

nest

ACEEE

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Agenda

1. Connected Home Trends
2. Nest Learning Thermostat
3. Programs





Nest “Connected Home” Philosophy

Two visions for a connected home

Platform First

1. Buy a hub (or an iPhone)
2. Buy a bunch of products to connect to that hub
3. Tell those products what to do and when to do it



Product First

1. Buy a thoughtful product
2. Love that product. Watch it solve real problems automatically
3. Buy other products that work with that product



Two types of connected home products

You do all the work
Turn it on and off with your phone

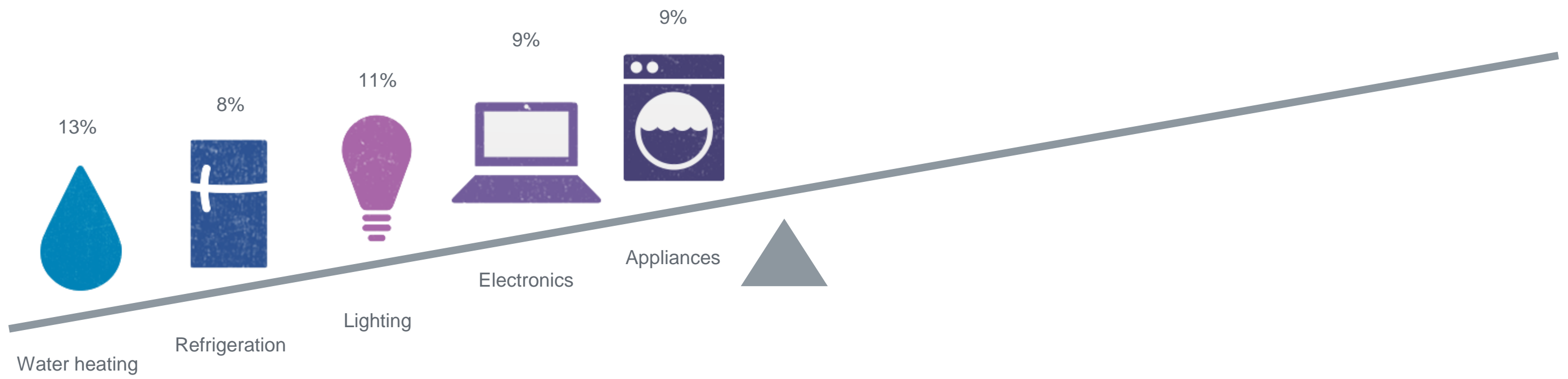


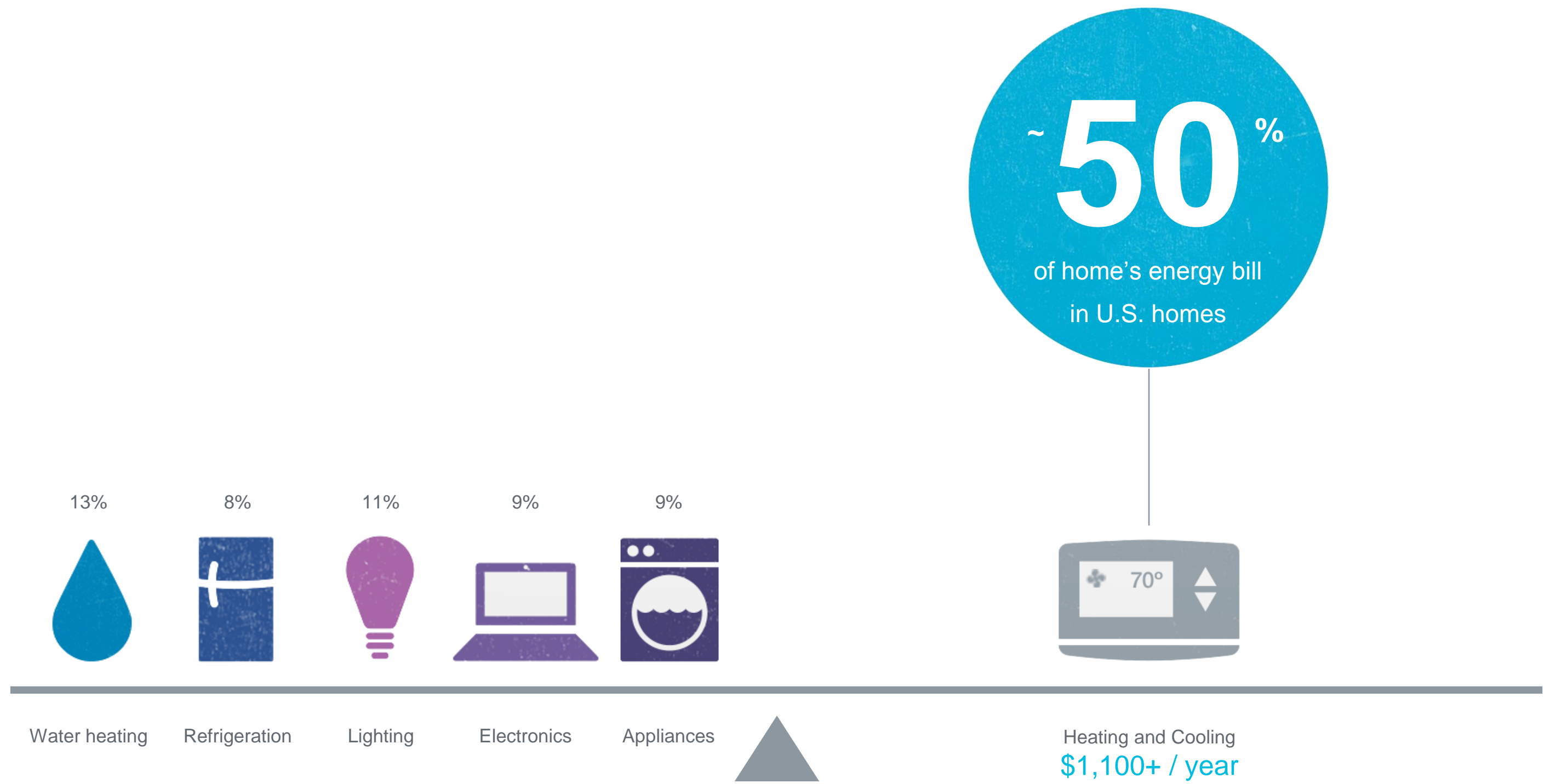
Products think for themselves
Happens automatically, behind the scenes





