

AmericanGrid®

Saving Energy Made Simple

Press Briefing

3/24/10

Agenda

- Opportunity.
- AmericanGrid: Solution.
- AmericanGrid: Benefits.
- Management Team.
- Summary.

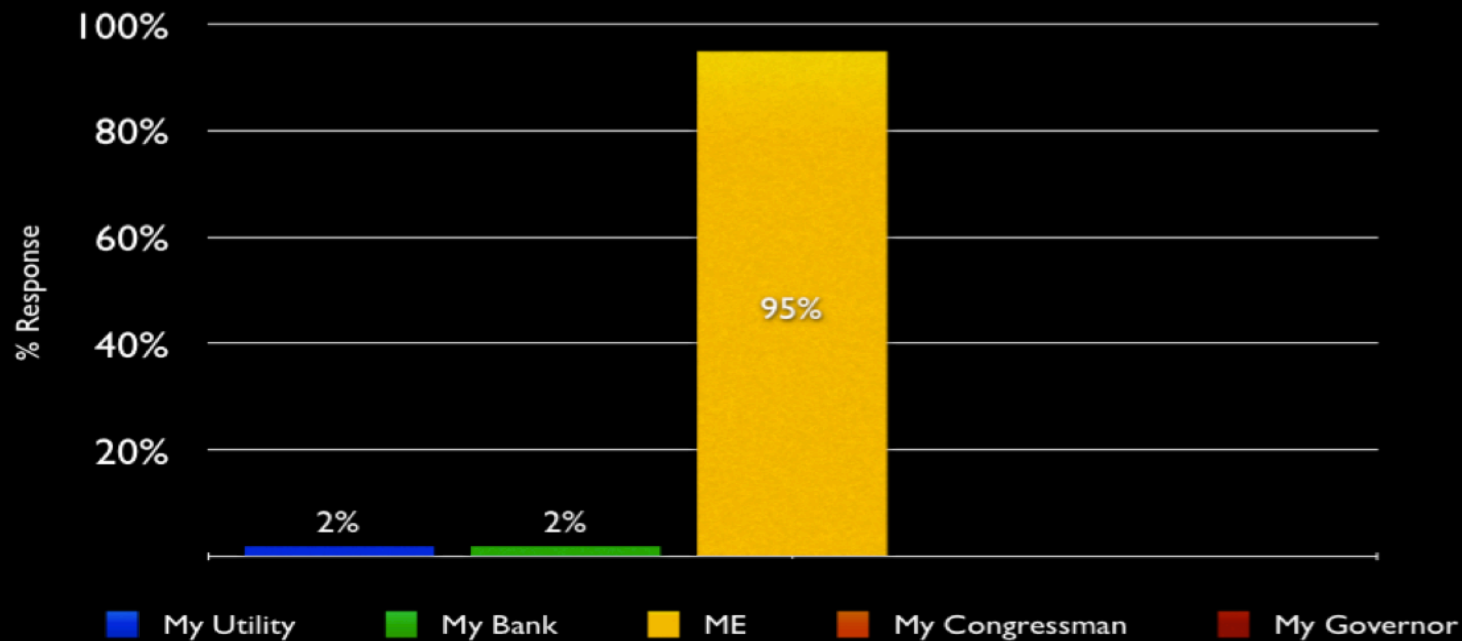
Utility prices rising.

- Utility price caps expired in most markets.
- Demand (+13%) outpaces supply (+6%)
- Regulatory pressure to increase energy efficiency and curtail demand.
- Increased investments in AMR, AMI, DR etc.

Consumer is concerned.

- Defer capital spending.
- Reduce rapidly rising utility bills.
- No transparency.
- Limited available options.
- New reality: active, mobile lifestyle.
- Wants results now.

Who has the most vested interest in reducing home utility bills?



Source: LinkedIn National Poll 1/15-1/22

AmericanGrid[®]
Saving Energy Made Simple

Introducing the World's First

Smart Home Energy Network[®]

What's new?

