

Direct Energy, Whirlpool Corp, Best Buy, Lennox, OpenPeak Launch Home Energy Manager Prototype for Consumers

FACT SHEET

The Home Energy Manager (HEM) prototype is the result of an unprecedented, cross-industry collaboration between **Direct Energy, Whirlpool Corp, Best Buy, Lennox and OpenPeak** to provide a one-stop, cost-saving, home energy management solution that's easy for consumers to set-up, understand and use.

The device is designed to serve as an information and entertainment center in the home, providing access to news, weather, health, social networking, music and movie applications. In addition, there will be an online application store where consumers can build on the platform by downloading other applications that interest them.

Leveraging smart meter integration, the HEM is the first device to track energy consumption data in real time. Other solutions rely on energy company feeds to provide usage data, which may be daily, weekly or monthly. When you turn on the HEM you know what you're using and what you're saving right away.

According to preliminary data, the HEM prototype could save consumers up to 25 percent per month on their energy bill.

The solution is aimed at meeting residential consumers' unique needs, and the plan is to roll it out to that segment leveraging Direct Energy's current North American customer footprint.

Following the pilot, the device will be available to new and existing Direct Energy customers. Direct Energy has more than 5 million customer relationships across 20 states in the U.S and Canada.

Company roles include:

- **Direct Energy** - pilot project management, consumer research with pilot participants, energy and home services support and OpenPeak OpenFrame devices
- **Whirlpool** – smart (connected) major appliances including, but not limited to, clothes dryers, water heaters, etc.
- **Best Buy** – OpenFrame device installation and integration associated with the pilot homes in the Houston market with first-line customer service through Geek Squad
- **Lennox** - wireless connected thermostats and full zone control High Efficiency HVAC in new construction homes
- **OpenPeak** – OpenFrame devices and application and hardware development, including application development of the HEM solution

Demos of the Home Energy Manager will be on display in the Whirlpool booth (South Hall #36185MP) January 7-8th at the Las Vegas Convention Center.

For additional information, including HEM screenshots and use cases, please visit:
<http://pocolabs.com/CES2010>.