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People Power Named 'Top 10 Company to Watch in 2011' by GigaOM

- People Power's Energy Services Platform enables cloud-based monitoring and control of equipment for device manufacturers

PALO ALTO, Calif. – February 16, 2011 – [People Power Company](#), a green technology startup focusing on energy efficiency solutions, has been named one of the 'top 10 companies to watch in 2011' in GigaOM's [2011 Green IT Forecast](#). People Power was acknowledged in the report alongside companies such as General Electric, NRG Energy and Silver Spring Networks.

The report lists companies that are both leaders and up-and-comers in the solar power, smart grid, biofuel, green vehicle and energy efficiency sectors, and includes one utility and one international energy conglomerate to help illustrate the role that the old school energy industries are going to play in the Greentech evolution.

“GigaOM's assessment reinforces People Power's commitment to further growth in 2011. While we realized many accomplishments in 2010, 2011 is our time to accelerate our leadership,” said Gene Wang, an inventor of People Power's power usage monitoring system and CEO of People Power Co. “Our partners and customers have recognized that we have an exceptional end-to-end energy monitoring solution and it's fantastic to be recognized by our peers as well. This proves that our technology is seen as valuable to those who matter the most.”

People Power's recent announcement of its Energy Services Platform (ESP) and its explosion into the energy management have made a noticeable market impact. According to St. John's article, “People Power has given industry watchers a snapshot of the evolution in consumer energy management over the past two years.” The report goes on to cite People Power's shift to supplying its technology to manufacturers of home devices, whether appliances, set-top boxes, routers or more specialized energy management gear.

People Power's ESP is an open, scalable energy management cloud service that enables monitoring and control of energy usage for device manufacturers. The technology has gained significant interest for its ability to provide visibility into the energy efficiency of products. With People Power, manufacturers can build a layer of 'energy control' into a range of products, from business equipment like copiers and printers, to consumer electronics and appliances such as televisions and refrigerators.

Click [here](#) to purchase and read the entire 2011 Green IT Forecast.



Useful Links

- Recent Announcements: http://www.peoplepowerco.com/press_releases.html
- Energy Services Platform demo:
<http://www.youtube.com/user/PeoplePowerCo#p/a/u/1/BoC8Ryac0Ic>

About People Power Company

People Power Company is the leading provider of cloud-based energy management software and hardware to electronic device manufacturers and IT service providers. The company delivers technology that enables residential and commercial end-users to see, understand, and control their energy use. People Power's open Energy Service Platform (ESP) makes sense of vast and complicated real-time information from energy consuming and generating devices and smart grid data. ESP uses behavioral science to provide insight, choice, and easy controls that maximize customers' lifestyle or business demands, anywhere, anytime. Based in Palo Alto California, People Power has received funding from New Cycle Capital, Greener Capital, and other investors. For more information visit www.peoplepowerco.com

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