



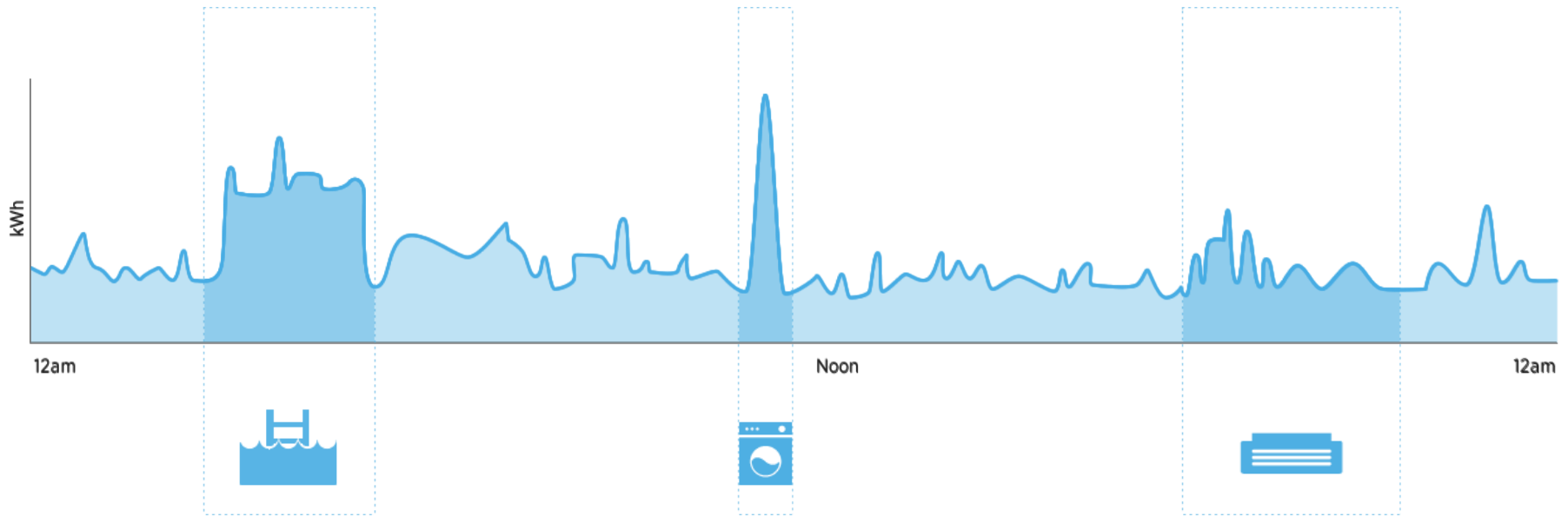
ACEEE National Conference 2015

Steve Nguyen

steve@bidgely.com

Appliance Fingerprint Technology

Scalable Solution Without Plug-in Sensors



- ▶ Database of appliance signatures
- ▶ Machine Learning Algorithms

- ▶ Crowdsourced appliance signatures
- ▶ Global applicability/regional appliances

Engagement Means Efficiency & Demand In One Solution

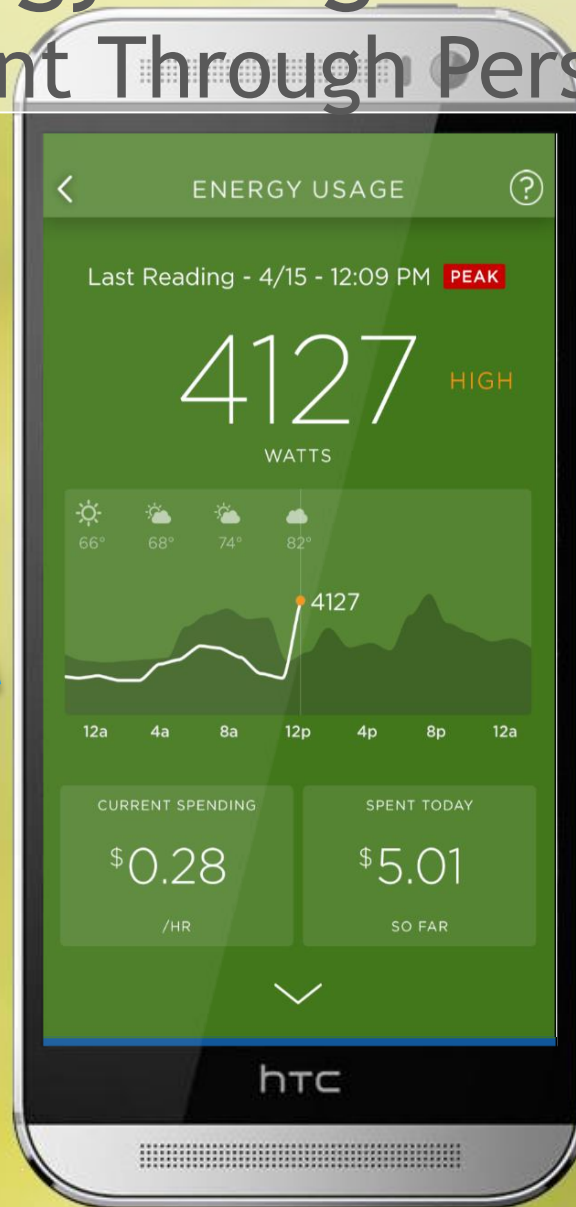
- ▶ Flip the paradigm
 - Go to the consumer
 - Event driven
 - Act in the moment
- ▶ Insights
 - Understand what & when
- ▶ Personalized
 - Based on in-home usage

