

**World Water Day 2014: Sensus Smart Water Networks Help Conserve Water and Energy**  
*Sensus shines light on the water-energy nexus and the importance of conservation efforts*

**RALEIGH, N.C.** (March 20, 2014) ... [Sensus](#), a leading provider of clean technology solutions, recognizes [World Water Day](#) and the importance of clean technology to conserve water and energy. Billions of gallons of water are leaked each day, and energy is required to clean and transport that water. When water is wasted, so is energy. This interrelationship between water consumption and energy use, better known as the water-energy nexus, is a major factor in water conservation and also the theme for World Water Day 2014.

Sensus is committed to providing clean technology solutions that help utilities and their customers use water and energy more efficiently, helping to reduce carbon emissions and conserve water and energy for future generations.

Water is required for energy generation and transmission, and according to [UN-Water](#), approximately 8 percent of the world's energy production is used for pumping, treating and transporting water. Saved water means saved energy—a double benefit—and a better future for generations to come.

As World Water Day is observed, Sensus urges utilities to take an active role in addressing the issue of water and energy conservation by implementing smart water networks on a global scale. "Our customers have long expressed concerns about leaks, non-revenue water, theft, using data for actionable intelligence, and an overall need to conserve resources," said Randy Bays, president of Sensus. "The technology in smart water networks addresses all of these concerns and serves as a foundation for leveraging future opportunities."

Sensus has been providing smart water network technologies to water utilities for more than 100 years and has helped more than 5,000 customers worldwide conserve water and improve operations. By implementing smart water networks, utilities can improve system performance and reduce inefficiencies, resulting in up to 12.5 billion in annual savings, according to [research](#) commissioned by Sensus.

### **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, please visit <http://twitter.com/sensusmartgrid>.

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