



CEIVA ENERGY ADDS TWO-WAY COMMUNICATION CAPABILITIES ENABLING REAL-TIME DIALOGUE BETWEEN UTILITIES AND CUSTOMERS

BURBANK, Ca. – March 19, 2012 – CEIVA Energy, a revolutionary home energy-management solution, today announced new features enabling utilities to better communicate with their customers via the CEIVA Energy Display.

“We believe it is important to create opportunities for utilities to engage with their customers on a regular basis, and not just about energy usage, so that users become accustomed to checking the display,” said Dean Schiller, founder and CEO of CEIVA Energy. “The CEIVA Energy Display’s new communications features can be used for emergency alerts—for example, to warn customers about extreme weather conditions such as the recent tornados in the Midwest—or to promote community events such as local farmer’s markets.”

Utilities will be able to schedule informational, promotional and educational slides to be displayed on customers’ connected frames in a non-intrusive way, from emergency alerts and upcoming community events to sharing tips about how to reduce energy consumption. CEIVA Energy offers utilities a completely customizable communications portal, allowing them to control the content, duration and frequency of the information delivered through the CEIVA Energy Display, which seamlessly integrates with the customers’ personal photos. CEIVA Energy offers three levels of alert types, from low to high priority, including slide show alert, text ticker and screen takeover (with the option of having customers acknowledge the message via remote).

Through customized slides on the CEIVA Energy Display, utilities and municipalities will also be able to market community programs, from summer concert series to community clean-up activities.

Launched by the inventors of the CEIVA connected photo frame, the user-friendly CEIVA Energy Display leverages smart grid technology to send real-time energy usage information to customers’ CEIVA connected frame in a compelling and entertaining way.

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About CEIVA Energy

CEIVA Energy is a subsidiary of California-based CEIVA Logic, the inventor of the connected photo frame, which was founded in 2000. CEIVA Energy leverages smart grid technology to offer a compelling and entertaining utility customer solution that delivers personal electric, water and gas consumption information directly into consumers’ lives and empowers them to take control of their energy consumption. The CEIVA Energy Display sends real-time energy usage and local utility information directly to consumers.



CEIVA Energy's solution integrates easily with all utility providers and meter vendors and is currently deployed by Glendale Water & Power.

For more information about CEIVA Energy and the CEIVA Energy Display, please visit:
<http://ceivaenergy.com/>

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