

**Creating the Smart Energy Future**



Through demand management aggregation, electric consumers will work with alternative energy suppliers and traditional generation to create an efficient, reliable and clean power system.

3/20/2012

Viridity Energy Proprietary Information

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**The Power Grid of the Future requires advanced tools to coordinate distributed energy resources**



**Major Trend #1:**

**Global proliferation of distributed energy resources:**

- Solar
- Electric vehicles
- Distributed generation
- Smart buildings

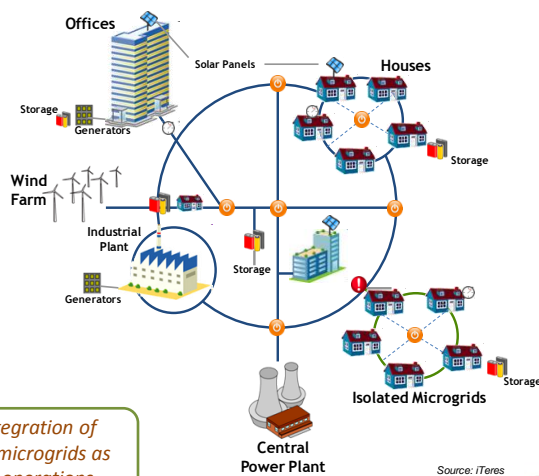
**Major Trend #2:**

**Power Grid will evolve from centralized command and control to distributed interconnected systems that are:**

- Inter-coordinated
- Self-scheduling
- Self-healing

*Viridity Energy enables the seamless integration of distributed resources, smart loads and microgrids as Virtual Power into real time power grid operations*

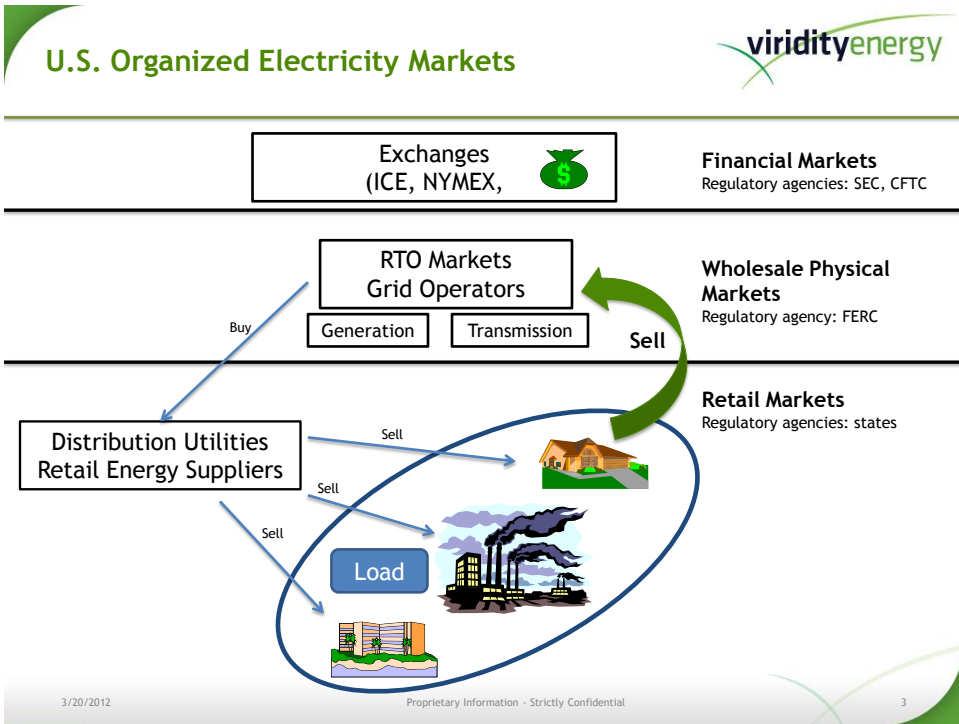
**Future Power Grid**



Source: iTeRes

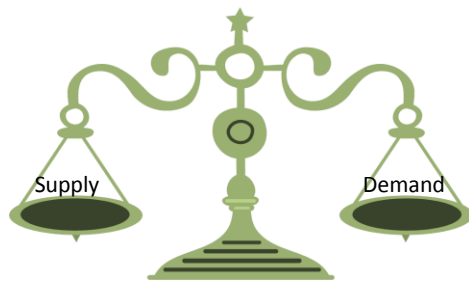
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### The Electric Grid is a Single, Real Time Machine

