



Electric Vehicle

Electric vehicles drive promises and challenges.

Electric vehicles (EVs) hold the promise of reducing the world's dependence on fossil fuels. As a result consumers and businesses will have a new tool to help combat climate change and to improve the environment for everyone. However, the coming flood of EVs will also introduce staggering new management and Demand Response challenges for energy service providers.

With up to 1,000,000 electric and plug-in hybrid electric vehicles (PHEVs) coming onto the market by 2015, energy service providers need to consider their distribution system, capacity management and scenario planning. Innovative new sub-metering capabilities and consumer engagement programs will be needed to help customers get the energy they need without excessive demands to the grid.

Without visibility into, and coordination across EV charging, localized demand will overtax distribution assets. To overcome these challenges, energy service providers need an intelligent EV management solution that delivers insight, control and flexibility, while meeting the growing needs of EV customers.

An electric vehicle solution for the future.

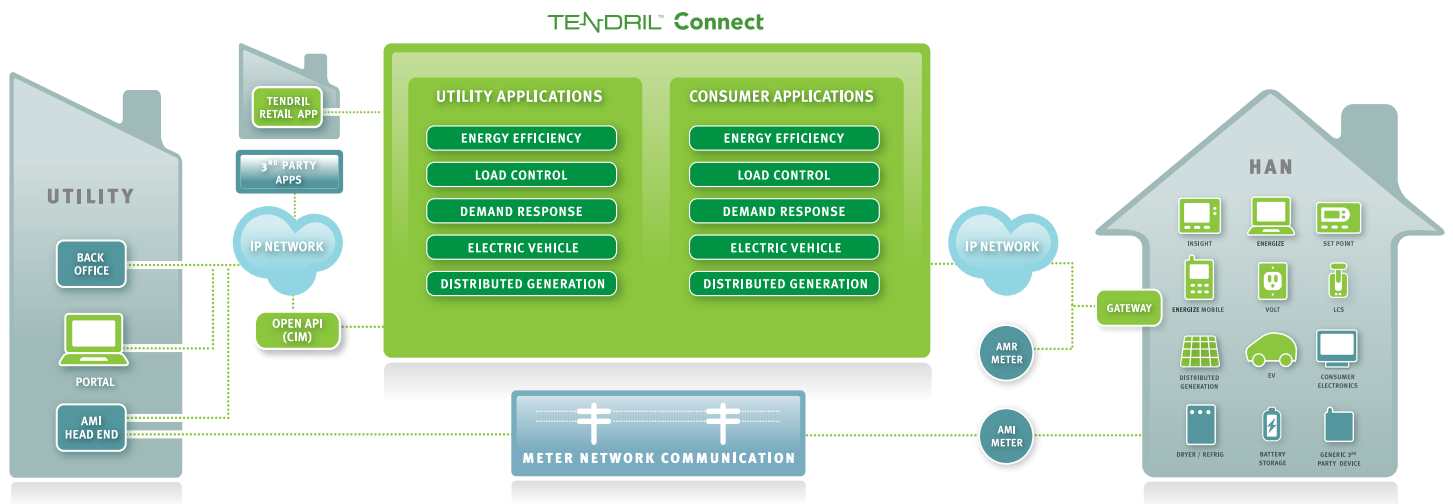
The Tendril Electric Vehicle application will provide an integrated utility/consumer solution that reduces the need for costly upgrades to existing utility infrastructure. The Tendril Electric Vehicle application will connect EVs and EV charging stations to utility and in-home/mobile applications so that Demand Response decisions can be made or automated to best manage this load.

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Through the Tendril Energize™ application suite, consumers will be able to view the percentage of battery charge and equivalent miles, as well as the cost to charge the vehicle. The consumer can also set rules so that the electric vehicle only charges during less expensive off-peak times or orchestrated alongside other appliances in the home. Integrated with whole-house consumption data, EV sub-metered consumption will be able to provide the consumer with disaggregated views of their overall consumption versus other appliance and major loads in the home.

Through interaction with consumers enabled by the Tendril Connect™ platform, energy service providers will be able to minimize costs and reliability issues while engaging customers and meeting their demand for EV solutions. Energy service providers will have insight into hot spots on the distribution network that may lead to potential grid reliability issues, and in concert with consumers can orchestrate with other loads in the home or on the circuit to reduce load and to reduce cost. New rate and rebates can be delivered through the solution to incent the right behavior.

About Tendril.

Tendril provides the cloud platform for the energy industry, delivering end-to-end consumer engagement products, applications and services powered by Tendril Connect—an open, secure and scalable platform that takes the complexity out of the Energy Internet and creates a dialogue between energy service providers and their customers. Delivering consumer engagement software, in-home products and applications as well as easy to integrate utility solutions such as Demand Response and Energy Efficiency, Tendril offers unparalleled insight into energy decisions, making the Energy Marketplace a reality.

Tendril Connect™ is the proven energy management platform that enables unprecedented insight, choice, and control. This open standards-based, end-to-end technology enables energy service providers and their customers the ability to deploy and take advantage of tomorrow's Smart Energy solutions, today. Energy service providers and their consumers are empowered with data and analytics about energy consumption, helping to drive down costs, lower environmental impact and realize operational efficiencies.

For more information

Contact Tendril today.
Visit www.tendrilinc.com
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