



# Making Energy Count

A roadmap to realise consumer benefits from smart energy starting with the UK smart metering roll out

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# A transformational journey for UK energy

Renew  
Production

Decarbonis  
e energy

Energy  
Efficiency

Decentralis  
e Energy

Electrify  
Heat

Electrify  
Transport

Smart  
Metering /  
Grid

Electricity  
Market  
Reform

Feed In  
Tariffs

Renewable  
Heat  
Incentive

Green  
Deal

Green  
Invnt.  
Bank

Smart  
Meters

In Premise  
Generation

Geothermal  
Heat

Energy  
Efficient  
Devices

Smart  
Energy  
Goods

Car  
Charging  
Points

# An integrated model to enable smart energy

Unified Consumer Experience & Choice

Automated Energy Service Delivery

**Smart  
Meter**

**Smart  
Consumer**

**Smart  
Home**

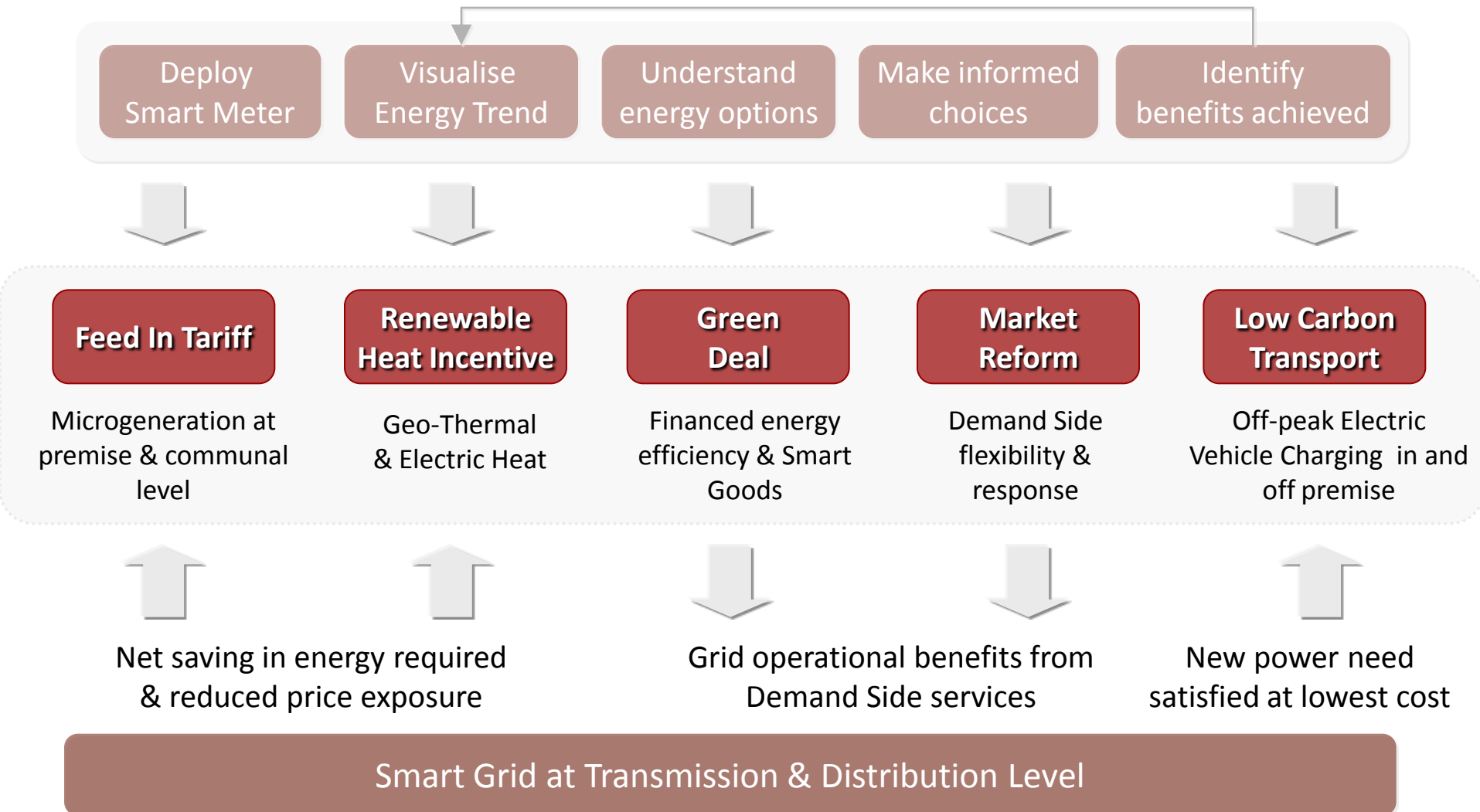
**Smart  
Transport**

**Smart  
Life**

Market Incentives

Smarter Grids & Markets

# Delivering informed consumer Choices to drive in-premise energy efficiency



# Increasing sophistication of the in-premise energy infrastructure

Solar P.V.  
Generation

Visualisation of  
Energy position

Energy Efficient  
Devices

Fuel Cell  
Generation



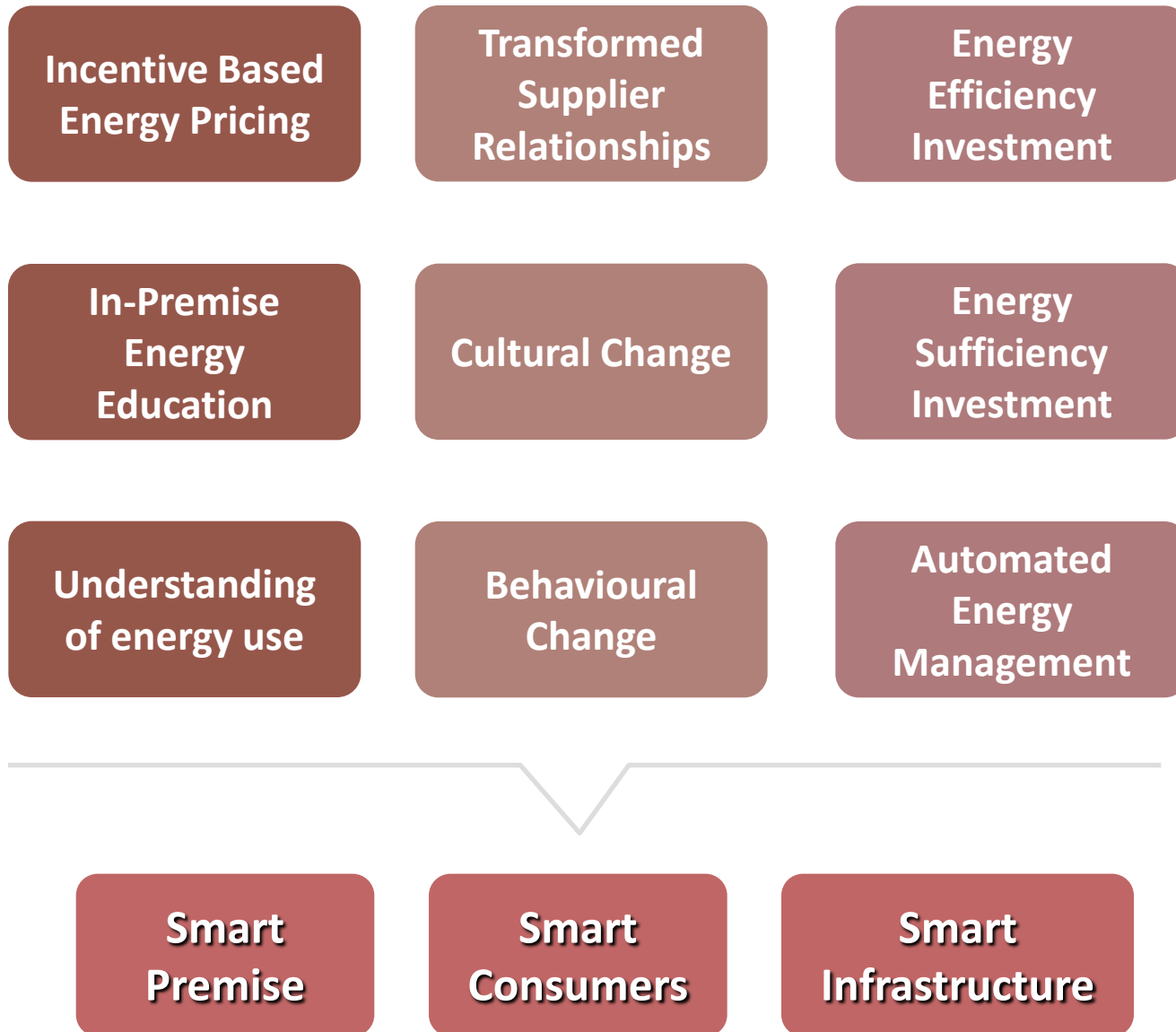
