



PassivSystems acquires UK's leading energy consultancy, Digital Living Limited

UK smart home systems firm set to benefit from consultancy's unrivalled data and insight into consumer energy behaviour

19 February - Newbury – Clean technology company [PassivSystems](#) has announced the acquisition of [Digital Living Limited](#), a consultancy-led specialist with years of experience focusing on smart metering, compatible energy efficiency solutions and consumer behaviour around energy usage. The acquisition will provide further impetus to PassivSystem's 2010 launch of [PassivEnergy](#), its home energy management system that recently created such a massive impact at the world's largest [consumer electronics show](#) in Las Vegas.

PassivSystems intends for PassivEnergy to be the leading home energy management system. Digital Living Limited will provide additional perspective on the complex and varied stakeholder needs that must be addressed to bring PassivEnergy to market. Digital Living Limited has spent years monitoring, evaluating and understanding consumer behaviour and energy consumption, and its partnerships with energy suppliers, white goods and meter manufacturers and government will be invaluable to the launch of PassivEnergy in April 2010.

"2010 will be the year that smart energy solutions like PassivEnergy really hit the mainstream and consumers will be looking for a product that puts them first. Insight into how people really live is critical," explained Colin Calder, CEO of PassivSystems. "We are truly lucky to have the experience and expertise of the Digital Living team, and feel they are the final piece in the PassivSystems jigsaw. Combining their unrivalled insight and data into consumer behaviour with the incredible technology of PassivEnergy will create a hugely powerful proposition for the global energy market."

PassivSystems was one of just ten companies recently chosen by [UK Trade & Investment](#) to be part of an exhibition of Britain's best new technologies at [CES](#). The world's largest consumer electronics show saw PassivEnergy showcased to thousands of journalists from across the world and named as one of the [top five gadgets](#) on show.

PassivEnergy works using sensors and actuators that connect to a home's heating, hot water and electrical appliances and tracks energy usage via an online account. It also has an its innovative 'Adaptive Occupancy Control' function to optimise energy use, which learns how people live their lives and automatically adjusts and controls energy consumption accordingly.

The deal will see Digital Living Limited founders Mike Windsor and Dr Mike Patterson join the PassivSystems leadership team, bringing their years of consultancy and understanding of the energy market to the launch of PassivEnergy. The rest of the Digital Living team will also join PassivSystems.

"As consultants we were exposed to any number of smart energy products," said Dr Mike Patterson. "What makes PassivEnergy unique is that it doesn't merely monitor energy consumption but is actually able to learn a consumer's behaviour and adapt energy use accordingly. It is a truly innovative use of technology."

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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 early 2010 and has been designed to be simple to install and easy to use.

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About Digital Living: www.digitalliving.ltd.uk

As a consultancy-led specialist providing smart technology for the home, Digital Living develops solutions for residential & small commercial enterprises to manage their energy and water usage whilst linking safety and security devices in the home to benefit the occupants.

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