

Earth Day 2012: Sensus Offers Smart Water Network Solutions

People and Technology Can Solve Water Challenges

RALEIGH, N.C. (April 19, 2012) ...Each Earth Day, the demand for water continues to outpace availability. At current consumption rates, there could be a worldwide water shortage of 40 percent by 2030. To combat this growing global issue, [Sensus](#), a leading utility infrastructure company, is bringing [water utilities](#) tools to maximize resources through early leak detection, measuring water use more accurately and an improved ability to conduct preventive maintenance.

Sensus' integrated technology enables the communication that is necessary to automatically measure water use, monitor distribution lines for leaks and perform and manage a variety of field operations and infrastructure remotely through a single, two-way communication network. Customer portals offer usage data on demand.

"When customers are given access to real-time data from their water utility they're better equipped to understand their usage patterns and can then change their own behaviors to enable conservation," said Sensus CEO and President, Peter Mainz.

Smart water networks can measure water flow down to a single drop, identify leaks and help utilities to capture water that previously went literally down the drain.

"The impact of water shortages last summer was particularly apparent when abnormal dryness or drought conditions affected 41 percent of our nation," said Mainz. "So as we celebrate Earth Day, today and every day, I am encouraged by the partnership between people and technology to address one of our most precious resources – water."

Today, we get data from smart water meters and identify leaks in homes, businesses and a utility's supply line infrastructure. Tomorrow, we envision going well beyond these areas with technology to monitor and control utility operations beyond the meter, such as water quality, pressure monitoring and gray water.

“Conservative growth estimates forecast a 65 percent increase, or 2.7 trillion gallon increase, in water demand in a 25 year period,” said Mainz. “The good news is that advancements in technology and infrastructure alone can reduce the gap by 10 percent.”

About Sensus

Sensus is a leading utility infrastructure company offering smart meters, communication systems, software and services for the electric, gas, and water industries. Sensus technology helps utilities drive operational efficiency and customer engagement with applications that include advanced meter reading, data acquisition, demand response, distribution automation, home area networking and outdoor lighting control. Customers worldwide trust the innovation, quality and reliability of Sensus solutions for the intelligent use and conservation of energy and water. Learn more at www.sensus.com.

To follow Twitter updates from Sensus, please visit <http://twitter.com/sensusmartgrid>.

Contacts

Sensus

Linda Palmer
Manager, Corporate Communications
(919) 845-4021 or (919) 259-5778 (cell)
linda.palmer@sensus.com

Largemouth Communications

Heidi Deja
Account Director
(919) 459-6461
heidi@largemouthpr.com

###