Smart Energy  
Goods

Geothermal  
Heat Production

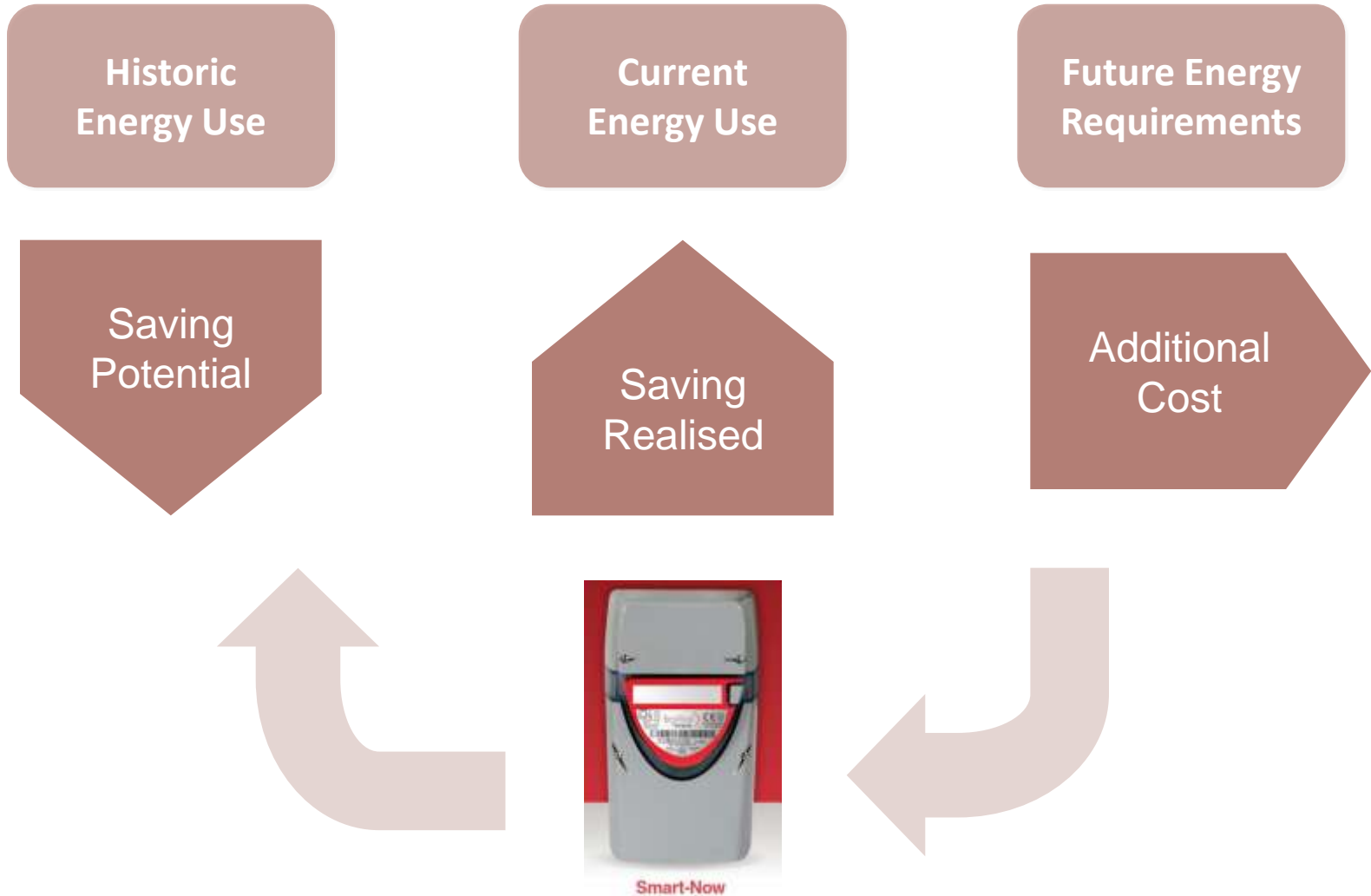
Smart Meter with  
In-Home Display

Electric Car  
Charging Point

# An evolution in how we engage in energy



# The energy we use is reality





Working together to help create our shared energy future

Thank you

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**Rosenblatt New Energy Awards** - 2011 Company of the Year

**Deloitte Technology Fast 50** - 2010 6th Place Winner

**AIM Awards** - 2010 'Achievement In Sustainability'

**Carbon Trust** - Advanced Energy Savings Initiative Partner

