



DEMAND RESPONSE and SMART GRID Coalition

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## Demand Response and Smart Grid Coalition Adds Whirlpool, Advanced Telemetry, UPA, Bridge Energy Group and Space-Time Insight

(July 27, 2009—Washington, DC) The Demand Response and Smart Grid Coalition (DRSG) announced today five new members of the industry trade association. The new DRSG members are Whirlpool Corporation, Advanced Telemetry, Universal Powerline Association, Bridge Energy Group, and Space-Time Insight.

“We are pleased to welcome these new members into the DRSG,” said Dan Delurey, Executive Director of the organization. “The diversity of these new members is further evidence of how the demand response and smart grid industry is becoming not only larger but also broader in terms of the parties involved and the offerings that exist.”

**Whirlpool Corporation** is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion, 70,000 employees, and 68 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).

**Advanced Telemetry** works to affect corporate and individual energy and resource conservation through the presentation of visually illustrative consumption information. In particular, it enables conservation through its proprietary EcoView Residential and EcoView Commercial energy management products. The EcoView product line enables users to observe and take immediate action to address excessive resource consumption. EcoView Commercial is one of the first enterprise grade solutions for small commercial facilities. EcoView is available under the Advanced Telemetry brand as well as being white-labeled for certain distribution partners. For more information, visit [www.advancedtelemetry.com](http://www.advancedtelemetry.com).

**Universal Powerline Association (UPA)** is an international not-for-profit association that provides a forum for the design and development of interoperable and open specification smart grid enabled powerline products. The UPA provides powerline companies and their customers with the opportunity to respond to key customer expectations with powerline enabled products based on open standards,

interoperability, security and coexistence as supported by exclusive and independent certifications. For more information, visit [www.upaplc.org](http://www.upaplc.org).

**Bridge Energy Group** is a partner to clients in the power industry, providing both products and services in support of key market operations, grid operations, and smart grid initiatives. The company offers the ISO/RTOs, Generation and T&D sector deep domain expertise and one of the industry's first Enterprise Smart Grid Platforms—FAME™. FAME is a Smart Grid-enabling technology that empowers clients to launch demand management programs, increase grid reliability, and achieve greater customer service. For more information, visit [www.bridgeenergygroup.com](http://www.bridgeenergygroup.com)

**Space-Time Insight** software provides visual and temporal analysis of a company's operating status overlaid on 3D satellite images for true, location-based, situation awareness. Real-time, context-sensitive and condition-based information enables rapid, informed responses to current, evolving and pending events—whether planned or unplanned. Space-Time Insight's geospatial visualization combines and correlates data from real-time feeds, multiple internal sources and external web feeds to support asset, workforce, service, supply chain and crisis management with analytics, alerts and remedial action scripts. For more information, visit [www.spacetimeinsight.com](http://www.spacetimeinsight.com)

## About DRSG

The Demand Response and Smart Grid Coalition (DRSG) is the trade association for companies that provide products and services in the areas of demand response and smart grid. DRSG works to educate and provide information to policymakers, utilities, the media, the financial community and various stakeholders on how demand response and smart grid technologies and practices can help modernize and optimize electricity systems and how customers can use new information and control options for managing their electricity use.

Members of the DRSG Coalition include: Aclara, Advanced Telemetry, Ambient, Amplex, Bridge Energy Group, CalAmp, Converge, Conservation Services Group, Corporate Systems Engineering, CPower, Direct Energy, Echelon, Eka Systems, eMeter, Energy Capital Partners, Energy Curtailment Specialists, EnergySolve, EnerNOC, Enfora, Enspira Solutions, GE, Google, Honeywell, IBM, Ice Energy, Itron, KMC Controls, Landis+Gyr, Lutron Electronics, Oracle, PCN Technology, Sensus, Silver Spring Networks, SmartSynch, Space-Time Insight, Steffes, Tendril, Trilliant Networks, Universal Powerline Association, Whirlpool, and Ziphany. More information is available at [www.drsgcoalition.org](http://www.drsgcoalition.org)

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