance

Eric Danziger, VP of Business
Development, Genability

Shane Dyer, President & Founder, Arrayent

Seth Frader-Thompson, CEO, EnergyHub

Greg Fyke, Director of Marketing, Wireless
Products, Silicon Laboratories

Denis Garman, Category Leader, Home
Efficiency Solutions, Duke Energy

Barry Haaser, Managing Director,
OpenADR Alliance

Joel Hagan, CEO, ONZO

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Innovation, Reliant Energy

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Technical Marketing, Qualcomm

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ment, Eco-Business, Schneider Electric

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iControl Networks

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Smart Home, Lowe's Companies, Inc.

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Operations, Opower

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Market Development, Linear LLC

Rich Peterson, VP Retail and Channel
Development, INSTEON – Smarthome

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Hitachi Communication Technologies Americas

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Southwest Region, Comverge Inc.

Bill Scheffler, Senior Director of North
American Business Development, Z-Wave
Alliance/Sigma Designs

Jarrett Simon, Director Energy Efficiency,
CenterPoint Energy

Robby Simpson, System Architect,
GE Digital Energy

Louis Szablya, VP Sales & Marketing, Energate

Adam Tichelaar, Director, Connected
Home Solutions & Program Management,
North America, Amdocs

Ken Wacks, Home, Building & Utility Systems;
Member, Gridwise Architecture Council

Tim Weidenbach, VP Product Management,
Landis & Gyr

Jeff Wilson, Director of Product Mgmt, NETGEAR

Workshop Speakers

Mike Coop, Smart Grid
Task Force, UPnP Forum

Greg Ennis, Technical
Director, Wi-Fi Alliance

Hudson Levy, Senior Product
Marketing Manager, Alarm.com

MODERATORS / Parks Associates Analysts



John Barrett
Director, Consumer
Analytics



Tom Kerber
Director, Research,
Home Controls and
Energy



Stuart Sikes
President



17th ANNUAL

CONNECTIONS™

MAY 20-23, 2013
LAS VEGAS

THE PREMIER CONNECTED HOME CONFERENCE

The combination of high-speed services with connected CE is creating *new revenue* and *partnership opportunities* for industry players in the connected home.

The CONNECTIONS™ conference provides consumer trends, market analysis, and strategic insight from industry players on the following topics:

- ❖ **Monetization Strategies** for Broadband, Entertainment, and Cloud Services
- ❖ **Adoption and Usage** of Connected CE Platforms
- ❖ **Impact of Alternative** Video Platforms, OTT, and Advanced VOD
- ❖ **Development** of Interactive Second-screen Features and Services and **Implications** for Apps and Advertising
- ❖ **Business Models and Strategies** for Mobile Platforms, Applications, and Emerging Services
- ❖ **Innovations in Digital Content Discovery** and Delivery
- ❖ **Connected Home Devices and Value-added Services** —Security, Health, Monitoring, and Controls
- ❖ **Consumer Adoption, Usage, and Expectations** Regarding Mobile, Remote, and In-home Tech Support
- ❖ **Partnerships and Competition** among Broadband, Mobile, and Security Service Providers, Utilities, Manufacturers, and Retailers

CONNECTIONS™

FEATURES

- Research Presentations
- Keynotes
- Interactive Sessions

FOCUSES ON

- Emerging Technologies
- Marketing Strategies
- Business Models

for the **connected home**

CONNECTED Home PAVILION

Parks Associates will also host the **Connected Home Pavilion** on the CTIA 2013 show floor...

SPOTLIGHTING:

- ❖ Service Providers
- ❖ Device Manufacturers
- ❖ Advanced Technology Companies

working on solutions for the **CONNECTED CONSUMER**

KEYNOTE ❖




John Penney
EVP, Strategy, Business Development, and Worldwide Distribution

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1-5 PM WORKSHOP **Understanding Utilities & Consumers: Energy Management Markets**

1 PM WORKSHOP
Consumer Perspectives: Security, Energy, & Home Management Services

Industry heavyweights are betting that Internet-enabled security and energy equipment will expand the market for home systems by offering new features and benefits. One of the key challenges, however, is finding the right balance of equipment costs, monthly fees, and system capabilities. This research presentation looks at the demand for security and energy management and consumer willingness to pay up-front and subscription fees for equipment and services.

John Barrett, *Director, Consumer Analytics, Parks Associates*

1:30
Interactive Q&A—Barriers to Success

Stuart Sikes, *President, Parks Associates*

2 PM
Convergence in the Connected Home

Traditionally separate verticals are now competing for the same consumer as security and broadband service providers, utilities, retailers, and OEMs are converging in the connected home. Parks Associates discusses the strengths and weaknesses of different approaches to the market, with emphasis on the numerous partnership opportunities emerging.

