

## Energy Awareness Month 2013: Sensus Demand Response Technology Promotes Intelligent Electricity Consumption and Conservation

**RALEIGH, N.C.** (October 9, 2013) ...Now, more than ever, it is critical that we all make intelligent decisions about our energy consumption. [Sensus](#), a leading provider of clean technology solutions, is helping utilities and their customers make intelligent decisions through its [Demand Response](#) (DR) systems.

October is National Energy Awareness Month but many utilities are joining Sensus to make energy conservation a daily activity. With Sensus Load Control Modules and supporting software, utilities can deploy a demand response solution anywhere over the [FlexNet™ communications network](#). Sensus' solutions provide innovative technology that helps utilities around the world achieve optimum water and energy conservation.

“Our smart grid solutions enable two-way communication between utilities and their customers to help customers understand their energy usage, make informed decisions and automate the execution of those decisions,” said Sensus Vice President of Marketing Greg Myers. “Ultimately, these solutions improve customer satisfaction, allow customers to take a role in energy conservation, reduce their carbon footprint and protect vital utility capital and infrastructure investments.”

### **How Demand Response helps utilities:**

The DR application allows utilities to reduce peak demand by managing load shedding programs and events to certified home area network devices such as smart thermostats and in-home display devices.

### **How Demand Response helps customers:**

The DR application allows consumers to personally monitor their energy usage through online portals and better understand how much electricity they regularly consume.

Energy awareness remains a top concern for government organizations as well. [The Alliance Commission on National Energy Efficiency Policy](#) has developed a set of policy recommendations to double the U.S.'s energy productivity by 2030. The Energy 2030 plan provides policy solutions through investments, modernization and education and includes an in

depth analysis that illustrates how these gains in energy productivity can increase U.S. GDP up to 2 percent, create annual savings of \$327 billion and save the average household \$1,039 per year. With DR technology in place, utility customers can make more intelligent energy decisions, as well as receive greater control over their electricity purchases.

As we observe Energy Awareness Month, Sensus, with 3,300 employees around the globe, remains committed to the conservation and wise use of resources. “Sensus’ proven technology is here to help utilities and their customer take an active role in conserving energy,” said Myers. “The time is now for consumers to take control of their electricity usage and contribute to a greener future.”

### **About Sensus**

Sensus is a leading clean technology solutions 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](http://www.sensus.com). To follow Twitter updates from Sensus, visit <http://twitter.com/sensusmartgrid>.

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