

Panasonic and SEAS-NVE start pilots of home energy management combined with Smart Grid

Intelligent energy management for the home to be showcased during COP15 Climate Conference in Denmark

Wiesbaden (Germany) / Svinninge(Denmark), 25 November 2009 –

[Panasonic](#) Europe today announces a collaboration with SEAS-NVE, Denmark's largest consumer-owned energy company, to start pilots of a smart energy management system that will pave the way for the eco-homes of the future in Europe. To highlight how technology can help realise the goals of COP15 in Copenhagen, a prototype model house will be showcased during the conference utilizing Panasonic's Lifinity Home Energy Management System (HEMS) and SEAS-NVE's Smart Grid to intelligently manage the energy consumption of appliances, lighting and heating.

"This European collaboration represents the first step towards deploying the Panasonic Energy Management System on a broad scale," said Laurent Abadie, CEO Panasonic Europe. "The Panasonic Energy Management System incorporates our latest technologies to save, create and store energy in the home and reduce harmful emissions. Combined with Smart Grid, our smart management of home energy consumption will help realize a greener lifestyle without intruding on day-to-day lifestyles."

Panasonic's Lifinity HEMS developed by Panasonic Electric Works Co., Ltd helps households to achieve energy-savings by visualizing energy usage from a smart meter reading, providing ecology advices, and controlling heating, lighting, and appliances locally or remotely by using multi-displays as a user interface like its proprietary control panel, PCs, and/or smart phones. Networked sensors and appliances cooperating with Lifinity's core HEMS technologies keep on improving entire house energy usage without losing comfort.

"Lifinity HEMS will give future energy consumers full control of their electricity and heat consumption", says Mr Thomas Mikkelsen, Head of Marketing, SEAS-NVE. "The system also connects directly to their smart phones, making it possible to switch home appliances on and off remotely. Panasonic have long been pioneers

in environmentally-friendly home technology and we are looking forward to this cooperation and the great opportunities it will provide for our customers”.

The SEAS-NVE Smart Grid is based upon the Echelon suite of integrated electronic electricity meters accessed via a web services based network system over an IP networking infrastructure. Multiple meters can share a single IP connection enabling the system to easily incorporate new wide area networking technologies.

The timeline for prototyping the eco-home will run through two phases before deployment in many of the 350,000 homes of SEAS-NVE customers.

The first phase of test demonstration will take place from 1st December 2009 as follows:

- Visualization of power consumption
- Sensor-based energy-saving control of lighting fixtures
- Remote control lighting fixtures and equipments

The second phase in the near future will be as follows:

- Remote control of air conditioning and heating
- Effective and cooperative use of energy-creation and energy-storage equipments

Explaining why the eco-home collaboration was being unveiled at COP15, Abadie commented: “As one of the largest and most successful electronics businesses in the world, Panasonic’s founding principles have been based upon [living in harmony with the global environment](#). COP15 provides Panasonic with a platform to demonstrate our leadership in helping the public manage energy usage as well as showcasing how the technology can make a difference in achieving the goals of COP15.”

SEAS-NVE has played an important role in the establishment of wind turbines in Denmark. Among many projects SEAS-NVE has been involved in the planning and engineering of the Nysted offshore windmill farm - one of the first in Denmark. Today around 20 percent of the electricity consumed in Denmark is produced by

use of wind turbines. In May 2009 SEAS-NVE began the Smart Grid-project which will lead to installation of Smart Meters in approximately 350.000 Danish homes

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

About Panasonic Electric Works

Panasonic Electric Works Co., Ltd. is a listed subsidiary of Panasonic Corporation. It is listed on Tokyo, Osaka and Nagoya stock exchanges. The company's strength lies in the creation of home and living environments and it operates in the six business sectors of lighting fixtures, information equipment and wiring products, home appliances, building products electronic materials, and automation controls. Its consolidated net sales were 1.59 trillion yen (US\$16.3 billion) for the year ended March 31, 2009.

About SEAS-NVE

SEAS-NVE is Denmark's largest customer-owned energy company. Its core business is delivery of energy and communication services to approximately 375.000 customers. The company also provides extensive energy counselling services for both private and corporate customers. CEO of SEAS-NVE is Jesper Hjulmand. Company headquarters are located in Svinninge, 80 km west of Copenhagen.

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