Tom Kerber, *Director, Research, Home Controls & Energy, Parks Associates*

2:30 REFRESHMENT BREAK

3 PM SOLUTION SPOTLIGHT:
Impact of Home Controls on Churn

This special session examines the impact of interactive connected-home services on consumer subscriptions and churn. It includes lessons learned from the security industry and how this insight can be applied to retail energy providers.

Hudson Levy, *Sr. Product Marketing Manager, Alarm.com*

3:15
Scaling to Keep Pace with The Explosion of Connected Devices

Integrating connected CE into home services is a tremendous, but rewarding, challenge as the combination of these devices and new monitoring and control offerings greatly expands the scope and capabilities of home energy solutions. This session explores the integration challenges and the architectures and technologies that will scale to match the breadth and width of today's connected consumer devices.

Tom Kerber, *Director, Research, Home Controls & Energy, Parks Associates*

3:45 SOLUTION SPOTLIGHT:
Wi-Fi Alliance

This special session explains peer-to-peer protocols, Wi-Fi direct, and the new Neighbor Awareness spec. The presentation also examines use cases in the connected home enabled by these solutions.

Greg Ennis, *Technical Director, Wi-Fi Alliance*

4 PM SOLUTION SPOTLIGHT:
UPnP Forum

This special session examines the impact of UPnP initiatives on the market for home controls. It includes a brief overview of DLNA and then describe how UPnP works from a home controls perspective.

Mike Coop, *Smart Grid Task Force, UPnP Forum*

4:15
Connecting with Utilities

There are over three thousand electric utilities in North America, and differences in market structures and regulatory oversight are just part of this complex industry maze. Digging deeper, utilities often prefer different technologies and methods to communicate to consumers and third-party energy management solution providers, creating another layer of complexity. This presentation provides data from Parks Associates' survey of U.S. electric utilities, offering insight into their communication methods and protocols and interest in partnerships.

Tom Kerber, *Director, Research, Home Controls & Energy, Parks Associates*

4:45
Closing



5:30 PM **Smart Energy Summit Networking Reception**



7:30 CONTINENTAL BREAKFAST

8:15 **Welcome and Opening Remarks**

8:30 **Energy Management Solutions: State of the Market**

Utilities, both restructured and regulated, continue to focus on customer engagement for purposes of both cost containment and competitive advantage. This session presents solutions for utilities to enhance their value proposition and engage consumers in new offerings while still managing costs.

TOPICS INCLUDE

- The changing role of utilities in home energy management
- Value propositions driving the market
- Steps to overcome consumers' price sensitivity for new energy solutions

SPEAKING

Stuart Sikes
President
Parks Associates

9 AM **Opening Keynote**



Roy Perry
VP, Ecosystem Alliances



Ted M. Reguly
Director, Customer Programs & Assistance



Partnering for Success in Home Energy Management

9:30 **Engaging Consumers: Case Studies and Success Stories**

Energy providers and their partners have, for several years, focused on building a valued relationship with their subscribers. Some efforts show progress while others have been lackluster. This session looks at the energy programs and bundling strategies that have been effective in driving consumer interest.

TOPICS INCLUDE

- Effective programs deployed by energy providers
- Consumer motivators
- Bundling energy-related services with home monitoring and controls solutions

GREENWAVE REALITY
Greg Memo
Chief Executive Officer

OPOWER
Roderick Morris
SVP of Marketing & Operations

SALT RIVER PROJECT
Renée Castillo
Sr. Director of Customer Services

SOUTHERN CALIFORNIA EDISON
Brad Cherry
HAN Readiness Senior Project Manager

MODERATOR

John Barrett
Director, Consumer Analytics
Parks Associates

10:30 REFRESHMENT BREAK IN SHOWCASE *SPONSORED BY ALERTME*



11 AM **The Role of Energy Providers in Home Energy Management**

The market for home energy management is expanding with the proliferation of distributed generation and IP-based home controls, pushing energy providers to adapt and provide new solutions that expand energy efficiency (EE) & demand response (DR) participation. This session examines the factors reshaping the energy market and profiles future roles of energy providers.

TOPICS INCLUDE

- Evolution of retail energy providers
- Impact of home monitoring & controls
- Convergence of traditionally separate verticals in the home

CPS ENERGY
Wayne Callender
Manager of Market Intelligence

DUKE ENERGY
Denis Garman
Category Leader, Home Efficiency Solutions

PLANETECOSYSTEMS
V. Rory Jones
President

RELIANT ENERGY
Bill Harmon
VP, Mass Markets & Product Innovation

MODERATOR

Tom Kerber
Director, Research, Home Controls & Energy
Parks Associates

12 PM **Luncheon Keynote**



Jeremy Eaton
VP & GM Honeywell Smart Grid Solutions



The Wave of Engagement

1:30 Utility Partnerships: Strategies and Implications

Utilities are now partnering with communications service providers, security providers, and retailers to offer bundled solutions for the homeowner. In crafting the "ideal" partnership, utilities have to determine their desired line of demarcation for the home, the amount of information they can and will share, and ultimately the role they want in the market. This session examines the variables involved with each potential partnership, including the challenges and benefits for each player.

