



Reimagining energy awareness and control

Honeywell and Opower's new energy management platform incorporates engaging software, mobile access and behavioral science with an Internet-connected thermostat to provide an innovative approach to demand response and energy efficiency.

Consumers will appreciate the convenience, increased comfort, and reduction in their heating and cooling bills, while utilities will be able to maximize their return on investment through a platform that can help them meet demand response and energy efficiency goals — all while increasing customer satisfaction.

Energy Management Platform

AN INNOVATIVE APPROACH TO DEMAND RESPONSE AND ENERGY EFFICIENCY

Honeywell, the leading provider of thermostats, has teamed up with Opower, the world's leading customer engagement solutions provider for the utility industry, to reimagine the experience associated with managing temperature conditions in the home. This new platform combines Honeywell's proven, industry-leading control technology with Opower's behavioral learnings from millions of homes. The result? Advanced user comfort control, capable of generating significant energy savings and verifiable demand response.

Utility benefits include:

- **Increased Enrollment** – By providing customized messaging and usage information in convenient mobile and web formats, utilities provide consumers with greater control of their energy usage in ways that work with their lifestyles, which helps encourage program enrollment and participation.
- **Verifiable Demand Response** – Flexible demand response capabilities provide strategic reduction of peak usage. Programs benefit from reliable projection and planning tools, two-way validation, and localized load reduction capabilities.
- **Significant, Sustainable Energy Efficiency** – Our unique approach encourages all thermostats to be programmed. In combination with deeper setbacks, messaging and other behavioral science-based techniques, significant and sustainable program results can be achieved and measured through two-way validation.
- **Simple Approach** – By combining energy efficiency and demand response into a single product, utilities are able to address both goals through one simple program. Wi-Fi communication enables simple setup using widespread technology. And Honeywell's end-to-end product responsibility and Six Sigma program implementation deliver on utility objectives with confidence.

Consumer benefits include:

- **Control** – Incremental energy efficiency savings, estimated to reduce HVAC usage by up to 20 percent during cooling season and 10 percent during heating season.
- **Convenience** – Anytime, anywhere access to view and adjust temperature settings through user-friendly web and mobile applications — available on both iOS and Android platforms.
- **Comfort** – Our industry-leading premium thermostat is carefully engineered to provide precise ± 1 degree control. It learns how long a home takes to heat and cool, and reaches that temperature by the requested time.

Feedback loops encourage efficient behavior

The platform can change the way consumers interact with their heating and cooling systems, as Opower's effective behavioral techniques encourage more efficient thermostat use.

During the registration process, customers set a customized schedule unique to their lifestyle. Subsequent changes result in messaging that encourages energy saving action, including tailored reminders to encourage efficient settings, vacation schedules and equipment maintenance. This type of real-time feedback loop creates significant opportunities for increasing efficiency savings over time. And it can focus on saving energy at peak times, or any time.

Enabling Automated Demand Response

The Honeywell OpenADR platform provides two-way, secure demand response based on industry-leading open standards. It provides utilities with scalable, reliable demand response capabilities, including forecasting, participant and event management, reporting and analytics, and systems integration.

Proven experience

With over 30 years of experience, Honeywell Smart Grid Solutions (SGS) has one of the longest, most successful track records deploying turnkey energy programs for utilities in the industry. SGS has equipped more than twelve million homes with technology to help reduce energy and water consumption, resulting in awards from the Department of Energy and the Environmental Protection Agency.



**“There’s no comparison [to existing thermostats].
It’s like black and white versus HDTV.”**

— Focus Group Participant

To Learn More

For more information, please contact
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