

HomeConnect Overview

June 21, 2011



The shifting energy paradigm....*data to action*

Where can I get help?

Services

What's wrong and what needs to be done?

Diagnostics

Analytics

How can I spend less?

Prognostics

What will I spend next month?

The Basics

What did I spend last month?



Energy management can't require a manual.

*Today's successful consumer networks provide an intuitive user interface and an intelligence-assisted user experience.
(they are "brain dead simple")*

Consumer Expectations – *that thing attached to your hand*



Google search results for “energy management”
136 million ‘hits’ in 0.33 seconds

ATT mobile real time usage and billing information
45 seconds

iTunes download of entire Beatles anthology:
3 minutes

Delayed stock price information on CNN.com
20 minutes

Digital acceptance of Federal Tax Return from Internal Revenue Service
2 days

Average delivery time for an energy bill
30 days

Consumers don't view the meter or thermostat as the primary interface for the ***data rich and intelligent real-time assistance*** that is expected from a home energy management solution.
And you need a multi-screen solution.

Why do a Home Energy Management Pilot?

To understand the consumer benefit...

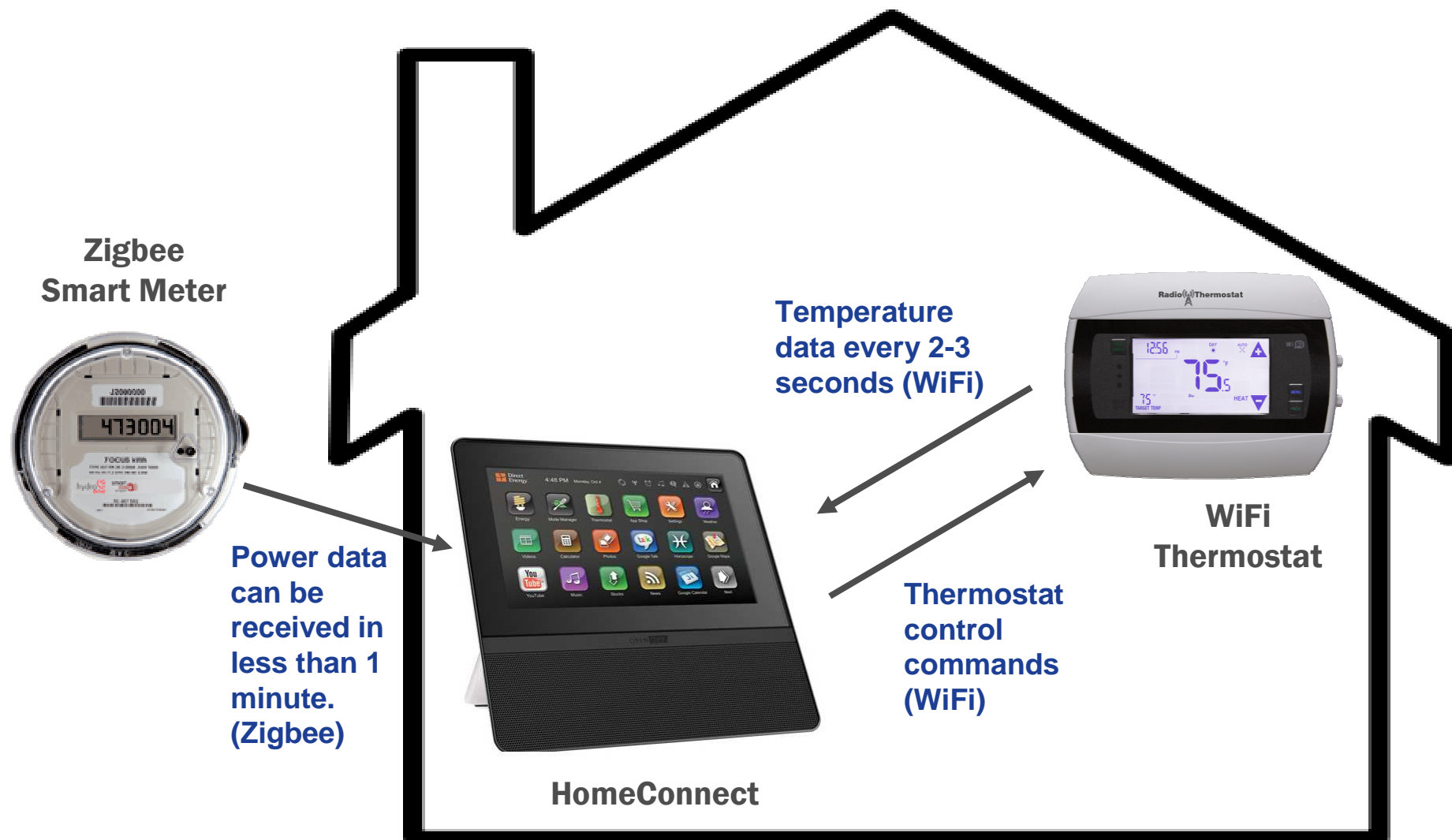
- **Device**
 - Can it add value to consumer's everyday life – in addition to energy savings info?
 - Will a platform for growth of applications and customization by each consumer stay out of the drawer?
 - Is our solution simple to set-up and use?
- **Application**
 - Will consumers understand and react to the information? - \$'s not kWh's
 - How much information is needed? Where and when will consumers want more information? Can they find it?
 - How important is customization to specific family and home?
- **Ecosystem**
 - What is the full range of consumer's energy usage needs? Does it include energy audits, weatherization, energy star appliances, and HVAC?
 - Will consumers trust the service recommendations?