TOPICS INCLUDE

- Early relationships between energy providers and security companies
- Telcos, broadband services providers, security companies as partners or competitors
- Bundles that best complement energy services

AMDOCS

Adam Tichelaar *Director, Connected Home Solutions & Program Management, North America*

CENTERPOINT ENERGY

Jarrett Simon *Director Energy Efficiency*

ENERGATE

Louis Szablya *VP Sales and Marketing*

MODERATOR

John Barrett *Director, Consumer Analytics Parks Associates*

2:30 Demand Response: Creating a Value Proposition for Energy Savings

Real-time measurement and verification solutions are changing demand response (DR) programs. Utilities can verify load shedding immediately and install important feedback mechanisms to calculate savings, motivate consumers, and show immediate benefits. This session examines the devices, business models, and value propositions behind demand response and discusses the various beneficiaries of DR programs.

TOPICS INCLUDE

- Role of connected appliances in expanding DR markets
- Designing and marketing successful DR programs for consumers

AUSTIN ENERGY

Deborah Kimberly *VP of Distributed Energy Services*

CONVERGE INC.

Edwin Reyes, Jr. *Director, Utility Sales, Southwest Region*

ENERGYHUB

Seth Frader-Thompson *Chief Executive Officer*

EPRI

Angela Chuang *Senior Project Manager*

MODERATOR

Tom Kerber *Director, Research, Home Controls & Energy Parks Associates*

3:30 REFRESHMENT BREAK IN SHOWCASE *SPONSORED BY IPSO ALLIANCE*



4 PM Integrating Energy Management Solutions into Home Controls Platforms

Connectivity creates new relationships with consumers. Nearly every OEM is developing a connected home strategy, with energy as a key part of an application ecosystem that enables a unique, fully integrated user experience. This session looks at different scenarios, the roles of each player, and the value proposition when adding energy monitoring and management to previously separate home control systems.

TOPICS INCLUDE

- The importance of energy in creating demand
- Ownership of the energy management initiative

ALERTME

David Bercovich *VP, North America*

ECOBEE

Stuart Lombard *President & CEO*

iCONTROL NETWORKS

Letha McLaren *VP, Product Management*

HITACHI

Paul Pishal *VP, Business Development, M2M*

LINEAR LLC

Duane Paulson *Sr. VP of Product & Market Development*

MODERATOR

Stuart Sikes *President Parks Associates*

5 PM Closing Keynote



Kevin Meagher *VP & General Manager, Smart Home*

Finding the Key to the Connected Home



5:30 Closing Comments & Long-Term Outlook

Parks Associates reviews the day's presentations and applies the key points to the firm's long-term forecasts for the home energy management industry.

Tom Kerber *Director, Research, Home Controls & Energy Parks Associates*

@SmartEnergySmt #SES2013

5:30 Networking Reception

7 PM VIP Dinner The County Line BBQ, on the Riverwalk *SPONSORED BY CONNECTIONS™*



7:30 CONTINENTAL BREAKFAST



8:15 **Welcome & Opening Comments**

8:45 **The Role of Cloud-based Services and Connected Appliances in Energy Management**

OEMs from a variety of industries are adding connectivity to their products. Many utilities are already testing connected appliances, including pool pumps, hot water heaters, and dryers, while retailers are maneuvering to be the source to consumers for Internet-connected appliances. This session examines the components necessary to move home systems to the cloud, consumer demand for cloud-based solutions, and the challenges to utilities, service providers, and vendors in tying together a variety of virtual objects.

TOPICS INCLUDE

- Status and current pilots for cloud-enabled home controls solutions
- The case for connected white goods
- Consumer drivers for connected devices and the energy value proposition

ARRAYENT

Shane Dyer
President & Founder

DACOR

Kevin M. Henry
Director Business Development

GENABILITY

Eric Danziger
VP of Business Development

GRIDWISE ARCHITECTURE COUNCIL

Ken Wacks *Home, Building & Utility Systems; Member*

TECHNICOLOR

Bernard Kiriakos
VP Business Development

MODERATOR

Stuart Sikes
President
Parks Associates

10 AM Keynote



Doug Housemann
VP of Technology & Innovations



Getting to 2050 Profitably with Happy, Engaged Customers

10:30 REFRESHMENT BREAK IN SHOWCASE *SPONSORED BY ITRON*



11 AM **SEP 2.0 and the Future of the Smart Meter**

Parks Associates estimates over 50 million AMI-capable meters will be installed by the end of 2013, rising to 62 million by 2015. However, one-half of installed meters do not have HAN capabilities, as smart-grid funding preceded HAN standards. Utilities are espousing a consumer-centric business model, but the role of the smart meter in this approach is unclear. This session details the next steps for utilities in leveraging smart meters to create value for consumers, the role of standards in defining these devices, and strategies to overcome consumers' negative impressions of smart meters.

