



PassivSystems appoints Jeff Ball as new Director of Service and Operations

UK smart home systems firm expands leadership team with former Vodafone and Volkswagen service and ops expert

19 March - Newbury – Clean technology firm [PassivSystems](#) has announced the appointment of Jeff Ball as its new Director of Service and Operations, as the company prepares for the launch of its home energy management product, [PassivEnergy](#) in Q2 this year.

Ball has more than 20 years in senior service and operations roles and joins PassivSystems from Ventura Outsourcing, where his main client was Volkswagen. At Ventura he had overall responsibility for Volkswagen's National Service Centre, whilst he has also held senior service roles at Vodafone and a whole host of start-ups in the mobile and telecoms sector.

His appointment follows PassivSystems' recent acquisition of [Digital Living Limited](#), the energy consultancy with a focus on smart metering, compatible energy efficiency solutions and consumer behaviour around energy usage.

"Jeff joins PassivSystems at an incredibly busy but exciting time," said Colin Calder, CEO, PassivSystems. "We are building a leadership team to not only launch PassivEnergy in the UK but all across the world and Jeff's operations expertise with global, customer focused brands such as Vodafone and Volkswagen will be invaluable for PassivSystems in achieving that scale."

PassivEnergy is set for its UK launch in May this year and aims to bring a new level of comfort and ease to home energy management, as well as reducing energy use and household bills. It works using sensors and actuators that connect to a home's heating, hot water and electrical appliances and users control it via a web-enabled device that provides access from anywhere in the home.

It also has a unique 'Adaptive Occupancy Control' function to optimise energy use, which learns how people live their lives and automatically adjusts and controls energy consumption accordingly.

"PassivEnergy is different from other solutions because it is a home energy management product that is genuinely straight forward to use and makes a tangible difference on energy consumption," said Jeff Ball, PassivSystems. "My ambition is to make it ubiquitous in households, so I'll be working with our partners to provide seamless logistics for the end user at a product price point that makes PassivEnergy viable for everyone."

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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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