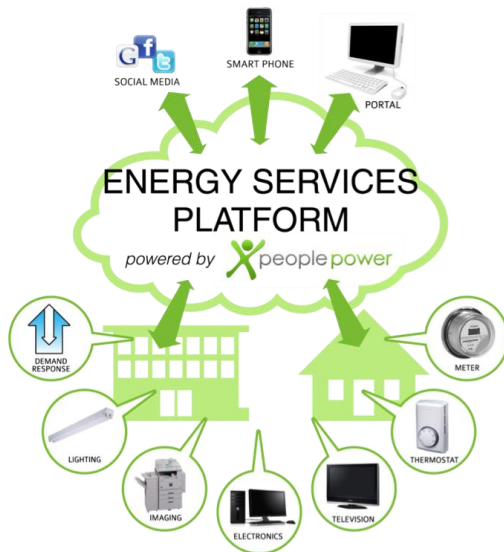




Enabling Energy Management

Empowering the energy consumer



People Power is building the next generation of energy efficiency monitoring and control solutions for homes, buildings, appliances, and devices. Our open Energy Services Platform (ESP) is a cloud-based, scalable platform that enables monitoring, control, and detailed analysis of energy consumption in real time.

This white-label service delivery platform provides visibility into the energy efficiency of products, letting manufacturers 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.

People Power Data Sheet

Key Features:

- White-Label Service Delivery Platform
- Secure APIs
- Real-Time Dashboards
- Utility Rates Database
- Budgeting & Projections

Key Benefits:

- Open, scalable, cloud-based platform
- Allows a large ecosystem of device manufacturers and service providers to easily connect
- Enables up-to-the-minute energy consumption analysis
- Provides real-time energy costs based on utility tariff rates
- Helps users understand their actual consumption against a pre-set budget

"Helping consumers save money on their energy bills while helping to save the planet"

White-Label Service Delivery Platform: Monitor, Control, and Compare

- **Energy Use Monitoring**
 - Provides up to the minute monitoring of energy consumption in the home via Blue Line, TED devices, or our Hub/Powerstrip devices
 - Displays the current tariff rate in local currency per kWh
 - Provides historical analysis for today, this month, and this year.
- **See Actual Consumption and Set Budgets**
 - See your actual energy consumption of your equipment or appliances

- Set Monthly budgets and see your progress in real-time
- **See Energy Usage Against Relevant Benchmarks**
 - Compare your usage against your historical data
 - Compare your usage against state and countries for any given month
- **Scalable both Horizontally and Vertically**
 - MySQL and Tomcat can be configured to match scalability and volume requirements
 - Can be deployed in a cluster configuration for load balancing and fail over



*Energy Services Platform (ESP) –
providing easy energy
management, anytime and
anywhere...*

Secure APIs: safely connect to the ecosystem

Secure web services APIs allow a large ecosystem of device manufacturers and service providers to easily connect with People Power's Energy Services Platform



- **Your device, your data**
 - Data from your device is stored within the Energy Services Platform with secured access via unique token
 - Ensure that your devices, your usage, and your information cannot be viewed by others
 - Data from your device is uploaded to the cloud via a secure encrypted channel (SSL)
- **Secure Access**
 - Secure logins guarantee your privacy via database encryption
 - Share only the data that you want to share
 - APIs are REST-based APIs with XML or HTTP/HTTPS data transport



Real-Time Dashboards: provides up-to-the-minute energy consumption analysis

See your energy usage 'right now' in kWh and money spent in real-time connecting to the Energy Services Platform.

Use your handheld Android or iOS smartphone to view different analytical charts and graphs to turn your data into actionable information to help you control your energy consumption.

Use the secure APIs to share your data to see how you compare with others in your neighborhood, state, or country.

Understand how choices you make will impact how much you spend on energy.

These dashboards can be rendered and customized at the client application level by the app developer.



Utility Rates Database: Integrated rates database provides real-time energy costs from utilities



Link to data from your local utility:

- Incorporate tiered tariff rates from thousands of utilities in the US – with more being added daily
- Perform analysis using Time of Use pricing
- See immediate impacts when rates fluctuate
- Ensures that your analysis dashboards provide you with accurate pricing in real-time

Some of our Current Partners



"We are really pleased to partner with People Power and to offer People Power 1.0, a free energy monitoring and control app. This is exactly what our Blue Line customers and the market in general have been asking for - an informative, engaging, portable, and interactive way to make a real difference in energy usage. This is a solution today to generate savings today."