TOPICS INCLUDE

- Status of smart meter architecture
- The outlook for home area network deployments over the next three years
- Relationship of smart meters to other consumer-oriented solutions

ENERNEX

Doug Housemann
VP of Technology and Innovations

GE DIGITAL ENERGY

Robby Simpson
System Architect

ITRON

Stephen Johnson
Product Line Manager, Consumer Energy Management

LANDIS & GYR

Tim Weidenbach
Vice President Product Management

OPENADR ALLIANCE

Barry Haaser
Managing Director

MODERATOR

Tom Kerber
Director, Research, Home Controls & Energy
Parks Associates

12 PM Networking Lunch



1 PM **Big Data and Analytics: Monetizing Data**

Smart meters and IP devices can provide companies and consumers with loads of data about the household, energy consumption, and efficiency of connected devices. To leverage the power of big data, utilities must first overcome challenges of inundation and privacy concerns while crafting a common means to share data. This session looks at current products and efforts, including smart apps, Green Button, and ESPI, to extract value from the tremendous amount of data being created.

TOPICS INCLUDE

- Leveraging users' data into a value-added features
- Consumer reluctance to share personal information
- Data ownership: Who owns the data?

BIDGELY

Prateek Chakravarty
VP of Business Development

ECOFACOR, INC.

Roy Johnson
Chief Executive Officer

ONZO

Joel Hagan
Chief Executive Officer

MODERATOR

Tom Kerber
Director, Research, Home Controls & Energy
Parks Associates

2 PM Device Interoperability: A Progress Report

Lack of standards has been cited as a significant barrier to broad deployment of energy-related products. Consumers need assurances their networked appliances will work no matter where they live, and vendors and OEMs have to be able to guarantee their systems' benefits no matter the environment. However, adoption of common protocols could limit opportunities for differentiation and added value. This session examines the status of standards for the home network, the potential pitfalls, and strategies to build interoperability in the home.

TOPICS INCLUDE

- Evolution of the primary home networking standards
- Interoperability as a growth driver or inhibitor
- Creating differentiation in a standards-based environment

IPSO ALLIANCE

Mike Coop
Co-Chair, Marcom Committee

SILICON LABORATORIES

Greg Fyke
Director of Marketing, Wireless Products

QUALCOMM

Fabrice Hoerner
Sr. Manager, Technical Marketing

UPNP FORUM

Alan Messer
President and Chairman

Z-WAVE ALLIANCE/ SIGMA DESIGNS

Bill Scheffler
Sr. Director of North American Business Development

MODERATOR

Tom Kerber
Director, Research, Home Controls & Energy Parks Associates

3 PM Channel Strategies: Retail, Online, and Service Provider

New channels and platforms are changing the approach to the home controls market, creating competition and driving down costs. Prior successes come from channels with direct consumer contact, but connectivity and cloud services provide product differentiation and create paths for manufacturers, service providers, and retailers to build new relationships with consumers. This session looks at the changing channel strategies and the challenge of communicating the home energy management value proposition to consumers.

TOPICS INCLUDE

- Using connectivity and the cloud to forge a direct consumer relationship
- Advantages of each channel in communicating the value proposition in energy management
- Future of retail & consumer shopping trends for connected devices and energy solutions

INSTEON – SMARTHOME

Rich Peterson
VP Retail and Channel Development

LOWE'S COMPANIES, INC.

Kevin Meagher
VP and General Manager, Smart Home

NETGEAR

Jeff Wilson
Director of Product Management

SCHNEIDER ELECTRIC

Yann Kulp
VP, Strategy and Business Development, Eco-Business

SPRINT

Brian Huey
Business Development —Smart Grid and Energy Management

MODERATOR

Stuart Sikes
President Parks Associates

4 PM Closing

ENERGY MANAGEMENT DEVICES >> ENGAGING CONSUMERS

PARKS ASSOCIATES

THIS CONSUMER RESEARCH PROJECT

IDENTIFIES & ANALYZES

market demand and forecasts consumer response to

NEW PRODUCTS AND SERVICES

IN THE HOME SYSTEMS —and— SECURITY market.

