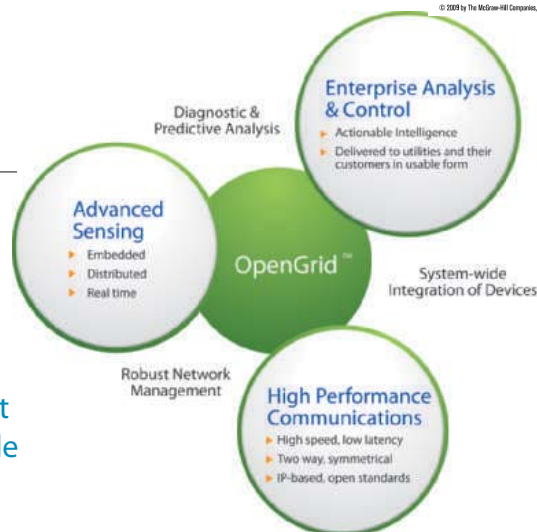


SPECIAL
ADVERTISING
SECTION

CURRENT® Provides Smart Grid Solutions

CURRENT provides electric utilities a Smart Grid solution that increases the efficiency and reliability of the electric grid while reducing the environmental impact of electric usage.



CURRENT's scalable solution combines advanced sensing technology with low latency, IP-based communications and enterprise analysis software and related services to provide location-specific, real-time actionable data that is easily integrated into a utility's existing infrastructure. Utilities around the world are using the *CURRENT Smart Grid™* solution. In the United States, Xcel Energy is using **CURRENT's** technology in its SmartGridCity™ project in Boulder, Colorado. **CURRENT** is also a participant in several European Union-

sponsored projects to expand the use of Smart Grid technology to benefit European electric utilities and residents.

CURRENT's progress has been recognized by several awards including the World Economic Forum 2009 Technology Pioneer for its innovation, impact on business and society, future growth and sustainability, proven concept and visionary leadership; the GoingGreen East 50 Top GreenTech Companies; the Dow Jones 2008 Ten Most Innovative Clean Tech Companies in Europe;

the 2006 Platts' "Global Energy Commercial Technology of the Year" for its technology in relation to emissions reduction, practicality, reliability and overall commercial success; and the Red Herring's 2006 "Top 100 North America." **CURRENT**, a private company headquartered in Germantown, Maryland, was founded in 2000 and has blue chip investors including EnerTech Capital, Google Inc., Goldman, Sachs & Co., and Liberty Associated Partners (an investment partnership between Liberty Media Corporation and the Berkman family), among others.



www.currentgroup.com

Powering the **Eco Economy**

What's driving the urgency to create a stronger, better, smarter national energy grid? Age and neglect are highest on the list: the grid as we know it came to be in the 1960s, and it has gotten less and less care and feeding as the years have passed. Security threats are high on the list of contributors as well. Resource volatility,

energy supply issues, and cyber and physical terrorism combine to create a frightening mix of 'what if' scenarios. Global warming and environmental sustainability are driving momentum toward a smarter grid.

As America steps up to reduce the carbon intensity of its power generation, organizations across the energy spectrum are working to green the grid.

America has a seemingly unquenchable thirst for electricity: Estimates are that the system will need to produce 50% more power in 2025 than it does now. In 1978, 8% of U.S. households had microwave ovens. Today, 83% have them. The size of a typical American home increased 40% between 1990 and 2006, and the explosion of computers, printers, and portable elec-

tronics means power production is racing to stay ahead of—or in line with—consumption. And with power demand accounting for 40% of CO₂ emissions, the U.S. faces significant challenges for producing power cleanly and efficiently. "We have found that by using intelligent sensing and analytics to harvest the inefficiencies of the distribution grid itself, the yield can be significant, says Ray Gogel, President and COO of Current Group. Not only are we freeing up precious system capacity, but we are also eliminating the need for the generation of unnecessary power—even enabling utilities to monetize that asset. It's a win-win for both the environment and the consumers."