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## **PassivSystems makes Red Herring's Top 100 Private Companies in Europe**

*UK smart home systems firm recognised as one of Europe's most innovative startups*

Newbury – [PassivSystems](#), about to launch its unique home energy management product [PassivEnergy](#), has been recognised as one of Europe's leading privately owned companies in the prestigious [Red Herring 100 Europe 2010](#). Now in its 10th year, Red Herring spotlights the top 100 privately owned technology startups from all over Europe, the Middle East and Africa (EMEA).

PassivSystems was selected from hundreds of applicants because of the innovation of its technology and vision for bringing smart home systems to a mass consumer market. The company's first product PassivEnergy, is a unique energy management product that works by talking to sensors and controls installed around the home. It learns how people live their lives and when they need to use energy and when they need to save it, and is set to revolutionise the way people manage and use energy in the home.

An experienced group of Red Herring judges reviewed each startup nomination, evaluating nominees on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy and integration into their ecosystem.

"We have always felt that PassivEnergy was a ground breaking product so it is rewarding to see our vision endorsed in this way by Red Herring," said [Colin Calder](#), CEO, PassivSystems. "It's a prestigious award with the list of previous winners reading like a who's who of technology success stories, so to keep that kind of company fills us with confidence as we prepare for the launch of PassivEnergy."

The winners of Red Herring 100 Europe 2010 will be celebrated at the Red Herring 100 event in Paris, May 25-27. All finalists will be required to present and showcase at the Red Herring Europe forum before an exclusive audience of C-level entrepreneurs, corporate strategists, and more than 50 venture capital funds in addition to being featured in a special edition of Red Herring magazine.

The Red Herring editorial team will analyse the cutting edge companies and technologies and select those who are particularly positioned to grow at an explosive rate.

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**About PassivSystems:** [www.passivsystems.com](http://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.

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