



CEIVA ENERGY SHOWCASES NEW HOME ENERGY MANAGEMENT SOLUTION AT DISTRIBUTECH 2012

SAN ANTONIO (DistribuTECH) – January 24, 2012 – CEIVA Energy will demonstrate a revolutionary home energy management solution, the CEIVA Energy Display, that delivers personalized energy usage information directly to consumers in a meaningful and transformative way, for the first time at DistribuTECH 2012 in San Antonio (January 24-26). CEIVA Energy was launched in 2011 by CEIVA Logic Inc., the inventor of the CEIVA frame, which is a plug-and-play connected photo frame that automatically displays photos sent from anywhere in the world.

The CEIVA Energy Display is a SEP 1.1 compliant, consumer-driven In-Home Display that leverages smart grid technology to send real-time energy usage and local utility information directly to consumers, securely displayed in a compelling and entertaining way.

The CEIVA Energy Display features a network-agnostic built-in home gateway that simultaneously communicates on both the Home Area Network (HAN) and the consumers' Local Area Network (LAN) to provide fast and accurate access to the home's energy information to both consumers and utilities. Since the CEIVA Energy Gateway is uniquely integrated into the CEIVA Energy Display, it requires no new hardware. Additionally, because it is cloud-based, it allows consumers to remotely control other SEP compliant devices, such as pool pumps, thermostats and refrigerators, via dedicated iOS and Android energy apps. By enabling consumers to see exactly which appliances are draining their smart meters (and their wallet) *anytime, anywhere*, CEIVA Energy's solution empowers them to take control of their energy consumption and change their behavior accordingly to save on their energy bills.

The CEIVA Energy Gateway's unique features also include:

- Consumer-friendly configuration and hassle-free software updates;
- Customer support by the U.S.-based CEIVA Energy Customer Care team;
- No installation required by utilities;
- The CEIVA Energy Gateway can read utility-driven AMI messages and send them to any consumer-enabled devices in a clear and meaningful way;
- Utilities can remotely update the CEIVA Energy Gateway's firmware to ensure it stays in line with the ever-changing Smart Energy Standards;
- Based on the ARM-core, the CEIVA Energy Gateway takes less than two watts of energy.

"Built with the consumer in mind, the CEIVA Energy Display seamlessly integrates into their everyday lives and makes energy management fun and meaningful to them," said Dean Schiller, founder and CEO of CEIVA Logic. "It also creates a new communication channel enabling utilities to engage with consumers in a non-intrusive way, start a positive dialogue with them and educate them about the multiple benefits of smart grid technology."



Currently being deployed by Glendale Water & Power, the CEIVA Energy Display integrates easily with all utility providers and meter vendors. A scalable cloud-based solution, it also minimizes hardware investment and can rapidly adjust to utilities' evolving needs.

At DistribuTECH, attendees can see a live demo of the CEIVA Energy Display at **CEIVA Logic's booth #1537**.

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About CEIVA Energy

CEIVA Energy was launched in 2011 by California-based CEIVA Logic Inc., the inventor of the connected photo frame. CEIVA Energy leverages smart grid technology to offer a compelling and entertaining utility customer solution that delivers personal electric, water and gas consumption information directly into consumers' lives and empowers them to take control of their energy consumption. The CEIVA Energy Display sends real-time energy usage and local utility information directly to consumers. CEIVA Energy's solution integrates easily with all utility providers and meter vendors, and is currently deployed by Glendale Water & Power.

For more information about CEIVA Energy and the CEIVA Energy Display, please visit: <http://ceivaenergy.com/>

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