

For Immediate Release

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PlanetEcosystems to present at 2015 Smart Energy Summit: Engaging the Consumer

SAN FRANCISCO, CA: Feb 15, 2015 PlanetEcosystems announced today that its CEO, Rory Jones, will speak at the 2015 Smart Energy Summit: Engaging the Consumer, held on February 16-18 in Austin, Texas. Mr. Jones will speak in a pre-show workshop and will participate in a panel of industry leaders in the session Consumer Engagement Strategies: IoT and Energy Value Proposition on Tuesday, February 17 at 11:00 a.m.

The interactive panel session, moderated by Stuart Sikes, President, Parks Associates, will examine the implications of Parks' research that shows 70% of U.S. broadband households are interested in one or more home energy management features, and how this ties in with the emerging Internet of Things.

"The greatest opportunities for partnerships between the smart home and electricity industries are in combining usage and behavior information with home control and automation capabilities," said Rory Jones, a Co-Founder of PlanetEcosystems. "By properly integrating offerings and information across sectors, the solutions provided may finally breach the consumer effort vs. reward ratio, such that customer solutions are truly compelling, and customer adoption will reach the critical mass that has, hitherto, eluded the market."

Parks Associates will host the sixth-annual Smart Energy Summit, an executive conference focused on energy management solutions, February 16-18, 2015, at the Four Seasons Hotel in Austin, Texas. The event brings together industry leaders and analysts to examine strategies that capture untapped consumer interest in energy services.

"Consumer adoption of energy management technologies will have a substantial impact on electric utilities in the future," said Tom Kerber, Director of Research on Home Controls and Energy at Parks Associates. "The 2015 Smart Energy Summit features leading experts to provide their insights on the challenges and opportunities associated with energy data and energy-

related value-added services.”

Information about the Smart Energy Summit is available at www.ses2015.com. Press passes for the event are available at <http://www.parksassociates.com/ses-presspass>. To speak with an energy analyst or request specific research data, please contact Holly Sprague at hsprague@gmail.com or 720.987.6614.

About Smart Energy Summit

Smart Energy Summit: Engaging the Consumer examines the expanding market for the smart home and the role of energy solutions within the Internet of Things, including connected devices, energy management, utility services, and home control platforms and services.

Smart Energy Summit addresses strategies for utilities, service providers, retailers, and manufacturers to expand and monetize their energy offerings by engaging consumers, developing new business models, and creating unique partnerships.

The summit agenda features thought leaders representing utilities, state and national regulators, telecom and security companies, retailers, and OEMs presenting on the state of the market and the emerging consumer and business opportunities.

The sixth-annual Smart Energy Summit will take place February 16-18, 2015, at the Four Seasons Resort in Austin, Texas. Follow the event on Twitter at [@SmartEnergySmt](https://twitter.com/SmartEnergySmt) and on the [Smart Energy Insights Blog](#). For information on speaking, sponsoring, or attending Smart Energy Summit, visit www.ses2015.com.

About PlanetEcosystems

PlanetEcosystems helps utilities develop deep and loyal customer relationships by delivering new sources of service value with its P-ECOSYS customer engagement technology platform. With P-ECOSYS, utilities can use big data to provide personalized solutions that help customers get a great deal more value from their utility services; from saving money and minimizing the carbon footprint to increasing home comfort and health, getting deals on appliances, contractor services and financing through P-ECOSYS marketplaces, and integrated home automation capability. Deployable in just 60 to 90 days, P-ECOSYS is the only platform that fully integrates the interactions of utility customers, utility administrators, and EE contractors, delivering compelling customer messaging and reduced service costs. For more information, visit www.planetecosystems.com.