- **World's first cloud based solution.** Unprecedented control over energy use - anyone, anytime, anywhere, in real time.
- **Smart Savings.** Save an average 18% on monthly utility bills, without sacrificing family's comfort or convenience.
- **Transparent.** Granular cost data on home appliance - TV, heat, a/c, etc. in real dollars, in real time. No more guess-timates.
- **Remote Control.** Turn on/off any appliance based on what you need, when you need it, even when you are away from home.

What's new?

- **Flexibility.** Pre-programmed energy templates ends wasted energy and save on skyrocketing utility bills.
- **Compatibility.** Works with most brands of home appliances (110V) and standard HVAC systems. Why buy new appliances, when you can save money with what you already have?
- **Simple, Safe, Secure.** Self-installed in minutes so you can start saving money right away.
- **Fully Accountable.** To home owners. They have the most vested interest in lowering their utility bills.

My Dashboard

AmericanGrid

[My Dashboard](#)

[My Calendar](#)

[My Savings](#)

[My Settings](#)

[Log Off](#)

1/25/10 9:38am

Hello Michelle

Current Temperature

Instant Energy Monitor

Upstairs Zone 1

Inside

68°F

Setpoint

68°F

+

Auto

-

\$

386

Thermostat Status

A/C	●	Heat	●	Fan	●
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Appliance Status

Garage Fridge	Off	●	Pool Pump	\$120	●	Home Theater	\$60	●
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Messages

Alerts	🔔	(4)	Reminders	📅	(1)
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Today's Weather Cupertino, CA



87°F (High)
65°F (Low)

Plug & Play



AG 102 Energy Monitor
- monitors whole house
energy usage at the
control panel



AG 104 Repeater
- access point
repeats signals



AG 101 Energy Gateway
- monitors status of all
appliances every 5.4 sec.
reports to data center.



AG Thermostat - monitors
temperature and displays
instant energy \$ usage.



AG Appliance Controller
- monitors status of the
appliance and enables
remote control

Who is our customer?

- Single family home owner.
- Avg. utility bills > \$300/month.
- Home broadband and cell phone w/txt service.

Utility Bill Savings - One Year Pay back



Avg. utility bill: \$300/mo.
Avg. savings: 18%/mo.
Avg. utility rate increase: 5%/yr.
Subscription Fees: \$15/mo.

Payback: 1.05 years
ROI (5yr): 537%

Simplified Customer Experience

Easy to Order

Order online at
Costco.com or
AmericanGrid.com

FEDEX delivers shipment
from factory to
customer's home.

Easy to Install

Customer self-installs the
system or elects
professional install
(optional)

Live chat support 8am
EST - 8pm PST.

Energy Concierge follow
up.

Eliminate energy waste
begin to save money.

Easy to Save

Realtime monitoring
every 5 seconds.

Customize home energy
calendar templates.

Remote control any
appliance and home
energy - anytime,
anywhere.

Alerts & Reminders for
selective energy events.

Management Team

- **C.P. Shankar CEO**
 - Hughes DirecPC, GM Onstar, Orion, Fujitsu, GTE, Nortel
- **Murthy Srinivas VP Products**
 - HP, Microsoft, Banyan, Atria, Consera
- **John Mottram CFO**
 - Arraycomm, Ericsson, Bank of Canada, Nortel
- **Robert Yundt VP Marketing**
 - Verizon Wireless, MCI Worldcom, DOD
- **Don Magrini**
 - Toshiba, Fujitsu, Sharp, Cellcom

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Saving Energy Made Simple

- While regulators pursue “utility centric” plans - more rate increases, longer term, personal economics will drive “consumer centric” solutions.
- Technology tipping point - simplicity, interactivity and collective intelligence for active, mobile consumers.
- Unprecedented, affordable control over home energy use - anytime, anywhere, in real time.
- Saving money now on rapidly rising utility bills - low cost, quick payback.
- World’s first “Smart Grid” network for the rest of us.

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Saving Energy Made Simple

Empowering Americans to save energy requires a robust, secure, rapidly scalable common sense solution using readily available resources and technologies. For mass deployment, it must be affordable, easy to setup and simple to use. Most importantly, it must fit into the active, mobile lifestyle of every citizen.

- *C.P. Shankar*