

Survey: CEIVA Energy deployment sparks ninefold increase in consumer understanding of energy use

83% of participants in the Glendale Water & Power program changed behavior due to engagement platform

Glendale, Calif. – December 5, 2013 – [CEIVA Energy, a utility-controlled home energy management system](#) (HEMS) provider, and [Glendale Water & Power](#) (GWP) today released results from a survey which assessed customer opinions and behavior change while using [CEIVA Energy's Homeview customer engagement platform](#). The survey, completed by Michelle Crawford Consulting, found that deploying Homeview drove a ninefold improvement in respondents' understanding of their energy consumption, while inspiring 83 percent of respondents to change their behavior to reduce energy and water use.

CEIVA Energy's Homeview is a complete engagement solution that enables utilities like Glendale Water & Power to deliver compelling real-time energy consumption data and conservation messages that help customers make money saving choices. The platform collects data directly from the home's digital meter, analyzes the data and converts it into compelling messages and visuals. Homeview then presents these messages alongside personal photos, conservation messages and utility messages on several platforms, including a "glanceable" In Home Display (IHD) that has already been commercialized successfully as a digital picture frame.

GWP customers reported significant additional changes in energy knowledge and behavior, including:

- Awareness of hourly electricity costs among respondents grew by 85 percent after the deployment
- 88 percent liked the messaging they received through the Homeview frame, revealing that the platform is an effective channel for GWP to communicate with constituents
- 95 percent reported that installing the Homeview was easy

One GWP customer commented, "I learned that the space heater in the bedroom is an energy hog. I won't be using it next year." Another customer added, "I really love the frame; it is an elegant device. It is nice to have something that looks good, and I really like having my photos."

CEIVA and GWP commissioned Michelle Crawford Consulting to complete the quantitative study through 15-minute online surveys to GWP customers before and after they joined the Homeview deployment. The survey examined the effects of the display on consumers' awareness and understanding of their energy consumption.

"CEIVA's Homeview offers far more than a compelling display—it's got a powerful platform behind it," said CEIVA Energy CEO Dean Schiller. "The survey demonstrates that by delivering a 'magic mix' of personal photos and personal energy information, Homeview attracts consumer attention and notably improves engagement with energy use."

"Homeview gives us a visually appealing way to engage with customers directly in their homes," said Craig Kuennen, business transformation and marketing administrator at GWP. "Ninety

percent of customers who tried the CEIVA deployment stayed in the program, reflecting a high level of customer satisfaction. CEIVA's solution is helping Glendale Water & Power meet mandates without headaches, all while helping to reduce energy use."

About CEIVA Energy

CEIVA Energy provides a comprehensive, flexible utility-controlled Home Energy Management System that helps utilities comply with regulations to reduce energy use and engage with customers. CEIVA Entryway is an enterprise software suite that make it easy for utilities to analyze home energy use, manage the smart meter HAN and deliver effective residential DR at scale. CEIVA Homeview is a complete engagement solution that enables utilities to deliver compelling real-time energy consumption data and energy efficiency messages that influence customers. For more information, please visit: <http://ceivaenergy.com>.

About GWP

Glendale *Water & Power* is the City of Glendale's utility. Glendale *Water & Power* provides water to 33,744 customers in Glendale, California. The city-owned utility also generates, transmits, and distributes electricity to 85,358 residential, commercial, and industrial customers. www.GlendaleWaterAndPower.com

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