- Adoption rates and usage patterns for Internet-connected energy management devices
- Amount consumers are willing to pay
- Smart energy features most desired by consumers
- Smart energy features that create real differentiation
- Impact of smart energy features on replacement cycles
- Expectations for interoperability
- Preferences for professionally installed systems vs. DIY devices

MORE INFORMATION

info@parksassociates.com

www.parksassociates.com/energy-management



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HOME OWNERS **18-34**
WOULD PAY FOR
a smart thermostat
— or —
smart water controls

if the solution
saves them

20% on energy
consumption

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By 2016—

16%

of all installed
security systems

will have some IP FEATURE
ENHANCEMENTS

OVERALL
—of U.S.
households—

nearly **27%** will have a
SECURITY SYSTEM
with *professional or fee-based self monitoring*

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ecobee

We're ecobee—an award-winning provider of energy solutions that helps people understand, manage and reduce their energy consumption. Our Wi-Fi thermostats, online web portals and smart phone apps are not only built to last, they're built to make sense. And they're made for real people who want to save on energy costs without sacrificing comfort. We're proud to be the brand that's at the forefront of energy automation. But more than anything, we're proud that our customers can always count on us for smart, innovative solutions that have a meaningful impact on their lives and on their communities. www.ecobee.com



EcoFactor

EcoFactor is the leading residential energy management company that enables home service providers to offer an energy management service to their customers that does not require them to compromise comfort or change behavior. The EcoFactor platform uses data from communicating thermostats to determine the unique thermal characteristics of each home and automatically optimize energy use to eliminate waste and save money.

Based in Redwood City, Calif., EcoFactor was founded in 2006 to provide an automated alternative to behavior-based residential energy management solutions. EcoFactor is privately held and funded by Claremont Creek Ventures and RockPort Capital Partners. www.ecofactor.com



GreenWave Reality

GreenWave Reality is a global innovator in the Smart Home Services market that includes Energy Management, Connected Lighting, and Home Monitoring services. The award-winning GreenWave Reality solution delivers a breakthrough consumer experience, making it easy to conserve energy, save money and enhance lifestyles. Recent awards include the CES 2013 Best of Innovations award winner and the top late stage 2012 Smart Grid/IT company by the Global Cleantech Cluster Association. The Smart Home monitoring and control platform is highly secure and scalable, allowing leading utilities and service providers to confidently provide these capabilities to a large number of customers. www.greenwavereality.com



Hitachi

Hitachi Communication Technologies America, Inc., a subsidiary of Hitachi, Ltd., develops, manufactures and markets solutions for communications service providers in the Americas. The Hitachi SuperJTM Applications Environment, an ecosystem for the OSGi™ Service Platform, supports a wide range of connected home applications, and machine-to-machine (M2M) services in embedded devices across multiple vertical markets, including telehealth, smart grid, vehicle telematics, and electric vehicle charging management systems. The SuperJ platform allows service providers to earn revenue from applications and supports the efficient life-cycle management of M2M communications. www.hitachi-cta.com



Lowe's

Lowe's has entered the Smart Home market with a broad range of innovative new connected products and services using their Iris platform. Iris allows consumers to monitor and control their home from their computer, tablet, or smart phone. The broad range of Iris products and services are designed to appeal to the average consumer with simple and affordable bundles that make homes safer, more energy efficient and convenient to manage. www.lowes.com/iris





PlanetEcosystems

PlanetEcosystems is a demand-reduction service provider. We help utilities and local governments achieve substantial reductions in residential and commercial energy and water demand. We understand what it takes to achieve consumer action; PlanetEcosystems deploys proven and proprietary programs to activate the key motivators of consumer action—these include unique, patent-pending web-tools that optimize consumers' utility economics (often saving them many thousands of dollars) and integrated media and ground-game engagement campaigns. Please visit us at www.planetecosystems.com.



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Sigma Designs, Inc.

Sigma Designs is a leading fabless semiconductor provider of highly integrated system-on-chip (SoC) solutions that are used to deliver entertainment and control throughout the home. SoC solutions include media processing, wired and wireless networking, video image processing and home control along with system software to form the critical components of consumer electronic products that include internet protocol TV (IPTV) set-top boxes and gateways, Blu-ray players and media communication devices. Headquartered in Milpitas, California, Sigma Designs has offices in the United States, Canada, Europe, Hong Kong, Israel, Japan, Singapore and Taiwan and sales representatives in Brazil, China, India, Korea and Russia. www.sigmadesigns.com

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AlertMe is an award winning, fast growing technology company (No.9 in the Sunday Times Tech Track 100 and named in the Red Herring Global 100 list of most promising companies), backed by world class investors. It provides a cloud link to the home and a platform that allows consumers to control their home energy and devices over the internet or on their Smartphone from anywhere. AlertMe's business model is to work with tier one channel partners and it is already rolling out our services to mass market consumers in the USA, UK and Europe and the USA through Lowe's, British Gas and Essent. www.alertme.com



