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PassivSystems a winner in Red Herring 2010 Global 100 Awards

Smart home technology firm cited as one of the world's best technology companies

Newbury – Smart home technology firm [PassivSystems](#) has been named a winner in the [Red Herring Global 100 2010](#), one of the world's most prestigious and influential awards for privately-owned technology firms.

This is the latest in a series of Red Herring accolades for PassivSystems, as it was named as one of the leading European technology firms in May 2010 and selected from a pool of 1200 companies across the world to be a global finalist earlier in 2011.

PassivSystems secured the global winners award at a special awards ceremony on 26 January after presenting its business strategy at the Red Herring Global forum, January 24-26. The nominees were evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

PassivSystems, which launched its home energy management product [PassivEnergy](#) to huge industry acclaim in the UK in 2010, plans to expand into the US and Europe in 2011, seeking additional strategic partnerships with companies in the renewables manufacturing space.

“We’re really proud to win another award that recognises our product innovation and vision for efficient home energy management that puts the consumer at its heart,” said [Colin Calder](#), CEO, PassivSystems. “The energy landscape is changing dramatically, with consumers increasingly encouraged to use renewables. As PassivEnergy has the ability to manage and monitor energy generated by renewable sources we feel in prime position to bring our vision to the US and other countries in 2011.”

PassivEnergy differs from most other home energy management products by focusing on heating and hot water – which account for 85 per cent of a household’s energy – and intuitively learning a household’s energy requirements to automate energy use in the home. Users manage the system with the wireless touch-screen PassivController which replaces existing boiler and heating controls and works by talking wirelessly to sensors and controls installed around the home.

Critically, it will also integrate the management of renewables on the same platform as legacy heating and hot water systems, ensuring consumers get a better performance from their renewable energy investment.

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About PassivSystems: www.passivsystems.com

PassivSystems Ltd was established in 2008 to develop smart-home technology for the mass market. Beginning with energy, and continuing with security, assisted-living and other lifestyle services, PassivSystems creates simple, human-centred products that deliver effective solutions to some of today's most pressing global problems.

The company and its first product PassivEnergy have been widely commended by industry and media. The PassivEnergy home energy management product was cited as one of the top five gadgets at CES 2010 and PassivSystems was recognised as one of Europe's leading privately owned companies in the Red Herring 100 Europe 2010.

Further recognition followed with PassivSystems named as both a 2010 Global Cleantech 100 and Tech Media Invest 100 company. Its latest commendation was as a Red Herring Global 100 company in January 2011, an award which recognises the world's most promising private technology businesses.

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