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FOR IMMEDIATE RELEASE:

PassivSystems recognised as one of the UK's top clean tech companies

Smart home systems firm will travel to San Francisco as part of Technology Strategy Board's Clean and Cool Mission 2010

Newbury – [PassivSystems](#) has been chosen from more than 140 UK businesses to participate in the [Clean and Cool Mission 2010](#), where the most promising clean technology firms will travel to Silicon Valley between 20th and 26th February.

The mission, designed to ensure that the 20 businesses taking part benefit from the collective impact of a well run trade mission, will see [PassivSystems](#) showcase its home energy management product, [PassivEnergy](#). PassivEnergy recently held its trade launch at the world's biggest consumer electronics show ([CES](#)), where it was named as one of the [top five gadgets](#).

The 20 participating businesses will meet the media, peers from around the world, investors, potential partners and some of the US's top technology companies, with a view to opening up international markets for their businesses. They will also engage with experts on the financial and public policy agendas relevant to clean technology businesses operating in the US.

"We are delighted to have the opportunity to demonstrate PassivEnergy to a new audience as we believe consumers in any country would be interested in savings of up to 28 per cent that PassivEnergy offers," said Colin Calder, CEO, PassivSystems. "So many houses around the world have heating and cooling systems that haven't kept up with advances in technology and are inefficient, yet consumers accept this poor performance as standard. A system like PassivEnergy, that puts consumer needs first by delivering reduced energy bills and improved home comfort levels, without consumer behaviour being significantly altered, will gain momentum fast."

Organised by the Technology Strategy Board, UK Trade and Investment, Polecat, Volans and Enterprise UK and supported by Orrick, BP Alternative Energy and Cleantech Group the mission is designed to make it easier for some of the most innovative and enterprising entrepreneurs in the UK's Clean Technology sector to take their businesses into the global marketplace.

"PassivSystems will primarily be seeking to raise international awareness on the mission, building on the momentum generated at CES," said Colin Calder. "Smart meters are simply not smart enough right now and PassivEnergy meets the consumer requirement for a genuinely intuitive and intelligent home energy management system."

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The companies participating are:

- AMEE - www.amee.com
- Aquamarine Power - www.aquamarinepower.com
- Artemis Intelligent Power Ltd - www.artemisip.com
- Breathing Buildings Ltd (previously E-Stack Ltd) - www.e-stack.co.uk
- Diverse Energy Ltd - www.diverse-energy.com
- DIY Kyoto - www.diykyoto.com
- Evince Technology Ltd - www.evinctechnology.com
- EVO Electric Ltd - www.evo-electric.com
- HydroVenturi Limited - www.hydroventuri.com
- Integrated Environmental Solutions Ltd - www.iesve.com
- Intelligent Energy - www.intelligent-energy.com
- Isentropic Limited - www.isentropic.co.uk
- Juice Technology Limited - www.juicetechnology.co.uk
- Metalysis - www.metalysis.com
- Microsharp Corporation Ltd - www.microsharpsolar.com
- ModCell Limited - www.modcell.co.uk
- Nexeon Ltd - www.nexeon.co.uk
- Oxford Catalysts Group plc - www.oxfordcatalysts.com
- PassivSystems Ltd - www.passivsystems.com
- Xeros Ltd - www.xerosltd.com

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 is due to be launched in early 2010 and has been designed to be simple to install and easy to use.

PassivSystems 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. PassivEnergy was showcased to thousands of journalists from across the world and named as one of the top gadgets on display.

More information is available at www.cleanandcoolmission.com and you can follow the progress of the 20 companies during their visit to registering on the social media pages on this site.

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