

The Future of Demand Response

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Market Forces

What if...

- ... demand grew 50% in 20 years?
- ... 50% of skilled workers retired in 10 years?
- ... carbon constraints became severe?
- ... fuel costs kept going up?
- ... power quality demands got much higher?
- ... renewables were mandated all over the country?
- ... reliability rules became more stringent?

Would you...

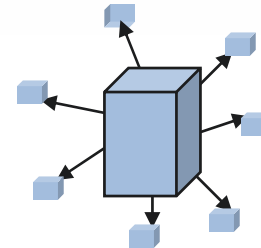
- ... build 50% more power plants... hire 50% more workers... build 50% more power lines... raise rates over and over again?

What if they all came true... all at once

Intelligence to the Edges

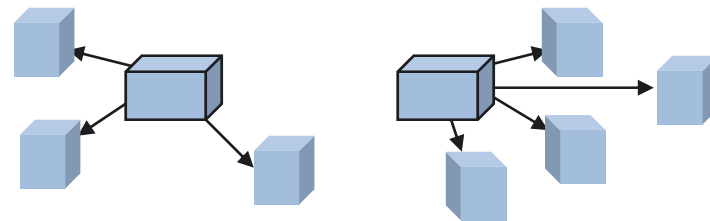
Centralized

Mainframe
Intelligence in middle



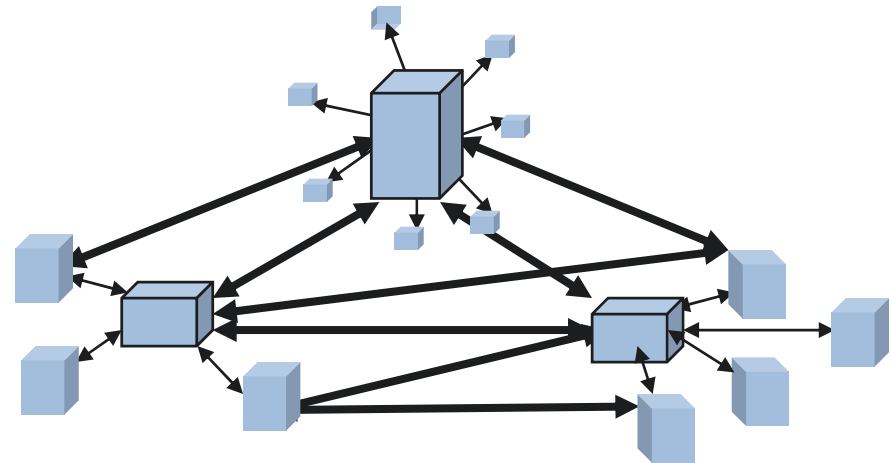
Distributed

Client-server
Intelligence migrates out

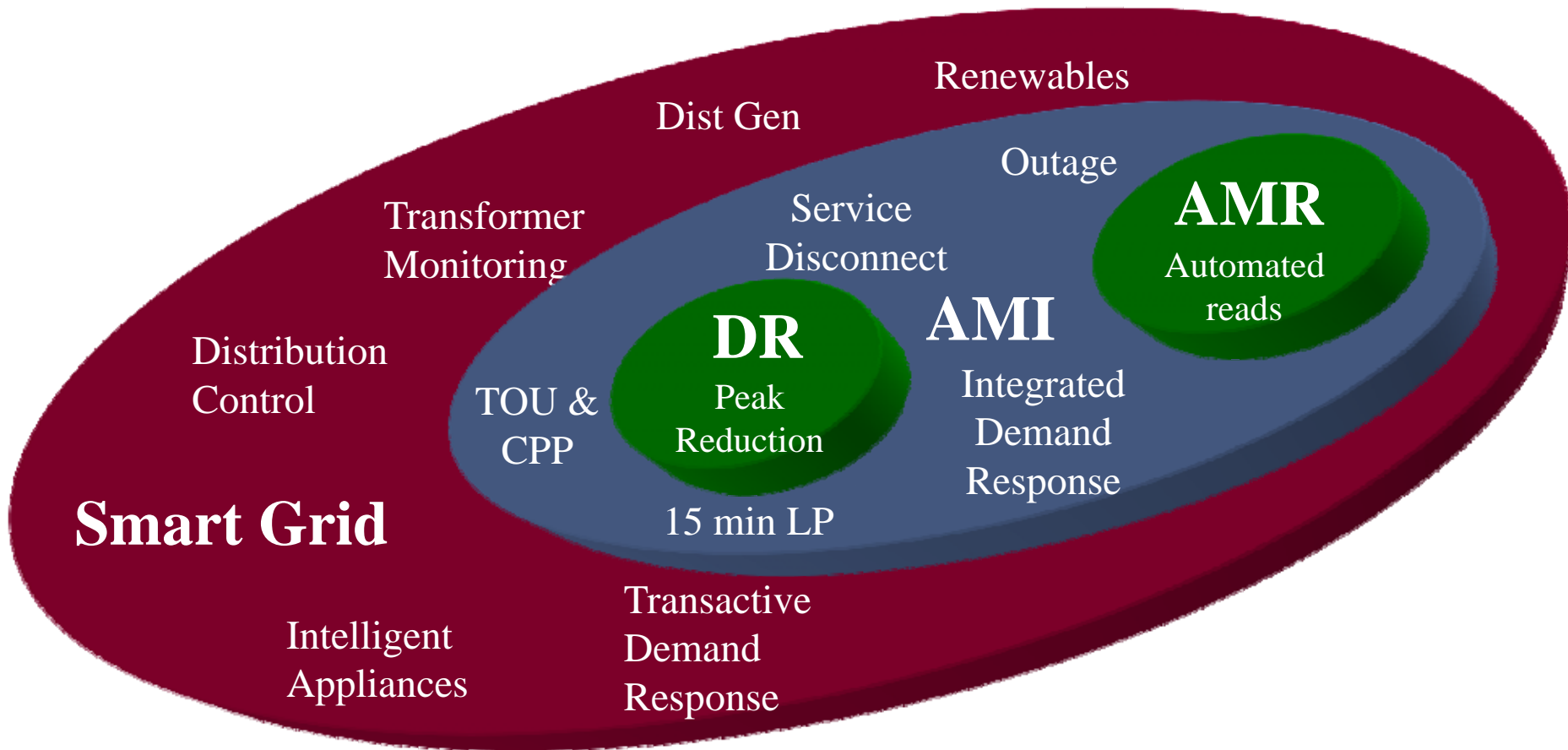


True network

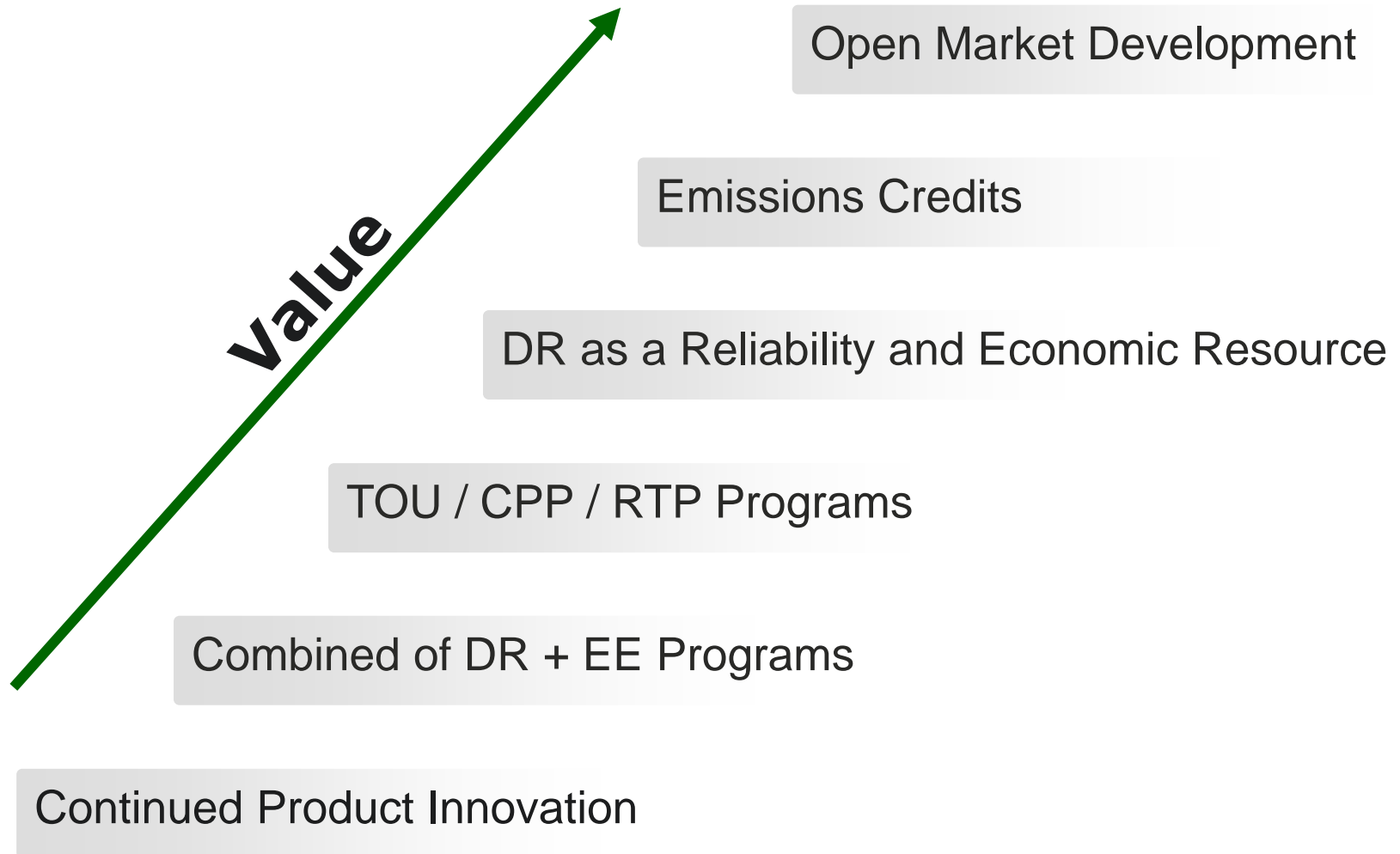
Internet
Intelligence everywhere



