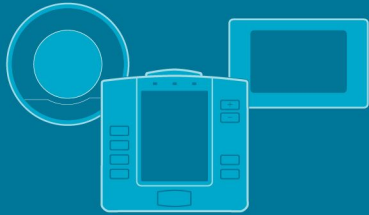



## Customer Choice

Provide customer choice in devices



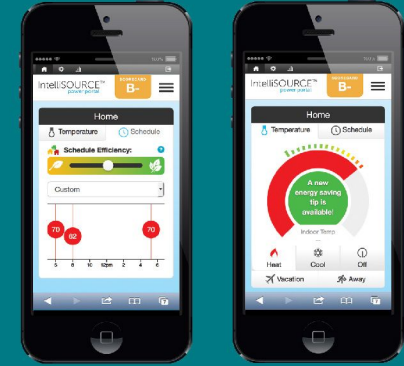
Enable various incentives and control strategies



 Including the automated participation in price response programs – set it and forget it!

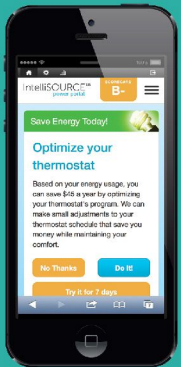
## Engage Your Customer

- Empower customers to control their energy on the go with mobile thermostat control
- Optimize control strategy for customer comfort and resource value
- Prevent customer disintermediation



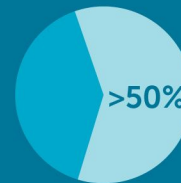
## Energy Efficiency

Device telemetry data delivers personalized, compelling and actionable insights... not generic, unhelpful tips



Save 10% of household HVAC consumption  
→ meaningful bill impact for consumers  
→ meaningful TRC impact for utilities

## Scale



Reach > 50% of CAC load



Deliver > 1kW per household



Highest quality, dependable resource

Direct load control has at least ten times the potential capacity savings of behavioral DR and can serve the 70% of homes without AMI

Device-based demand response is the only mass-market, operational DR resource.  
Learn more: [www2.comverge.com/demandrequest](http://www2.comverge.com/demandrequest).