DE HomeConnect

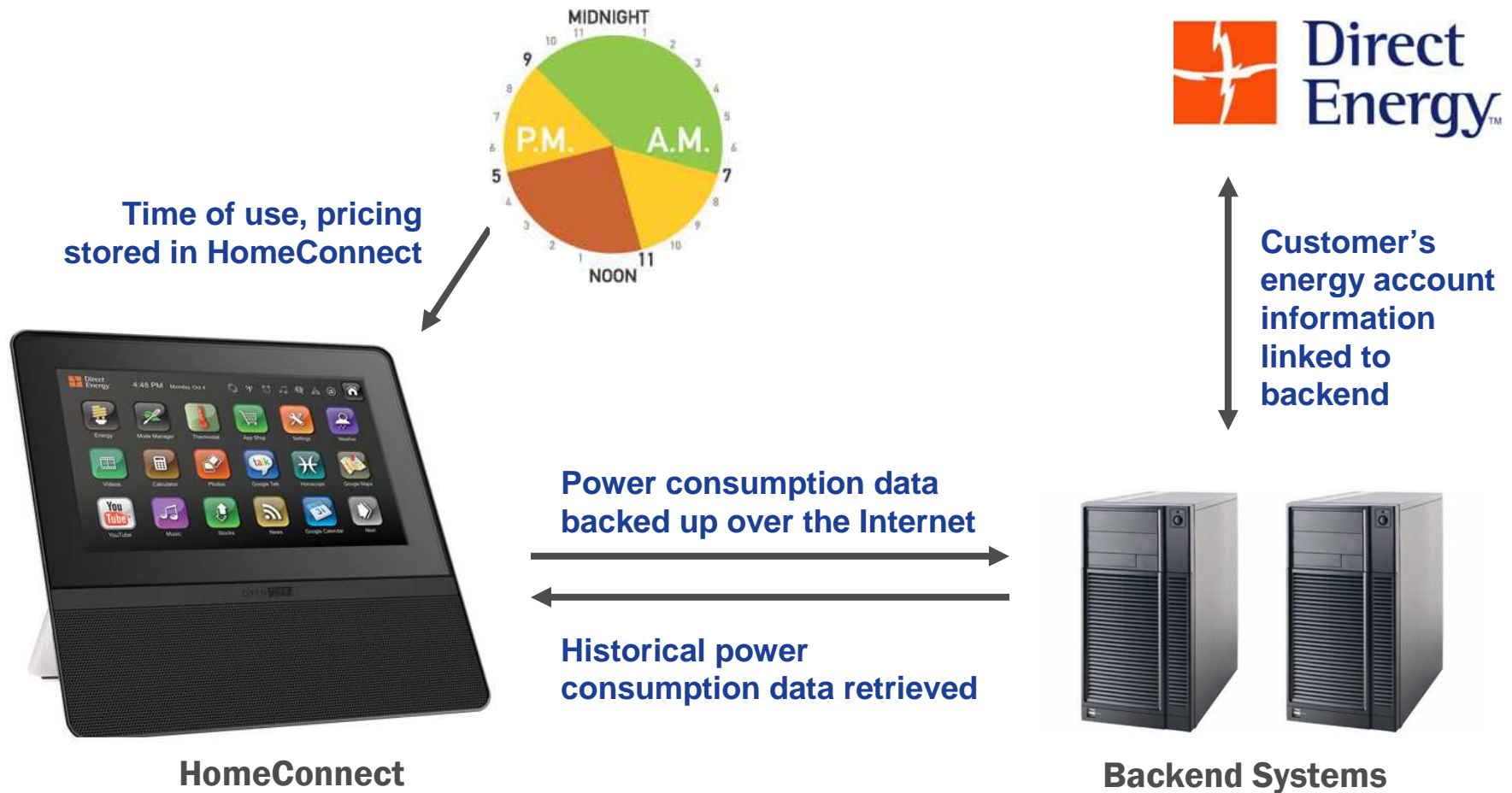
- Set your budget
 - Have a goal in dollars and cents
- Stay on track
 - How much are you using and how does it impact your budget
- Have fun and engage
 - Access to popular apps
 - Home control
 - Entertainment (movies, music, pictures)
- Home Pilot
 - 25 customer homes
 - In-depth customer research



DE HomeConnect – Pilot Setup



DE HomeConnect – Backend



DE HomeConnect – Enabling



DE requests connection to customer's Smart Meter



AMI network grants access and specifies Smart Meter to connect



HomeConnect connects with Smart Meter

A Future Look



VISIBILITY

MANAGEMENT & CONTROL

NEW ENERGY

Questions?