Electric grids do not function if supply and demand are not in balance at all times.

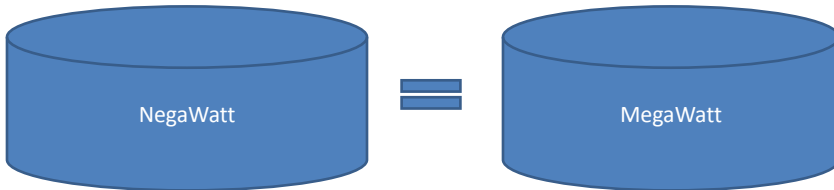


This means we can make the grid work by either increasing supply or decreasing demand.

**New Regulations Have Created Opportunities for Large Energy Users**

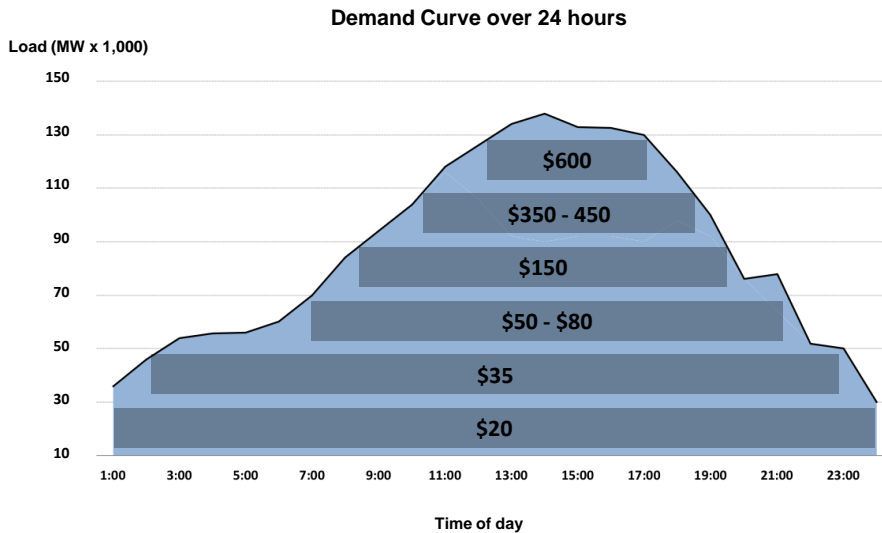


FERC 745 allows customer participation in capacity, energy and ancillary markets—allowing large energy users to play an **equal** role to that of traditional generators. That can result in substantial value for all consumers.



- For example, for the 2012-2013 year, the PJM clearing price would have been \$391 per MegaWatt Day without demand response and energy efficiency in the capacity market.
- With demand response and energy efficiency, the clearing price was \$245 per MegaWatt Day.
  - For New Jersey, that translated to \$1.1 BILLION in savings to customers in just one year.