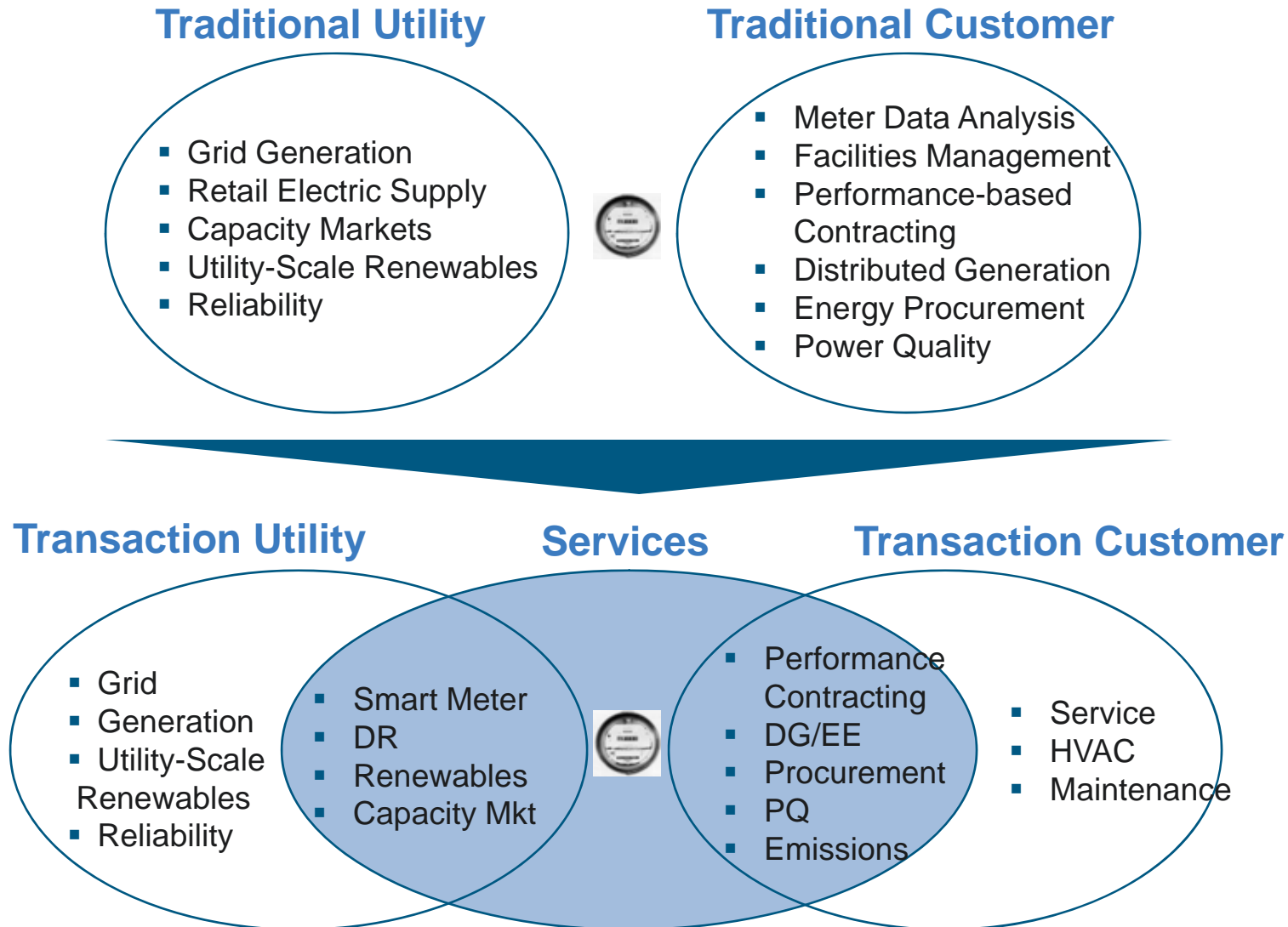
DR & AMR / AMI / SmartGrid



Innovative Uses of DR for Clean Energy



Evolving Business Models



Integrated DR Product Suite

Demand Response Automation Platform



Large Appliance Automation



Integrated Customer Experience



In Home Energy Display



Customer Energy Portal



Home HVAC Automation



Comprehensive Suite

ZigBee
Integrated & Tested

Open Standards

Experience

DR Leader & Roadmap

Thank You

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