Press Release

For immediate release: 22 May, 2012

# GEO and Etneo *Make Energy Engaging* for Italian households.

*Consumers can reduce electricity consumption by 10% a year with smart monitors.*

**May 22, 2012 (Cambridge, UK) – Green Energy Options (GEO) has appointed Etneo Italia to distribute GEO’s Home Energy Management Systems within Italy. These include a range of In-Home Displays (IHDs) which are easy for consumers to install, provide real-time information on energy usage within the home and put them in control of their energy consumption.**

Based on [research undertaken in 2011](http://www.vaasaett.com/2012/03/final_empower/) by [VaasaETT](http://www.vaasaett.com/), a Global Energy Think Tank based in Finland, GEO and Etneo estimate that Italian households could **reduce electricity consumption by 10% a year** by using an In-Home Display to manage energy consumption more effectively.

Italians pay more for their electricity than many other European nations which makes any type of energy efficiency have greater impact, and with the average Italian household utility bill increasing year on year, a 10% saving can really make a difference to the household budget each month.

Etneo will be offering four of GEO’s Home Energy Management Systems in Italy, which incorporate In-Home energy displays, online energy information services, available on their PC, Tablet and Smartphone, and accessories such as ‘smart plugs’ and temperature sensors:

* **Ensemble** Home Energy Management System, which comes with an In-Home Display, an Internet Bridge to connect to online services, and either 1 or 3 Smart Plugs to monitor and control domestic appliances
* **Solo PV In-Home Display,** which provides real-time information in colour on the electricity generated by a domestic Solar PV system
* **Solo** In-Home Display, which provides real-time information on energy consumption, for those households that don’t need the functionality of the Ensemble
* later in 2012, the **Chorus**, which is an advanced Home Energy Management System that can combine information on energy consumption and generation, appliance control through smart plugs, heating control and temperature sensors

Patrick Caiger-Smith, Chief Executive Officer of GEO comments; “*Italy pushed ahead with its Smart Meter programme before the benefits of real time feedback via displays were really available, so GEO has adapted its designs to work with existing electricity meters. This means that Italian consumers can really benefit from access to real-time energy information, so we’re pleased to be appointing Etneo as a distributor, given our strong marketing and technical skills capable of bringing new concepts to market*”.

“*We are very excited about partnering with GEO. We want to broaden our current offering in renewables equipment to installers and wholesalers by making GEO’s Home Energy Management Systems available in Italy. I would like to welcome anyone interested in viewing the product portfolio to our next exhibition at “ENERGETHICA” in Turin 24-26th May, where we will be show casing the GEO range.* ” says Ezio Drappo, CEO at Etneo.

More information on Etneo’s energy information services are available at: <http://www.etneoenergy.com>

More information on GEO including product information, images and a company profile, is available at www.greenenergyoptions.co.uk/news

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Notes for Editors

Interviews can be arranged with Patrick Caiger-Smith and Ezio Drappo.

**About Green Energy Options**

Based in the UK and Germany GEO is a leading provider of in-home displays, mobile and on-line services for households, utilities, solar PV installers and other energy providers.

GEO’s products and services are designed to engage users and thereby provide utilities, metering manufacturers, PV installers and distributors with the ability to advance their relationship with their customers. GEO prides itself on combining the benefits of products and on-line services, which together deliver flexible, scalable solutions that are innovative and offer clear business value. GEO also supplies meter manufacturers with in-home displays that enhance their smart offering to utilities. GEO can design, develop and support bespoke solutions for businesses who are looking to differentiate themselves in an increasingly competitive market space.

GEO has seen significant growth since its inception in 2006 and has now sold over 1.5 million displays. With a team of 35 direct staff and more than 250 people through outsourced work we manage our own supply chain in China, which is capable of delivering over 10,000 units a month.

For more information visit: [www.greenenergyoptions.co.uk](http://www.greenenergyoptions.co.uk/)

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**About Etneo Italia**

Etneo started the business in Milan in 1919 as a manufacturer of electrical heaters and systems. During the 1990’s the company was acquired by an International Group, which lead to manufacturing and distributing systems and assembly products for the Electronics Industry.

The specialisation of the microelectronics and the related international expansion characterises the year 2000’s. The company is now situated in the Scientific and Technology Park in Via Bovio no. 6, Novara.

During 2008, the management decided to invest in research and production in the field of renewable energy and related products, for a green thinking life style, orchestrating these activities' with its partners located in Taiwan, Japan and China.

Today Etneo manufactures micro-processor soldering machines as well as distributing renewables equipment to installers and wholesalers and the Company is divided into three areas with differences in Brand and Markets:

* MICROELETTRONICS: Soldering Process, products and systems
* PROCESS AUTOMATION: Robotics Micro Assembly
* ENERGY: Renewable Energy, Sun Wind Lighting

**Etneo Energy** the products and systems proposition are also evolving to the emerging Smart Grid, particularly in the field of controlling and monitoring the Energy being consumed, and the Energy being generated by Renewable sources. The Smart grid is the starting point to do Smart houses and Smart city, Etneo created a dedicated web platform <http://www.edargus.com>.

For more information visit: www.etneoenergy.com

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**VaasaETT Global Energy Think Tank**

The VaasaETT Global Energy Think-Tank is widely recognised as one of the World’s top centres for expertise in the fields of Utility Customer Psychology, Customer Behaviour and Demand Response in energy markets. It is also a leading international expert in related issues including Utilities Marketing and Competition, Smart Energy, Smart Home, Smart Grid and Market Structures, and is a founding member of the Smart Energy Demand Coalition (SEDC).

In essence, VaasETT brings together global expertise for building value into the current and future electricity, gas, water and related markets. VaasaETT’s uniqueness stems from its expertise and experience and a business model which delivers the absolute latest and most advanced knowledge and strategic assistance to clients and its community of thousands of experts in five continents (representing Utilities, Vendors, Researchers, Consultants, Associations, NGOs and Policy Makers), through collaboration and partnership with those same individuals and organizations.

VaasaETT’s founder and CEO, Dr Philip Lewis is thought to be the world’s only specialist to have researched competition and customer behaviour in every fully liberalised electricity market in the world since the onset of full retail competition.