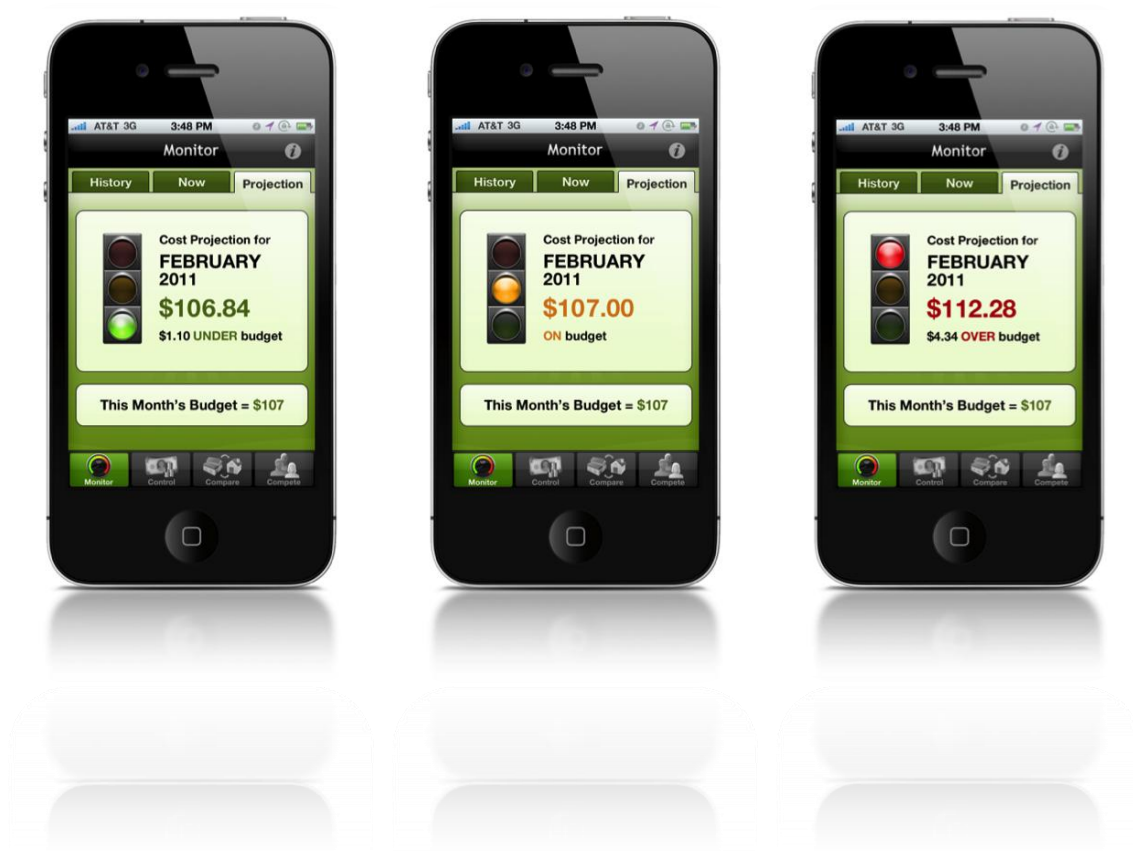
-Peter Porteous, CEO, Blue Line Innovations Inc.



"Our customers demand cost effective, plug-and-play energy information solutions that simplify installation. People Power's intuitive Energy Services Platform, in combination with the Obvius AcquiSuite, empowers users to manage their building's energy and make smart decisions that positively impact energy costs."

-Nate Nilles, President, Obvius

Budgeting and Projections: Understand the Actual vs. Budgeted Energy Consumption



Create Budgets to see your monthly progress in an easy to read traffic light metaphor on your Android or iOS smartphone.

- Budgets are managed by users with read/write access for each location
- Real-time projections on energy spending can help you understand your actual energy usage against a pre-set budget
- Historical rates and energy consumption are stored in the Energy Services Platform, which allow you to plan ahead based on previous usage and costs.
- Provides you the information to make informed decisions of what you spend on energy.

Knowledge is Power

Other Features: Mobile Device Support, Social Media Integration, Gaming Service, and multiple language support

The People Power Energy Management Solution is built upon an open platform with easy to use mobile applications that enable users to see and manage their energy in real-time on the most popular Android and iOS devices.

Our Social Media Integration helps people connect and share ideas about energy conservation, and eco-friendly, energy-saving products to make meaningful and lasting positive impacts to the environment and your wallet.

Our Gaming Service encourages your friends and family to conserve energy by posting your quiz and energy conservation results to your Facebook page.

People Power is initially being released in English - with Chinese and Japanese language releases to follow - to make it easy for OEMs to integrate the service into products globally from the start.



People Power is seeking to be the #1 supplier of energy management solutions to manufacturers building office equipment, consumer electronics, and appliances

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