IPSO Alliance

The IPSO Alliance is the primary advocate for IP for smart objects for use in energy, consumer, healthcare and industrial applications. The Alliance, a non-profit organization whose members include leading technology, communications and energy companies, is providing the foundation for a network that will allow any sensor-enabled physical object to communicate to another as individuals do over the Internet. The IPSO Alliance membership is open to any organization supporting an IP-based approach to connecting smart objects. www.ipso-alliance.org



Itron

Itron is a global technology company. We build solutions that help utilities measure, manage and analyze energy and water. Our broad product portfolio includes electricity, gas, water and thermal energy measurement and control technology; communications systems; software; and professional services. With thousands of employees supporting nearly 8,000 utilities in more than 100 countries, Itron empowers utilities to responsibly and efficiently manage energy and water resources. Join us in creating a more resourceful world. www.itron.com

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CONNECTIONS™

The 17th Annual CONNECTIONS™: The Premier Connected Home Conference will be co-located with CTIA 2013 on May 20-23 at the Sands Expo in Las Vegas. Hosted by research firm Parks Associates, with support from the Consumer Electronics Associates (CEA®), CONNECTIONS™ features consumer research and market strategies to monetize digital content, mobile apps and services, value-added services, connected CE, and home systems. CONNECTIONS™ also features the Connected Home Pavilion on the CTIA 2013 exhibit floor. www.connectionsus.com



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Antenna Systems & Technology is a trade magazine for antenna professionals, including commercial operators, OEMs that integrate antennas and components into their wireless systems and infrastructures, antenna manufacturers, dealers/distributors and companies involved with wireless systems, cellular, and RF & microwave communications markets. Distribution is by controlled circulation of 10,000 copies to qualified recipients, primarily in North America. www.antennasonline.com

BoogarLists

BoogarLists—With a qualified directory of more than 2,000 Venture Capital and Mid-Market/LBO private equity firms, BoogarLists is an excellent place for entrepreneurs to begin their search for investment capital. Whether starting a new company or striving to take an early stage company to the next level, CEO's and CFO's will invariably want to seek out new sources of capital or other financial services. BoogarLists provides an extensive directory of financial, operations and marketing services, as well as a comprehensive directory of conferences and associations, across the technology, media and communications industries. www.boogar.com



CABA

CABA is the definitive source of global information relating to the benefits of technology and integrated systems to support automation in the global home and building industry. CABA recognizes, captures, and shares innovation and this information is a must read for those involved and interested in the application of automation in the global home and building industry. www.CABA.org



Cable & Satellite International (CSI) is a leading international technology title for the cable, satellite, terrestrial broadcast, IPTV, hybrid TV, OTT and mobile TV industries. CSI covers all video, payTV and home networking markets. Established in 1999, CSI is a bi-monthly, fully ABC audited publication that targets board-level decision makers, senior management, consultants and technical readers. CSI focuses on technology developments in content contribution, distribution/transport, transmission and fixed/mobile reception. CSI also endeavours to assess & analyse the business implication of these technologies in a highly competitive and rapidly evolving industry sector. www.csimagazine.com



CEDIA—The Custom Electronic Design & Installation Association is an international trade association of companies that specialize in planning and install-

ing electronic systems for the home. These systems include home networking, home automation and communication systems, media rooms, single or multi-room entertainment systems, and integrated whole-house subsystems providing lighting control, security, and HVAC systems. www.cedia.org



pipeline clean energy

Clean Energy pipeline, the online daily news and data service, is the leading independent source of information about the clean energy sector. Our news team delivers real-time business news and identifies the latest and most relevant regulatory and policy announcements, investment, M&A and project finance news, new funds and fund closes. This news is supplemented with opinion-pieces based on in-depth interviews with senior-level executives, advisers, investors and policy-makers. Our premium suite of desktop and mobile services provides access to subscription-based business news, transaction data (VC/PE, M&A, project/asset finance and public markets) and a global directory of professionals active in the sector. Clean Energy pipeline also offers customised research and senior-level networking events. www.cleanenergypipeline.com



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Connected Home World is about the changing home appliance technologies and how they are becoming smarter, more connected and controllable. It is also about how we are integrating these technologies into our homes & everyday lives. Connected Home World targets the decision makers within the consumer electronics market place, through news, news analysis, professional opinions & market analysis. www.connectedhomeworld.com



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Either in keeping up with the latest specific information and resources on Green and Renewable Energy, EcoSeed.org is the premier website for all your information needs. www.ecoseed.org