The thermostat is central
to the connected home





Existing thermostats are too complicated







Programs itself

Just turn it up and turn it down.

The Nest Thermostat learns what temperatures you like and builds a personalized schedule.



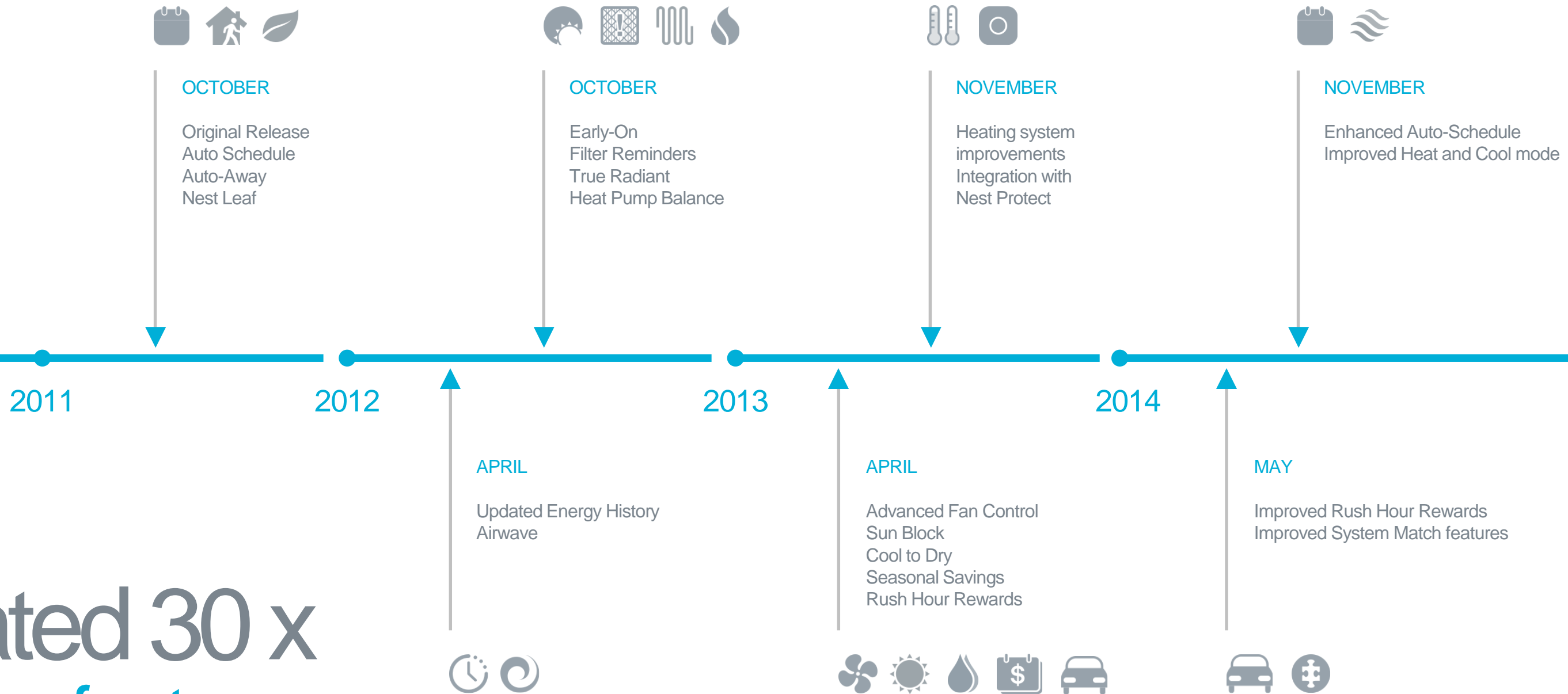
Use the Nest app to control your thermostat from a phone.

And if your home is too hot or cold, you'll get an alert.