**Without Aggregation, Schedulers Have no Choice But to Turn on That Last Generator**

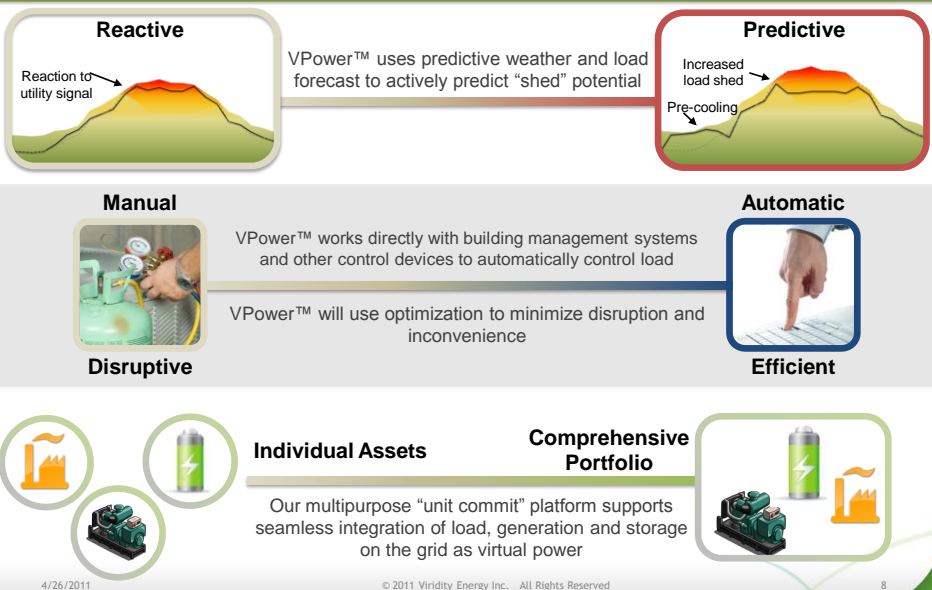


**Are you ready to step into the smart energy future?**



- What if you could have the same knowledge of the markets that generators have—and leverage that knowledge to manage your own energy consumption?
- What if you could make small shifts to your energy load that are not only lucrative to your operations...but could reduce the price of electricity across the grid?
- What if you had access to technology that made shifting and shaping your load easy, convenient, and non-intrusive?
- What if you could work within that technology solution so that your reduction was multiplied by the effect of your neighbor's reduction?

**Beyond Demand Response—Demand Response vs. Dynamic Load Management**

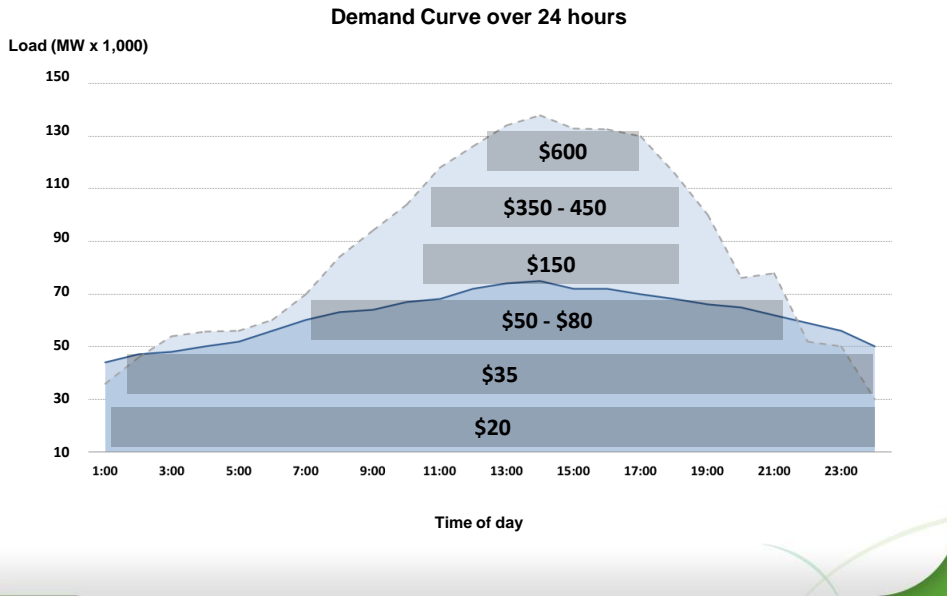


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With Aggregation, Everyone Benefits From Lower Prices



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**THANK YOU**