The EIS Alliance is a non-profit corporation formed to ensure Customer Energy Management Systems (CEMS) interoperability, while providing increased customer energy efficiency, and improved reliability with state-of-the-art security for the Smart Grid. The EIS Alliance is fostering the adoption, development, and compliance of global CEMS standards through collaboration, education, and marketing, while facilitating standards compliance through testing and certification programs. Members of the EIS Alliance include A.O. Smith, Aruba Networks (NASDAQ: ARUN), Coulomb Technologies, Ecotality, Generac, Honeywell (NYSE: HON), Johnson Controls (NYSE: JCI), ParkPod & Trane a business of Ingersoll Rand (NYSE:IR). www.eisalliance.org



ESNA—Energy Services Network Association is an independent global, not-for-profit association under Dutch law. Members are utilities, software, hardware and service providers, and solution integrators sharing a common goal and vision for promoting open standards for energy demand side management, smart grid and smart metering systems. The association promotes the adoption of the Open Smart Grid Protocol (OSGP) and related services and infrastructure, based on Networked Energy Services (NES), together with the value-added applications for secure, reliable and cost-effective automatic meter management, smart grid management, billing, CRM, CIS & other applications. www.esna.org

FierceEnergy

FierceEnergy tracks the latest developments and advancements in the energy industry. Every business day, energy service provider executives rely on FierceEnergy's free email newsletter and website to stay up-to-date on renewable energy integration, smart grid news, consumer consumption, customer service innovations and more. www.FierceEnergy.com

FierceSmartGrid

FierceSmartGrid—Written with a focus on industry CTOs and technical infrastructure decision-makers, FierceSmartGrid covers the latest business and technology news surrounding network intelligence, home networking, smart meters, and other key issues. Join energy and telecom industry insiders who subscribe to FierceSmartGrid's free weekly email newsletter to keep up with this evolving marketplace. www.FierceSmartGrid.com



Home Gateway Initiative—HGI, founded by major broadband service providers and joined by leading vendors of digital home equipment, is shaping the way that IP services are delivered to the home. It publishes requirements for digital home building blocks. This includes the hardware and software in the digital home that connect consumers and services. www.homegatewayinitiative.org



HomePlug® Alliance is a group of 60 companies working together to develop technology specifications and certification & logo programs for powerline networking. With HomePlug technology, the electrical wires in the home can now distribute broadband Internet, HD video, digital music and smart energy applications. Over 300 products are HomePlug certified, and over 100 million devices are in the market. HomePlug products are used worldwide by consumers & service providers to improve home networking performance while expanding coverage and Wi-Fi® mobility. HomePlug® is a trademark of HomePlug Powerline Alliance, Inc. in the U.S. & other countries. www.homeplug.org

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The OpenADR Alliance was formed to foster the development, adoption & compliance of the OpenADR standards through collaboration, education, training, testing & certification. The Alliance is supported by a broad cross section of utilities, independent system operators, regional transmission operators, regulators & vendors who share a common interest in the success & widespread adoption of the OpenADR standard. www.openadr.org



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fessionals responsible for the development and operation of communication systems, transmission systems, oil & gas sites, pipelines, utility facilities, agricultural operations, weather stations, transportation facilities and equipment, natural resource & wildlife management activities, weather and environmental monitoring systems, military/defense facilities and equipment, & other remotely-controlled or unattended facilities & equipment. www.remotemagazine.com



Renewable Energy Database, based in Berlin, Germany, was created in 2008 by a group of students and experts professionally and privately dealing with the subjects of renewable energies and energy efficiency. Since the beginning their goal has been to make the rapidly developing renewable energy market more transparent and, through the popularization of the most recent and efficient technologies in the green energy sector, make the global development more sustainable.

Currently Renewable Energy Database plays a vital role in the global transfer of information about the latest developments in the area of renewable energy. By presenting companies and organizations dealing with sustainable development it helps to stimulate networking between actors active in the same area. This facilitates the exchange of information and cooperation on projects dealing with green energy. www.re-database.com



RFP (Real Estate, Facilities, Projects) Magazine's editions are the premier information resource for built environment issues in Asia Pacific. We provide up-to-date editorial content for Real Estate, Facilities and Project Professionals as well as interested members of the wider business community and general public. Since 2004, RFP Magazines have been the title of choice for the key people who invest, design, build and operate commercial buildings across Asia. It has become recognised as the knowledge leader on issues such as green building, sustainable development, workplace strategy, and building technology and known as an "insider" when it comes to commercial real estate transactions and movements across the region. www.rfpmagazine.com



Smart Grid Consumer Collaborative—The SGCC is a non-profit organization which aims to gather all stakeholders to listen, educate, and collaborate toward modernized electric systems in the United States. Consumer & environmental advocates, technology vendors, research scientists, & electric utilities may join & access the research, best practices, and collaborative efforts of the group. <http://smartgridcc.org>



