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PassivSystems appoints Rebekah Brown as Marketing Director

Former agency MD goes in-house with brief to make new home energy management product a household name with consumers and industry

Newbury – [PassivSystems](#) has appointed former Bite MD Rebekah Brown as its new Marketing Director. The smart home technology firm is shortly launching its home energy management product [PassivEnergy](#) and Brown's remit is to develop PassivSystems' global brand positioning and corporate identity and drive brand awareness of the PassivEnergy product across both B2C and B2B audiences.

Brown was MD of Bite for four years until the company was acquired by [Loewy](#) in late 2006 and has since been working as an independent consultant for her own company, Remarkable Things. Her client experience includes a broad spectrum of B2B and B2C brands such as Volvo, Nokia, T-Mobile, Interoute and Visa.

"We've spent time developing a fantastic product that we feel will make an enormous impact on the way people live their lives, but the key to success is making sure the right people know about it," said [Colin Calder](#), CEO, PassivSystems. "Rebekah's track record as a marketer and brand builder is second to none and we are delighted that she has joined the team at PassivSystems."

PassivEnergy is readying for its UK launch and Brown will be using the full marketing spectrum to build buzz amongst consumers but also working with select business partners to promote the service to their customers.

The product brings a new level of comfort and ease to home energy management, as well as reducing energy use and household bills. It has an innovative 'Adaptive Occupancy Control' function to optimise energy use, which will learn how people live their lives and will adjust and control energy consumption accordingly. Crucially, it does this without people having to significantly adjust their behaviour.

"PassivEnergy is an amazing product in a sector still exploring its boundaries. Until now the debate around the future of energy use in the home has focused on smart meters and has been clouded by misinformation and misperception of what these devices can deliver," said Brown.

"PassivEnergy is about more than information and tips on energy, which can feel like simply pointing at the problem. We want to help people actually solve the problem by delivering a clever system that automates your heating, hot water and electrical devices based around your lifestyle habits."

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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 is due to be launched in Q2 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. In February 2010 PassivSystems was selected to participate in the Clean and Cool Mission 2010, which 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.

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