Control it from anywhere



Updated 30 x 12+ new features





Energy Partnerships

Where are people using smart thermostats?



Projected Smart Thermostat Rebates/Programs in 2016



In three program types



Energy efficiency



Demand response



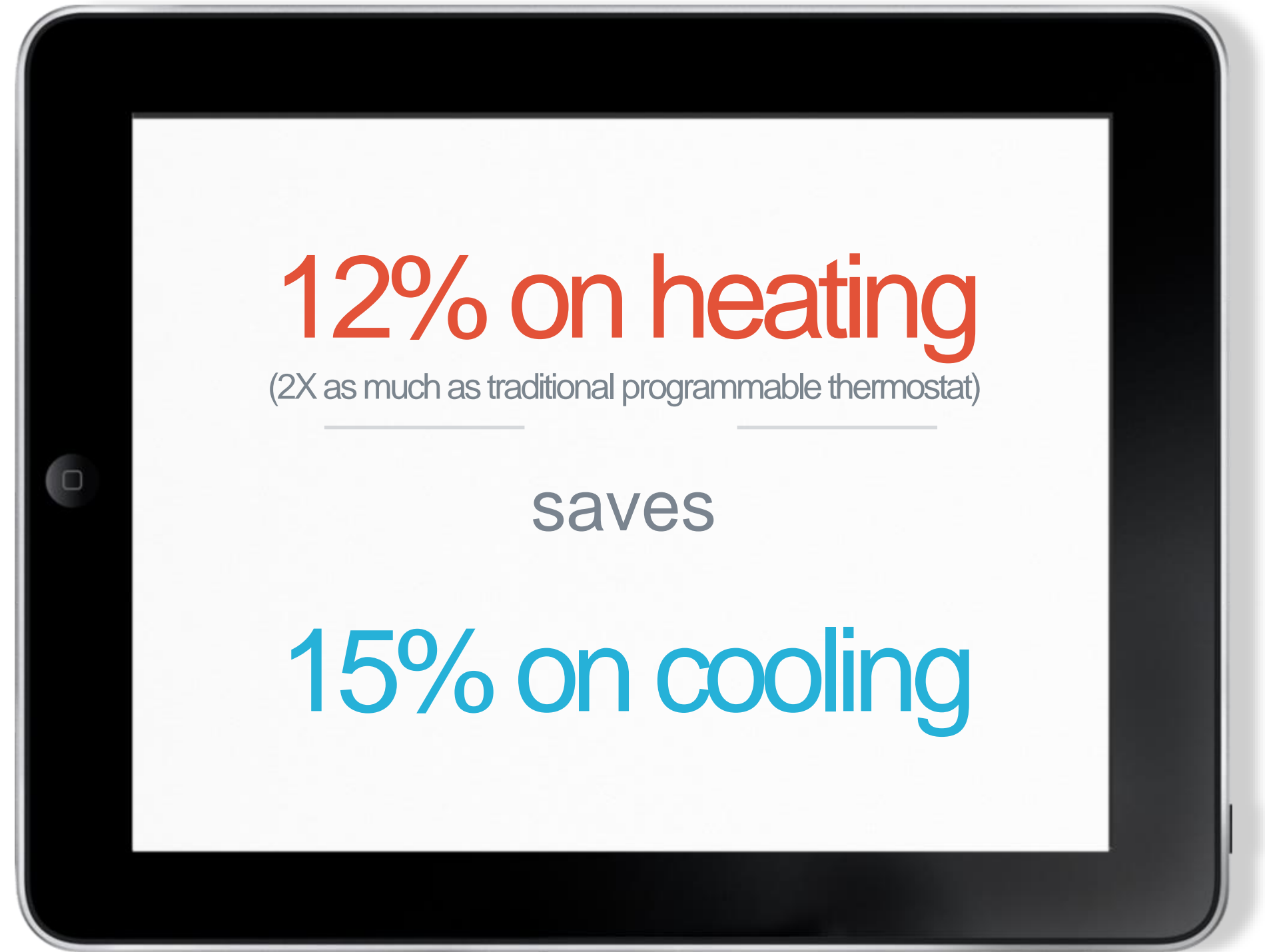
Customer engagement



Energy efficiency

Out of the box energy efficiency

\$130 to \$145
average customer
savings per year



Based on independent studies by  EnergyTrust of Oregon and  VECTREN and  NIPSCO

Seasonal Savings - efficiency booster



~1.0 °F

Average set point change

89%

Without a comfort impact

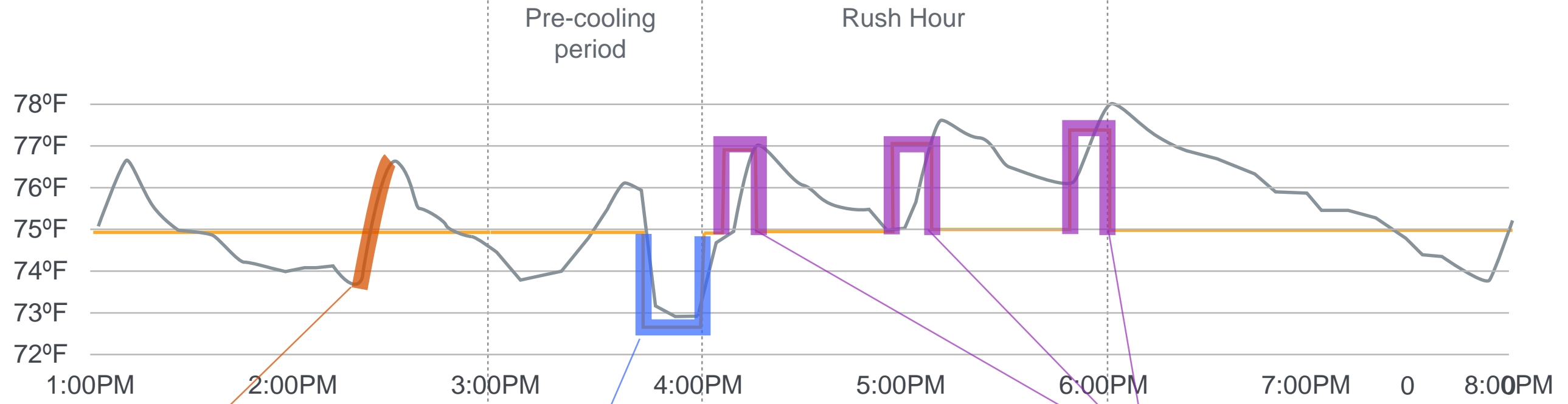
95%

Felt in complete control



Demand Response

Leaky home



House warms up quickly

