



## **Energy Sector Power Distribution Division**

Orlando, Florida, July 22, 2009

### **Siemens and Viridity Energy announce strategic alliance for Smart Grid implementations**

**Siemens Energy and Viridity Energy have entered into a strategic relationship to provide virtual power plant functionality on campus environments and to other large users of electricity. Viridity will couple Siemens' DEMS (decentralized energy management system) with its VPower forecasting and optimization solution to deliver solutions and services for the management and bidding of controllable load and customer-owned generation and storage resources into energy markets, including capacity, day-ahead, real-time and ancillary markets.**

Viridity offers solutions and services for the management and bidding of demand resources (controllable load) and behind-the-meter generation and storage into energy markets, including capacity, day-ahead, real-time and ancillary markets. Viridity provides the aggregation of controllable load elements on large campuses (university, industrial, governmental, etc.), management of the aggregate controllable load and available renewable and/or distributed energy resources within the campus' control (such as wind, PV, battery, storage, etc.), forecast and management of the next day and week's load, optimization of the available resources and load requirements for bid into the regional energy markets to optimize consumer costs and ensure that the customers' environmental goals are achieved as well as the management and settlement of associated energy purchase contracts.

The heart of the Viridity solution is Siemens' DEMS, which delivers the software engine to model the available resources, forecast usage, balance load and energy resources in real-time, optimize demand capacity available and integrate with energy market systems for bidding. The system can be implemented locally or as a remotely hosted service.

Viridity offers this service to its customers allowing them to leverage their scale and optimizing achievement of their economic and environmental objectives. Together, the Viridity-Siemens team supplies coverage of a total solution from the market to the consumer, delivering value in energy usage, management and price savings. The Viridity-Siemens solution allows customers to integrate their micro-generation and controllable load into the Smart Grid on the same basis as traditional generation.

Audrey Zibelman, President and CEO Viridity Energy explained, "Electric utilities and electric customers are increasingly recognizing the value that distributed resources can have on the grid. This value can be maximized when customers are able to optimize individual load management and generation resources as integrated, dynamic resources on the grid. To provide this service to our customers, we wanted a base technology platform that was proven and was of the same quality as those that are used to manage resources on the power grid. The Siemens DEMS system was a ready-made solution to that requirement," she added.

Siemens has Smart Grid solutions along the entire energy conversion chain from planning and consulting to the products and services required to enable the grid to operate intelligently. And Siemens also incorporates solutions for commercial and industrial applications as well as smart homes, including building automation, IT systems integration, advanced lighting technology and energy efficient appliances, for a comprehensive Smart Grid solution.

"Working with innovative partners like Viridity, Siemens supplies Smart Grid solutions along the entire energy conversion chain -- a portfolio unmatched by any supplier in the industry -- and solutions like Viridity's VPower allow market participants to better manage the availability of energy for themselves and for other users on the grid," said Mike Edmonds, vice president, Energy Automation, Siemens Energy, Inc.

#### **About Viridity Energy**

Viridity Energy was formed in (year) by former key executives of PJM Interconnection with a combined total over over 120 years of experience in the energy industry. Viridity's flexible VPower™ system is a proven technology platform that turns customer supply and demand-side energy resources into integrated virtual power plants that are dispatched onto the energy grid through the wholesale power markets. For the first time, customers can optimize their energy investments and convert them into a valuable revenue stream - creating more value from green power resources and improving the organization's sustainability performance. For more information visit [www.viridityenergy.com](http://www.viridityenergy.com).

The **Siemens Energy Sector** is the world's leading supplier of a complete spectrum of products, services and solutions for the generation, transmission and distribution of power and for the extraction, conversion and transport of oil and gas.

In fiscal 2008 (ended September 30), the Energy Sector had revenues of approximately EUR22.6 billion and received new orders totaling approximately EUR33.4 billion and posted a profit of EUR1.4 billion. On September 30, 2008, the Energy Sector had a work force of approximately 83,500. Further information is available at: [www.siemens.com/energy](http://www.siemens.com/energy).

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