

## NEWS RELEASE

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### **Utility Industry Leaders Capitalize on Opportunities to Connect, Learn and Grow at Annual Sensus Reach Conference**

*Attendees support sustainability through sessions and Xylem Watermark project*

**RALEIGH, N.C.** (Oct. 3, 2019) – Service providers across water, electricity, gas and lighting continue to adopt smart technologies to provide greater value for their customers while helping create a more sustainable future. [Sensus](#), a Xylem brand, is committed to helping customers, distributors and partners connect, learn and grow as they extend the value of their investments in smart utility networks.

Bigger and better than ever before, the [2019 Sensus Reach<sup>SM</sup> Conference](#) in Anaheim, California, unites more than 1,000 thought leaders and utility experts to share best practices, learn from their peers and gain insight into products and solutions from Sensus and other Xylem brands that serve the water industry. At this year's Reach, taking place November 3-6, attendees can take advantage of:

- **Educational Sessions:** This year's event will feature more than 210 sessions, including customer case studies with best practices and lessons learned from real technology deployments.
- **Learning Labs:** These are hands-on training sessions where attendees learn how to perform specific tasks with Sensus solutions—new this year are learning labs for smart water products.
- **Sustainability Opportunity:** For the first time at Reach, Sensus will host an event for Xylem Watermark, the company's corporate citizenship program. Conference attendees can participate in a cleanup project at Bolsa Chica State Beach in Orange County.

"We're committed to finding new ways to provide an unparalleled conference experience for our attendees," said Renee Peet, Vice President, Marketing Operations, Technology and Communications. "In addition to the increasing breadth of our sessions and networking

opportunities, we'll be sharing our commitment to sustainability with our first ever Xylem Watermark volunteer activity at the Reach Conference.”

The [Sensus Partner and Advisor Network \(SPAN\)](#) continues to meet annually at the conference. Now boasting more than 200 members, SPAN is an opportunity for customers to exchange ideas and provide valuable feedback to Sensus on product innovations.

This year's event will feature keynote speaker Brad Montgomery, who will share how to use happiness as a tool to boost productivity, creativity and innovation. Conference attendees can also view product demonstrations and speak with subject matter experts in the exhibit hall.

The 2020 Reach Conference is scheduled for October 11-15 in Atlanta, Georgia. [Pre-registration](#) is now open.

### **About Sensus**

Sensus helps a wide range of public service providers—from utilities to cities to industrial complexes and campuses—do more with their infrastructure to improve quality of life in their communities. We enable our customers to reach farther through the application of technology and data-driven insights that deliver efficiency and responsiveness. We partner with them to anticipate and respond to evolving business needs with innovation in sensing and communications technologies, data analytics and services. Learn more at [sensus.com](https://www.sensus.com) and follow @SensusGlobal on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

### **About Xylem**

Xylem (XYL) is a leading global water technology company committed to developing innovative technology solutions to the world's water challenges. The Company's products and services move, treat, analyze, monitor and return water to the environment in public utility, industrial, residential and commercial building services settings. Xylem also provides a leading portfolio of smart metering, network technologies and advanced infrastructure analytics solutions for water, electric and gas utilities. The Company's approximately 17,000 employees bring broad applications expertise with a strong focus on identifying comprehensive, sustainable solutions. Headquartered in Rye Brook, New York, with 2018 revenue of \$5.2 billion, Xylem does business in more than 150 countries through a number of market-leading product brands.

The name Xylem is derived from classical Greek and is the tissue that transports water in plants, highlighting the engineering efficiency of our water-centric business by linking it with the best water transportation of all – that which occurs in nature. For more information, please visit us at [www.xylem.com](https://www.xylem.com).