

CES 2010: Hot Topic – New era living

Interview opportunity: Colin Calder, CEO, PassivSystems

Setting the standard for a new way of living

...Home energy management from PassivSystems ensures most efficient use of energy, cutting household bills by learning how people live and only using energy when it is needed.

CES, Las Vegas, January 2010: A brand new British company that aims to dramatically improve home energy efficiency is launching at CES Unveiled. Newbury-based PassivSystems will showcase its pioneering PassivEnergy home energy management system.

Set to be available from March 2010, PassivEnergy connects via sensors to your heating, hot water and electrical appliances, and monitors activity via an individual online account. By learning about your regular movements, the intelligent control system will then ensure that you make the most efficient use of energy possible, only using services such as hot water when you need them. PassivEnergy automatically makes the most efficient use of energy throughout the home and doesn't make extra work for the user.

PassivSystems' world-class solution to the global problem of home energy use won it a place at CES Unveiled, the pre-event media showcase at the world's largest technology event. It was chosen by UK Trade & Investment, the government body promoting British business in international markets. As one of ten winners of a UKTI competition, it will exhibit in Las Vegas on 5 January.

'Everyone wants lower energy costs but few people have enough time in the day to become their home's 'energy manager'. Simply giving people more information about energy consumption is not a solution.,' explains Colin Calder, CEO, PassivSystems. 'PassivEnergy sets a standard for a new way of living. By incorporating our technology into their existing home setup, consumers can dramatically reduce energy waste and cut their household bills at the same time, all with minimal effort on their part. In future, legislation will require consumers' homes to be more energy efficient – PassivEnergy is an easy, inexpensive way for people to cut energy wastage and energy bills without huge changes to the way they live.'

For more information or for interviews with Colin Calder, CEO of PassivSystems, please see contact details.

PassivSystems is a winner of the CES 2010 competition coordinated by UK Trade & Investment, the government body supporting UK businesses in international markets. The competition awarded ten British technology companies an exhibitor's place at the high profile media showcase *CES Unveiled*, giving each one the chance to present their product or service to an audience of key international press. The winners, including PassivSystems, will be exhibiting in the ballroom at The Venetian, between 4-7pm on 5 January 2010.

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Editor's notes:

1. UK Trade & Investment (UKTI) is the government organisation that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information please visit www.uktradeinvest.gov.uk or telephone +44 (0) 20 7215 8000. For latest press releases, visit the online newsroom at www.newsroom.uktradeinvest.gov.uk. More information on UKTI can be found at www.blog.ukti.gov.uk; www.youtube.com/UKTIWeb; www.flickr.com/photos/ukti; and twitter.com/ukti.

2. UKTI identified the Information and Communication Technologies (ICT) sector as one of five priorities for action in UKTI's strategy "Prosperity in a changing World" launched in July 2006. As part of UKTI's strategy to promote the UK ICT sector as the forefront of the global industry, a marketing toolkit is available for the industry's use. The toolkit can be viewed at www.uktechnology.info.