Energy Usage Insights

Engagement Through Personalization

Know where
your energy
spending goes

insights that
matter

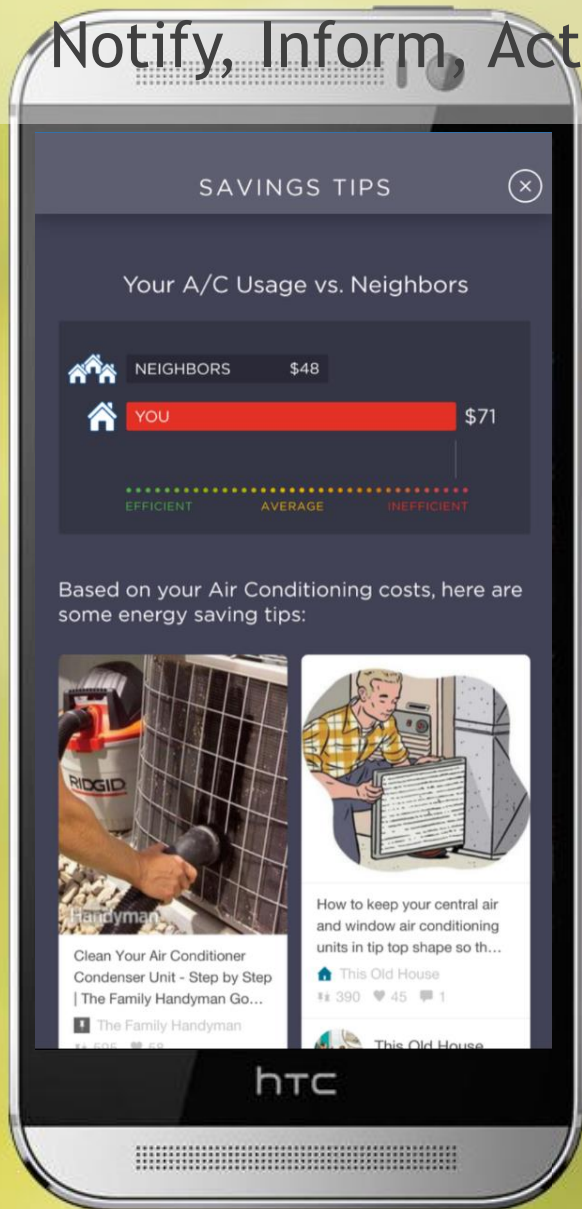


Compare your
energy
consumption
to that of your
neighbors

Notification to Actionable Information

Notify, Inform, Act

Custom tips
eliminate
guesswork &
promote programs



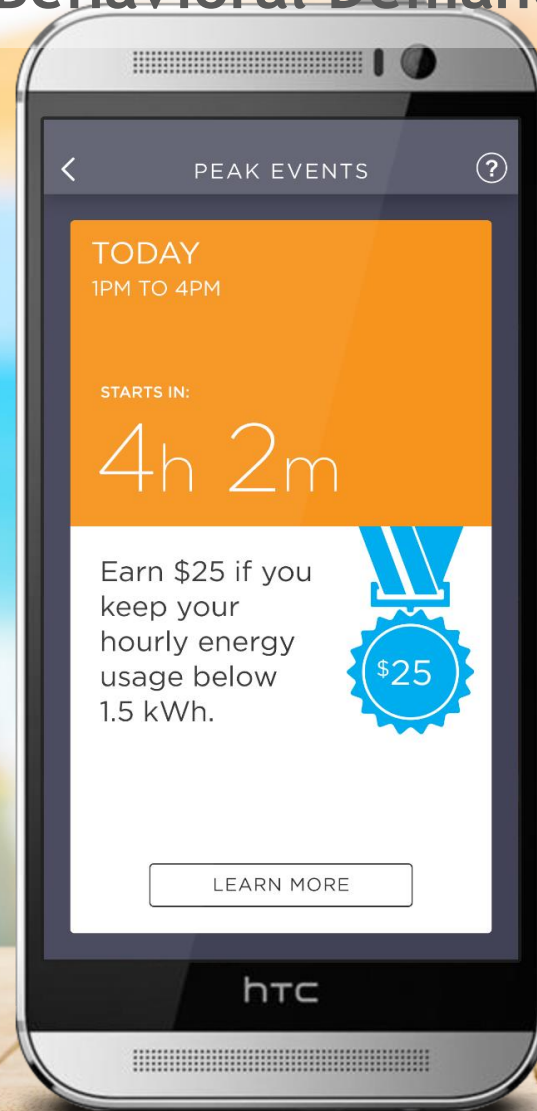
Notifications
act like an
energy feed
to drive
action

Peak Demand Management

Behavioral Demand

Behavior-based
demand shift

Specific to the
customer



21% reduction

75% engagement

75% program
cost reduction