

Zürich, September 22, 2008

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## Media release

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### **With its first members digitalSTROM is on its way into the digital energy future**

**Right on time for the Metering, Billing/CRM Europe 2008 in Amsterdam from September 22 to 24, 2008 the digitalSTROM alliance is able to present further prominent members besides Yello in the field of smart metering: the global market leader, Landis+Gyr AG from Zug in Switzerland and Holley Metering Ltd, the biggest Chinese manufacturer of electricity meters.**

digitalSTROM set out a year ago under the patronage of the Swiss Federal Institute of Technology in Zurich with the motto 'electricity is no longer stupid' and is planning nothing less than the marriage between information technology and energy technology. In times of high energy prices and the climate discussion, regenerative energy coupled with the conversion of the electric grids is of particular significance. digitalSTROM complements these developments perfectly: Just as every yoghurt carton is equipped with a barcode which has revolutionised logistics in the trading companies in the past 30 years, from 2009 every electrical device can be equipped with the integrated high-volt chip, dSID (digitalSTROM Identifier) to build the foundation for a future with digital energy.

### **digitalSTROM provides functions that were inconceivable until now**

'open smart metering' is the name of the digitalSTROM alliance' initiative, which discusses, formulates and implements the new demands imposed on measuring and controlling individual consumption of electricity, gas and water after the example of the open operating system, Linux. These include many functions which were unthinkable before:

- Electricity consumption is not measured just for an apartment; it can be recorded individually for each electric device (submetering). This enables accounts to be rendered as for cell phones (c.f. itemised call details).
- Measurements accurate to the second enable online diagnosis and consulting for the first time.
- Whereas to date 3W (equivalent to around 4 €/year) were required for an intelligent, networked device, digitalSTROM reduces consumption to 0.1W.
- Like an anthill with its swarming intelligence, digitalSTROM devices prevent consumption when electricity is sparse and expensive. The so-called peak loads are reduced and investments in power plants and lines can be significantly reduced.
- Users can store consumption logs kept over many years on SD cards (familiar from digital cameras).
- In compliance with all of the data security regulations the data are in the customers' hands and, if approval is given, e.g. with the energy supply company.
- SIM cards make it possible to identify users and for the basis for the accounting system, e.g. for electric cars.
- The well-known SNMP protocol is used to manage such electric devices as computers
- Visualisations in Google Earth enable energy-saving communities for energy saving to be formed.

### **A big step in the propagation of the new technology**

This wide variety of functions is being developed by the digitalSTROM alliance with members of universities and companies. The first products will be available from the end of 2009 and, in keeping with the Open Source philosophy, the technology will be made available to anyone interested. After all the digital future of energy concerns us all! And on the way to it we will need many intelligent ideas and developments. The partnership with Holley and Landis+Gyr in the digitalSTROM alliance has put us a big first step forward towards propagating these develops professionally. Other strong partners in the alliance are currently the DAI-Labor, Professor Sahin Albayrak at the Technical University in Berlin and YELLO Strom.

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### **Contact partner for the media**

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### **Additional information**

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#### **digitalSTROM.org**

digitalSTROM.org is a non-profit organisation for the development and dissemination of the new open standard for electrical intelligence founded under the patronage of the Swiss Federal Institute of Technology in Zurich in 2007. The basic technology – an integrated high-volt chip (dSID – digitalSTRIM Identifier) is being developed by aizo ag in Wetzlar and Zurich and will be available as version 1.0 at the end of 2009. aizo ag was founded in 2004 by Prof. L. Hovestadt (Swiss Federal Institute of Technology) and Wilfried Beck and today it occupies 30 engineers. Although it has not yet been fully developed, this new kind of technology is giving rise to a great deal of interest: At the most recent Light+Building – the most important trade fair for building automation in Europe – it won first prize in the Architecture and Technology category. Under the motto 'Updating Germany' it is currently being exhibited in the German pavilion at the Biennale in Venice.

digitalSTROM.org  
Hardturmstrasse 161  
CH-8005 Zürich  
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[www.digitalSTROM.org](http://www.digitalSTROM.org)

Reactions from the media: <http://www.digitalstrom.org/cms/index.php?id=23>

#### **Metering Europe 2008, Amsterdam**

A world class event presenting global expertise in metering, billing and CRM.

<http://www.metering-europe.com/>

## Landis+Gyr

Landis+Gyr is the leading provider of energy management solutions for energy supply companies. With its reputation for quality and innovation Landis+Gyr offers its customers comprehensive solutions for increased process efficiency and the sustainable use of energy. The range of solutions Landis+Gyr offers to its customers is currently the broadest in the industry and is based on electricity, heat and gas meters, communications technologies and IT systems for capturing and processing energy data and for controlling loads and tariffs. A further element are display terminals that give the end customer transparency regarding energy consumption and costs in real time.

Joining the digitalSTROM alliance is a logical step to take because the technology of the alliance is complementary to those used by Landis+Gyr; and it possesses promising potential on the way to sustainable "Personal Energy Management", which stands for the intelligent and sustainable handling of energy in the household. This is in line with the mission of Landis+Gyr to make an effective contribution to a better and hence more sustainable use of energy.

Landis+Gyr, with headquarters in Zug, Switzerland, showed a turnover of 1.5 billion CHF in business year 2007 and maintains branches in 30 countries on five continents. The company has over 5,000 employees who have all dedicated themselves to the objective of a more sustainable energy management.

<http://www.landisgyr.com/>

## Holley Metering Europe

Based in Hangzhou, HOLLEY Metering Ltd. is one of the world's largest electricity meter suppliers with an annual production capacity of 20 - 25 mill. devices. HOLLEY Group considers the German Feder Government's "smart metering" legislative initiative as basis for a successful approach towards this future market.

In summer 2008, HOLLEY Europe GmbH based in Kreuztal (district Siegen, Germany) was founded. Soon after concluding the market analysis in autumn 2008, HOLLEY Europe GmbH intends to implement distribution channels to launch the HOLLEY meter in Germany and further in Europe.

HOLLEY regards the digitalSTROM initiative as the most promising approach to developing the in-house portion of the smart metering project and is very interested in participating in the digitalSTROM.org and implementing digitalSTROM technology into its electronic meters.

<http://www.holley.cn/htmnew/index.htm>

## The DAI laboratory

The DAI laboratory headed by Prof. Dr. Sahin Albayrak (Electrical engineering and Informatics) at The Berlin Technical University is one of the leading institutes as the go-between between academic research and industrial exploitation in the field of pioneering services and applications on the Internet based on agent technologies. [www.dai-labor.de](http://www.dai-labor.de)

Medienecho: [www.dai-labor.de/medien/presse/](http://www.dai-labor.de/medien/presse/)

## Yello Strom GmbH

With over 1.4 million customers, Yello Strom is one of Germany's top 10 power companies. In 1999, Yello was one of the first new providers on the liberalised German electricity market giving German consumers the free choice of power providers. Yello has given electricity a specific colour, thus creating a strong brand with which 97 percent of Germans are familiar. Since September 2007, Yello has been providing "yellow" energy in Sweden as well.

Right from the start Yello promoted competition on the German electricity market. Now, again Yello has broken the former monopoly for "metering and metrology". Yello has introduced an intelligent meter to the German market. With this Yello Sparzähler online, power consumption in households can be made visible with your PC, accurate to the second. It therefore provides a high degree of energy management transparency such as has never been known before.

Yello is a development partner to the digitalSTROM alliance aiming at developing intelligent solutions between energy providers and appliance manufacturers, resulting in simple, energy-efficient products, which consumers will benefit from.

[www.yellostrom.de](http://www.yellostrom.de)