RHR will pre-cool only for a short period

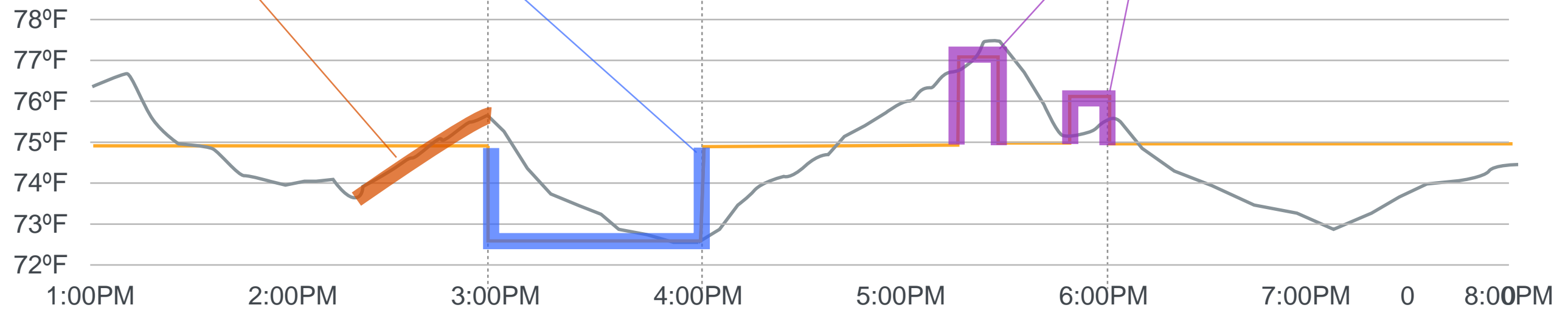
Requires several temp offsets

House warms up slowly

RHR will pre-cool for a full hour

Requires a few temp offsets only

Non-leaky home



— Target temperature

— Indoor temperature



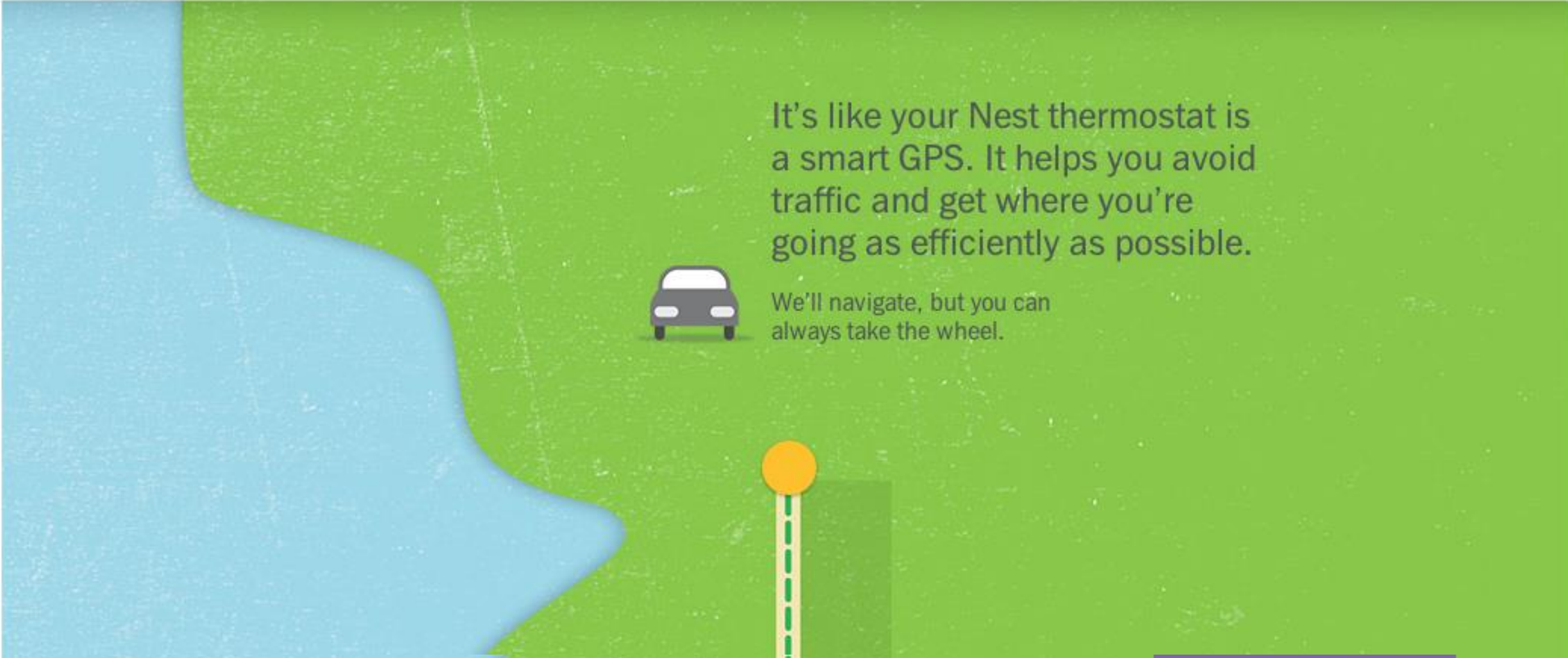
Rush Hour Rewards

Already have a Nest?

[SIGN UP >](#)

Air conditioning accounts for about half the energy used in a home. So when everyone cranks up the AC on hot days, demand for energy spikes and SCE has to bring on costly additional power to avoid outages.

Turns out, it's better for SCE to just pay you to use less energy on these days. Then Rush Hour Rewards steps in to help you maximize your earnings, while you stay comfortable and in control.

