



**FOR IMMEDIATE RELEASE**

## **Direct Energy Wins M2M Magazine's Value Chain Award Utilizing Tridium's Niagara Framework®**

**Mississauga, ON (3 August, 2005)** - Direct Energy Business Services, a leading energy solutions provider offering innovative products and services to over 25,000 customers across North America, is the recipient of M2M Magazine's Silver Value Chain award in the Energy/Utility category.

Direct Energy was recognized for its development of the Direct Energy Suite, a web-based portal tool, which utilizes Tridium Inc.'s Niagara Framework as its development platform. The Direct Energy Suite, a product from Direct Energy's iControl solutions portfolio, provides customers with automated control and management of their facilities along with the ability to monitor, adjust and easily generate reports on the key aspects of their facilities including energy consumption, load profiles, equipment performance and maintenance scheduling – from one location all in real time.

The Value Chain Awards honor the most successful corporate adopters of M2M technology and the team of solution providers that made their success possible. They highlight the process of combining multiple technologies such as device-connectivity hardware, radio modules, network service and provision, as well as application software and infrastructure.

"This integrated technology allows Direct Energy and our customers to create value by helping to lower operating costs," said Tim Schneider, Vice President and Chief Technology Officer, Direct Energy Business Services. "The technology addresses our customers' needs for sophisticated yet intuitive automated control for their facilities' infrastructure by integrating energy, lighting, HVAC, intrusion detection and air quality systems for optimal performance," he added.

By adopting the Niagara Framework as its development platform, Direct Energy has dramatically reduced development costs and shortened time to market. "It is rewarding to have our vision and passion for developing innovative customer solutions recognized," said Schneider.

The Direct Energy Suite from the iControl solutions portfolio, uses the Niagara Framework to provide a distributed monitoring and control platform that allows Direct Energy to integrate disparate lighting, automation, metering and security systems into a single solution. The system is designed so that each building or location is a self-sustaining solution that provides key data and metrics up to a multi-tiered enterprise solution.

Most recently Direct Energy has utilized the solution at Palace Pier, an ultra luxury, forty-seven storey condominium on the shore of Lake Ontario in the heart of Toronto. The Direct Energy Suite used the Tridium Niagara Framework to integrate, monitor and control a Carrier chiller, PML power meters that monitor electrical consumption and demand, Circon controllers for plant control and automation and Veisman boilers.

"These are great examples of how organizations are utilizing the open and flexible platform of the Niagara Framework across a variety of applications to develop new service offerings, open up



new markets and meet the continuing needs of their customers”, said John Petze, President and CEO of Tridium, Inc.

For Energy Analysis, Direct Energy uses Tridium’s Vykon Energy and E2 Profiler, which give users the tools to analyze normalized energy usage and patterns within their facilities. The solution is also able to forward prioritized alerts to almost any networked device including PDA’s, phones and laptops.

#### **About Direct Energy**

Direct Energy is North America’s largest energy solutions provider, with over five million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing energy costs through a portfolio of innovative products and services. To learn more about Direct Energy or its energy efficient products and services, visit [www.directenergy.com/business](http://www.directenergy.com/business).

#### **About Tridium, Inc.**

Tridium is the inventor of the Niagara Framework<sup>®</sup>, an open software framework that integrates diverse systems and devices—regardless of manufacturer, communication standard or software—into a unified platform that is easily managed and controlled in real time over the Internet or intranet using a standard web browser. Tridium is a privately held software company headquartered in Richmond, Va., with subsidiaries based in London and Singapore. Tridium markets its products to value-added resellers, original equipment manufacturers and a network of Tridium Systems Integrators. Additional information about Tridium is available at [www.tridium.com](http://www.tridium.com).

#### **About Specialty Publishing Company**

Specialty Publishing specializes in helping address the critical business issues that keep executives and operational management up at night. Specialty Publishing’s four trade magazines reach more than 200,000 business decision makers, giving them valuable insight into the issues shaping their companies. M2M Magazine covers the machine-to-machine communication market, helping companies learn how to reduce costs and automate process by networking their assets. Additional information is available at [www.m2mmag.com](http://www.m2mmag.com) and [www.specialtypub.com](http://www.specialtypub.com).

#### **For further information please contact:**

Jo Langham, ABC  
Media Relations Director  
Direct Energy Business Services  
416.457.9162  
[jo.langham@na.centrica.com](mailto:jo.langham@na.centrica.com)  
[www.directenergy.com/business](http://www.directenergy.com/business)

Marc Petock  
Director of Marketing  
Tridium Inc.  
804-747-4771  
[mpetock@tridium.com](mailto:mpetock@tridium.com)