



PassivSystems recognised as one of the Tech Media Invest 100

Smart home firm chosen for innovation and creativity

13 September – [PassivSystems](#) was today recognised as one of the [Tech Media Invest 100](#) in [The Guardian](#). The 100 UK companies were selected by an expert panel of technology and media investors and represent some of the ‘smartest entrepreneurs and most creative solutions in the UK’.

PassivSystems launched its home energy management solution [PassivEnergy](#) in May this year, a product that early results have shown could reduce household energy consumption by up to 27 per cent. It provides consumers with complete control over their heating and hot water consumption by optimising a home’s energy use, learning when it needs to use energy and when it needs to save it.

The [Tech Media Invest 100](#) celebrates the talents and achievements of the best of the new breed of British technology firms. The 100 were divided into different categories and PassivSystems was included in the ‘devices and technology’ section.

“Everything we have done has been about creating a consumer proposition to make managing energy in the home easier,” said [Colin Calder](#), CEO, PassivSystems. “We want to create sustainable homes and believe that providing consumers with more information via a smart meter or energy monitor is not the best way to do that. To see PassivSystems recognised in such esteemed company makes it feel like we are building momentum and on the verge of something really special in bringing PassivEnergy to the mass market.”

This latest commendation continues an impressive year for PassivSystems, which has already seen the following achievements:

- PassivSystems was selected as one of [ten companies](#) chosen by UK Trade & Investment in January 2010 to be part of an exhibition of Britain’s best new technologies at this year’s CES
- At CES, PassivEnergy was cited as one of the [top five gadgets](#) at the whole show
- Be [chosen from more than 140 companies](#) to participate in the UKTI and Technology Strategy Board Clean and Cool Trade Mission to San Francisco
- Secure [funding](#) from WHEB Ventures, the European clean technology venture capital firm, the first time that WHEB has invested in Series A funding with a start-up.
- PassivSystems’ consulting team [is working / has worked](#) on energy projects with (amongst others) EDF, BT, University College London and the Energy Technologies Institute
- PassivSystems was [recently recognised](#) as one of Europe’s leading privately owned companies in the Red Herring 100 Europe 2010

Colin Calder concluded: "Research has shown that people will not make significant adjustments to their lifestyle based purely on the information provided by a smart meter. PassivEnergy fits seamlessly into people's lives and can have a significant impact on carbon footprints and energy bills. We are all proud of the impact we have made so far and the potential for the future."

In addition to PassivEnergy, PassivSystems plans to launch other smart home products that address security and assisted-living over the next 18 months, helping people live better, save money and look after each other.

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About PassivSystems: www.passivsystems.com

PassivSystems Ltd was established in 2008 and aims to be the leading provider of Home Energy Management Systems. Bringing together specialists from two normally separate sectors, energy and telecoms, the PassivEnergy Home Energy Management System has been designed to help people reduce wasted energy, increase comfort and save money. The system has been designed to be simple to install and easy to use.

PassivSystems has been highly commended by industry in 2010. It was one of ten companies chosen by UK Trade & Investment in January 2010 to be part of an exhibition of Britain's best new technologies at the world's largest consumer electronics show, CES and in February was selected to participate in the Clean and Cool Mission 2010. This trade mission saw 19 leading UK clean tech companies spend a week in San Francisco taking part in a range of activities designed to help them open up their business to the US market. In May, PassivSystems was selected as a finalist in the Red Herring Europe 100 awards which recognise the most innovative technology startups in Europe.