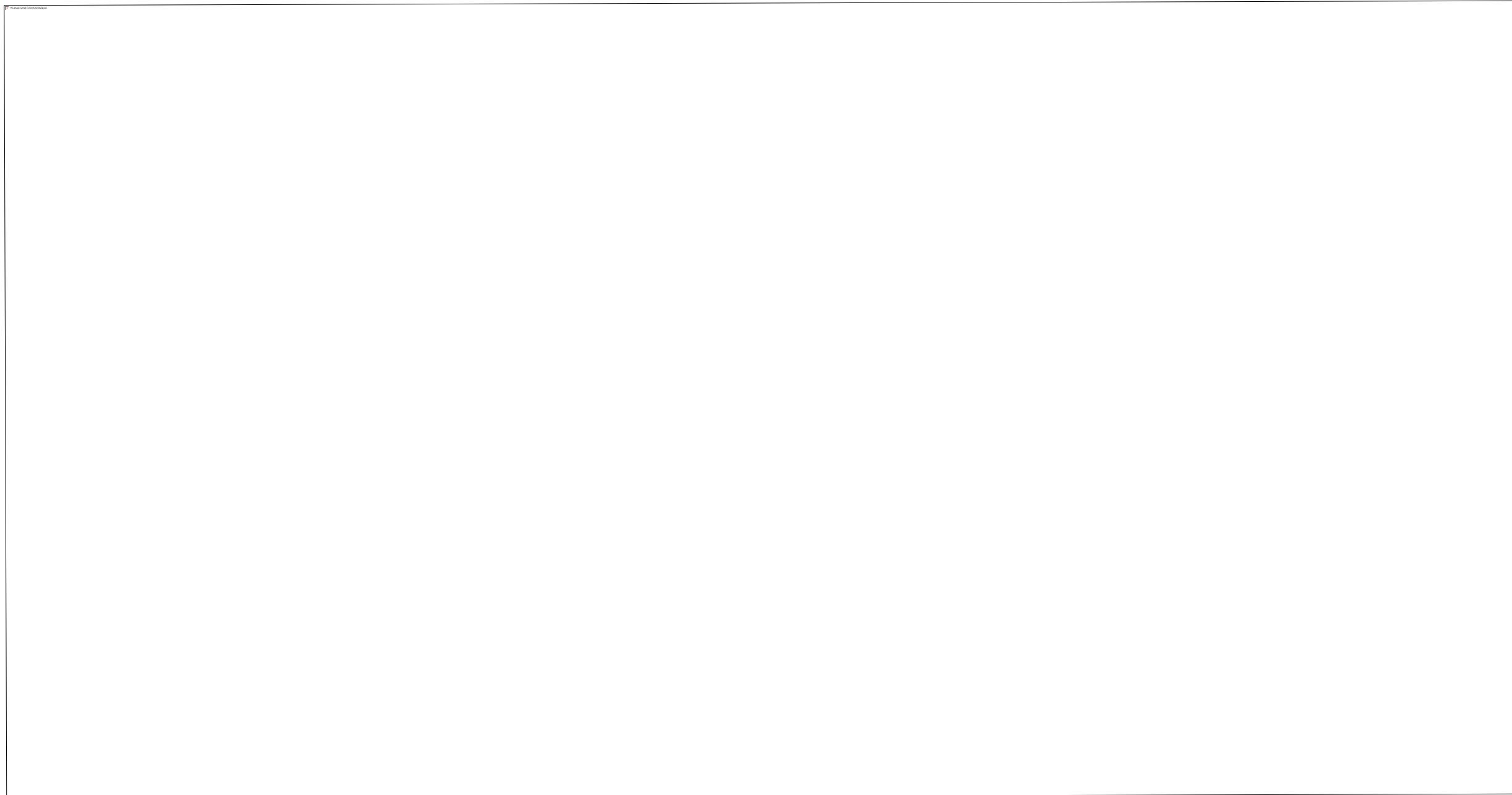


It's like your Nest thermostat is a smart GPS. It helps you avoid traffic and get where you're going as efficiently as possible.



We'll navigate, but you can always take the wheel.

Customer Communications: Before the Event



Customer Communications: During the Event

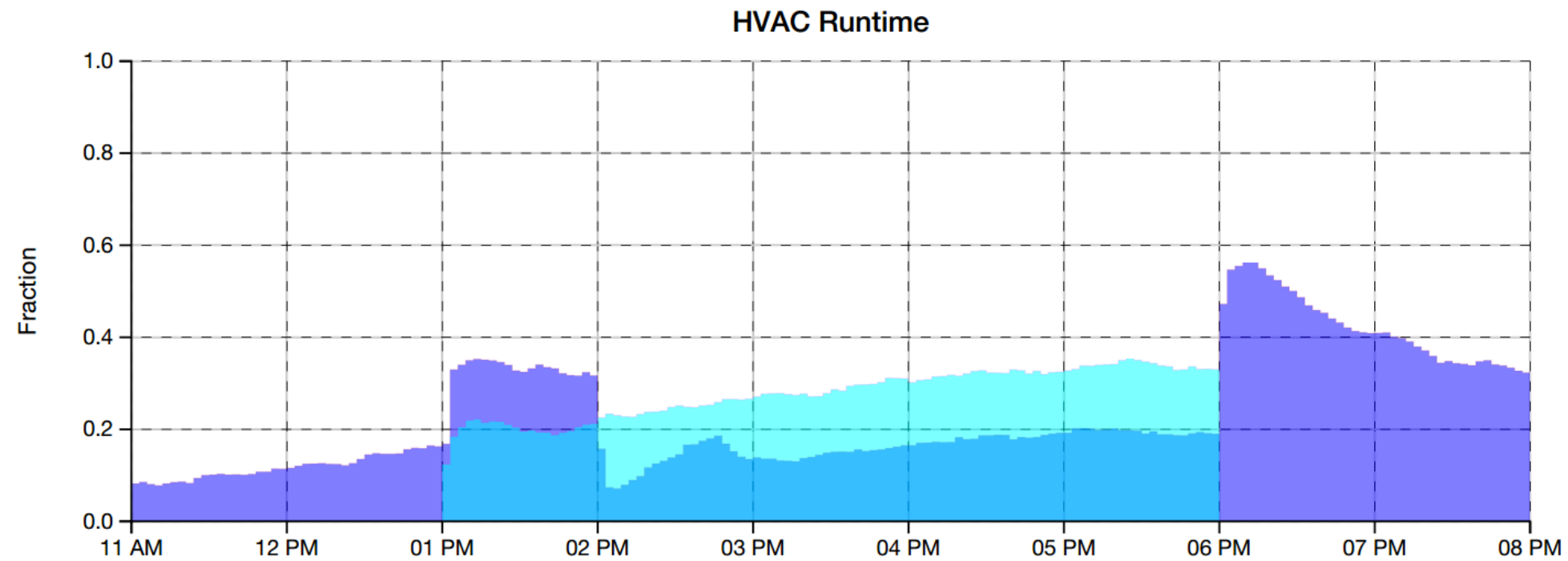


Customer Communications: After the Event



The results?

Data from 1000s of participants



85%

events completed
without adjustment

>50%

cooling load
reduction

>1.0

kW reduction *per*
thermostat



Customer Engagement



The new
Nest Learning Thermostat.