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bination of cutting-edge technology and extensive experience within the Smart Grid and Renewable Energy sectors, we can help you maximize your recruitment ROI. Our proprietary sourcing strategy coupled with our specialization in these niche markets enables us to improve the efficiency of the overall recruitment process saving you valuable time and money. Contact us at 561-200-3248 to learn more about our fully customized solutions! www.smartgridcareers.com



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U-SNAP Alliance—The mission of the Utility Smart Network Access Port (U-SNAP) Alliance is to create a protocol independent serial interface standard that enables any HAN (Home Area Network) standard, present and future, to use any vendor's Smart Meter as a gateway into the home, without adding additional hardware in the Smart Meter. The U-SNAP Alliance fosters collaboration and education among utilities, AMI suppliers, HAN vendors, industry consultants, academics and regulators who seek interoperable, secure and cost effective solutions for extending the Smart Grid to energy aware consumer products. www.usnap.org



UPnP Forum, established in 1999, is a global alliance of nearly 1,000 industry-leading organizations working to enable device-to-device interoperability & facilitate easier and better home networking. The Forum promotes the adoption of uniform technical device interconnectivity standards & certifies devices conforming to these standards. www.upnp.org



The Wi-Fi Alliance is a global non-profit industry association of hundreds of leading companies devoted to seamless connectivity. With technology development, market building, and regulatory programs, the Wi-Fi Alliance has enabled widespread adoption of Wi-Fi worldwide.

The Wi-Fi CERTIFIED™ program was launched in March 2000. It provides a widely-recognized designation of interoperability and quality and it helps to ensure that Wi-Fi-enabled products deliver the best user experience. The Wi-Fi Alliance has completed more than 15,000 product certifications, encouraging the expanded use of Wi-Fi products and services in new and established markets. www.wi-fi.org



WSNBuzz.com is a blog providing fresh updates on smart grid technologies, covering new standards, products, deployments, industry moves and events of interest. www.wsnbuzz.com

FEB 25

MONDAY

1-5 PM WORKSHOP: Understanding Utilities & Consumers: Energy Management Markets

5:30 PM Smart Energy Summit Networking Reception



FEB 26

TUESDAY

8:15 Welcome and Opening Remarks

8:30 Energy Management Solutions: State of the Market

9 AM Opening Keynote Partnering for Success in Home Energy Management



Roy Perry
Vice President,
Ecosystem Alliances



Ted M. Reguly
Director, Customer
Programs & Assistance



9:30 Engaging Consumers: Case Studies & Success Stories GreenWave Reality Opower Salt River Project Southern California Edison

10:30 REFRESHMENT BREAK IN SHOWCASE SPONSORED BY ALERTME

11 AM The Role of Energy Providers in Home Energy Management CPS Energy Duke Energy PlanetEcosystems Reliant Energy

12 PM Luncheon Keynote Jeremy Eaton VP & GM Honeywell Smart Grid Solutions The Wave of Engagement

1:30 Utility Partnerships: Strategies and Implications Amdocs CenterPoint Energy Energate

2:30 Demand Response: Creating a Value Proposition for Energy Savings Austin Energy Comverge Inc. EPRI EnergyHub

3:30 REFRESHMENT BREAK IN SHOWCASE SPONSORED BY IPSO ALLIANCE

4 PM Integrating Energy Mgmt Solutions into Home Controls Platforms AlertMe ecobee iControl Networks Hitachi Linear LLC

5 PM Closing Keynote Kevin Meagher VP & General Manager, Smart Home Finding the Key to the Connected Home



5:30 Closing Comments & Long-Term Outlook

5:30 Networking Reception

7 PM VIP Dinner The County Line BBQ, on the Riverwalk SPONSORED BY CONNECTIONS™

FEB 27

WEDNESDAY

8:15 Welcome and Opening

8:45 The Role of Cloud-based Services & Connected Appliances in Energy Mgmt Arrayent DACOR Genability Gridwise Architecture Council Technicolor

10 AM Keynote Doug Housemann VP of Technology & Innovations Getting to 2050 Profitably with Happy, Engaged Customers

10:30 REFRESHMENT BREAK IN SHOWCASE SPONSORED BY ITRON

11 AM SEP 2.0 and the Future of the Smart Meter EnerNex GE Digital Energy Itron Landis & Gyr OpenADR Alliance

12 PM Networking Lunch

1 PM Big Data and Analytics: Monetizing Data Bidgely EcoFactor, Inc. ONZO

2 PM Device Interoperability: A Progress Report IPSO Alliance Qualcomm Silicon Laboratories UPnP Forum Z-Wave Alliance/Sigma Designs

3 PM Channel Strategies: Retail, Online, & Service Provider INSTEON-Smarthome Lowe's Companies, Inc. Schneider Electric Sprint NETGEAR

4 PM Closing

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