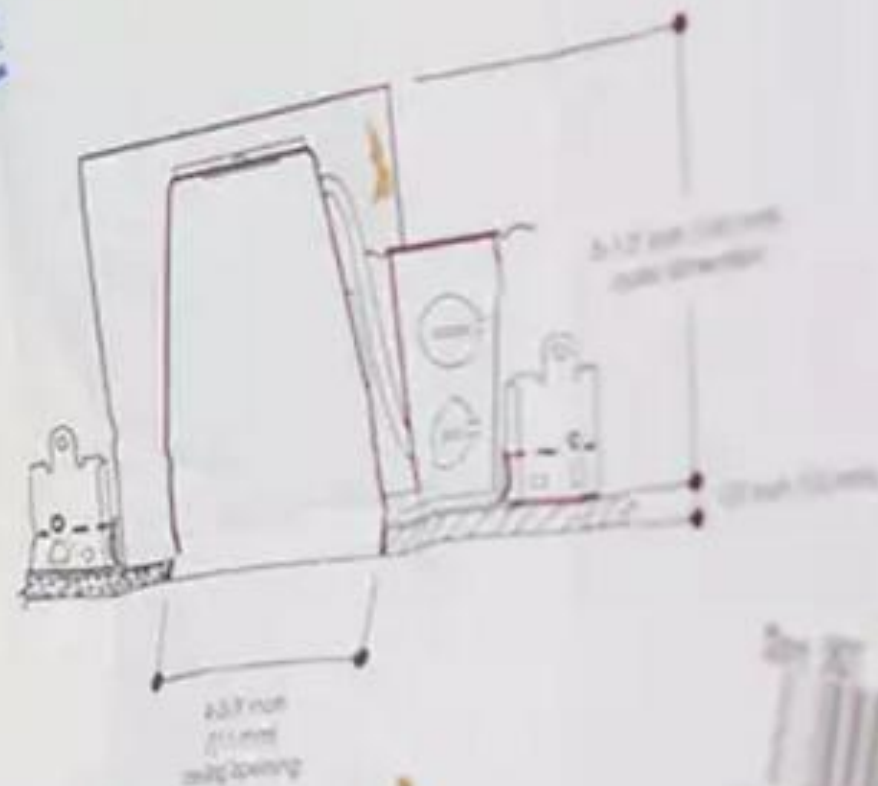
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Detergent

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the case for 'smart'.



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Secure. Monitor. Protect.



Be informed.
Not just alerted.

See your home on your phone.
Get alerts that matter.



4

Electrical
Electrical Acc.
Conduit



68

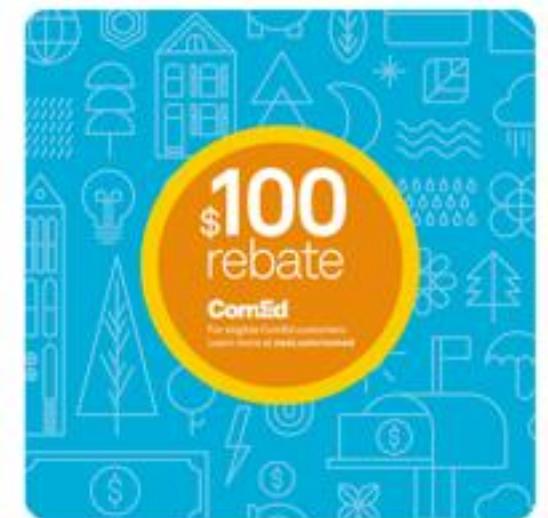
SmartThings

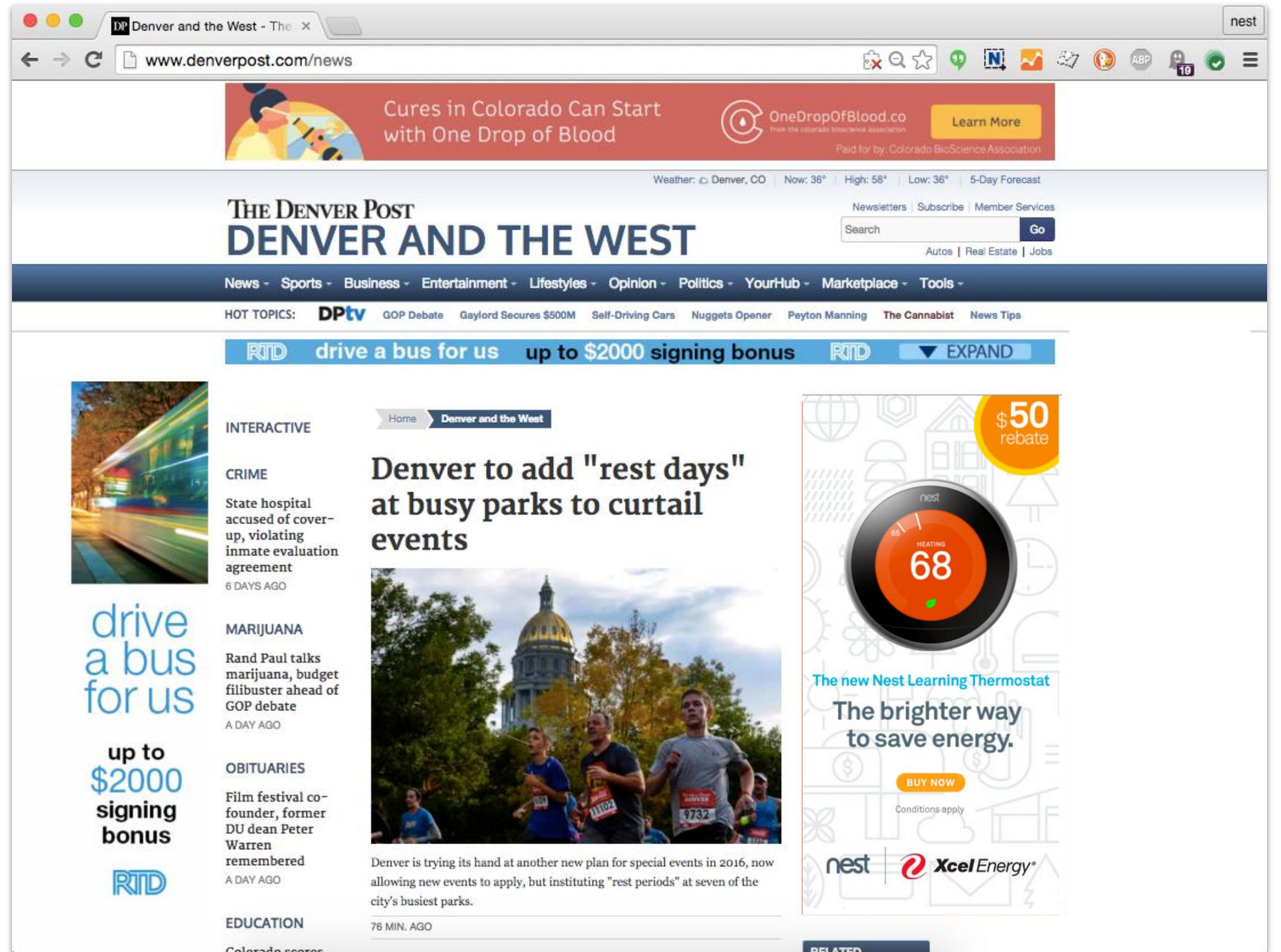
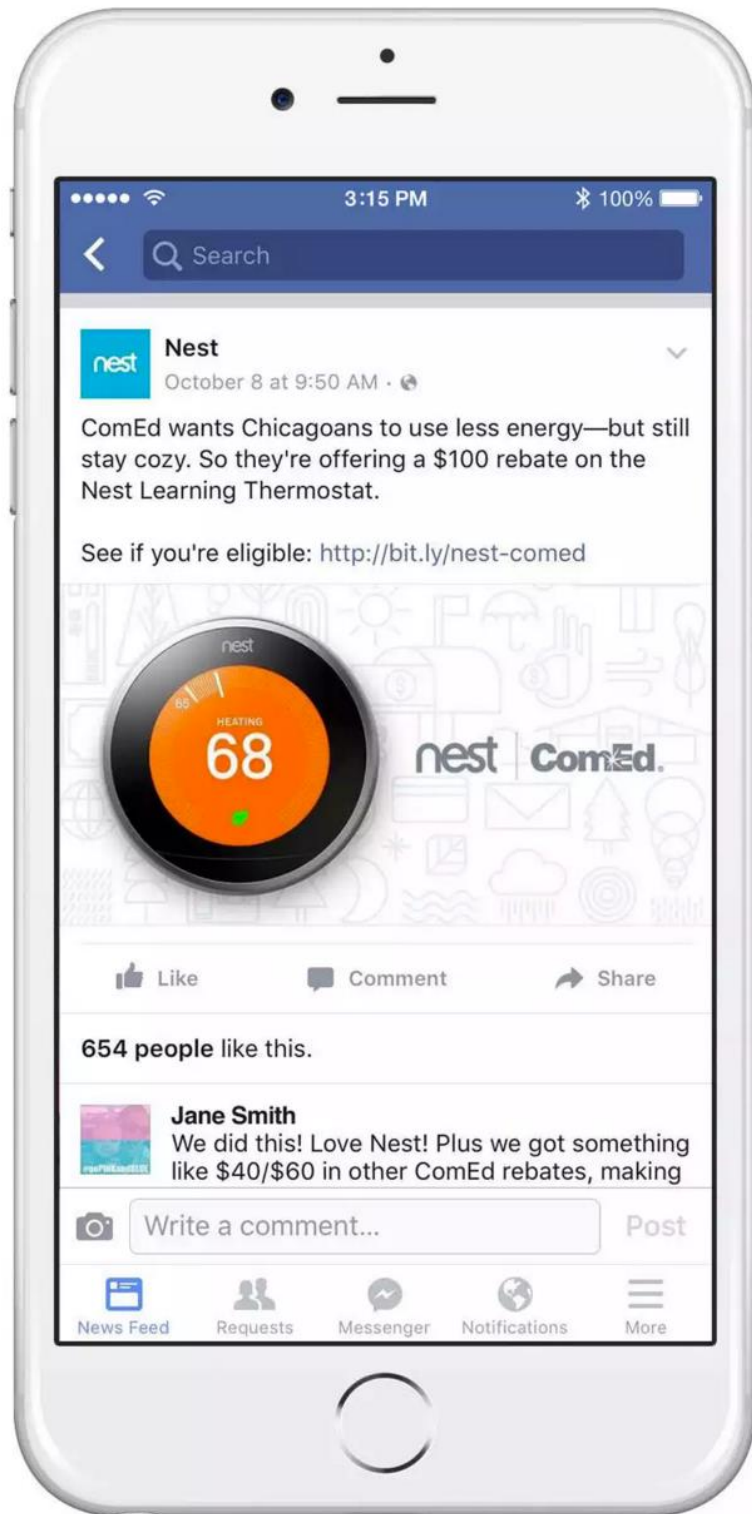
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nest Credit



In-Store & Online







C-CEMUSA



Supercharge
your energy savings.

Nest Learning Thermostat

Learn more about the benefits of smart thermostats at nest.com/learning



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Thank you!

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