Smart Energy Ecosystems

Gary Atkinson

Director of Embedded Marketing

4th Annual Smart Grids & Cleanpower 2012 Conference
14 June 2012 Cambridge

www.cir-strategy.com/events
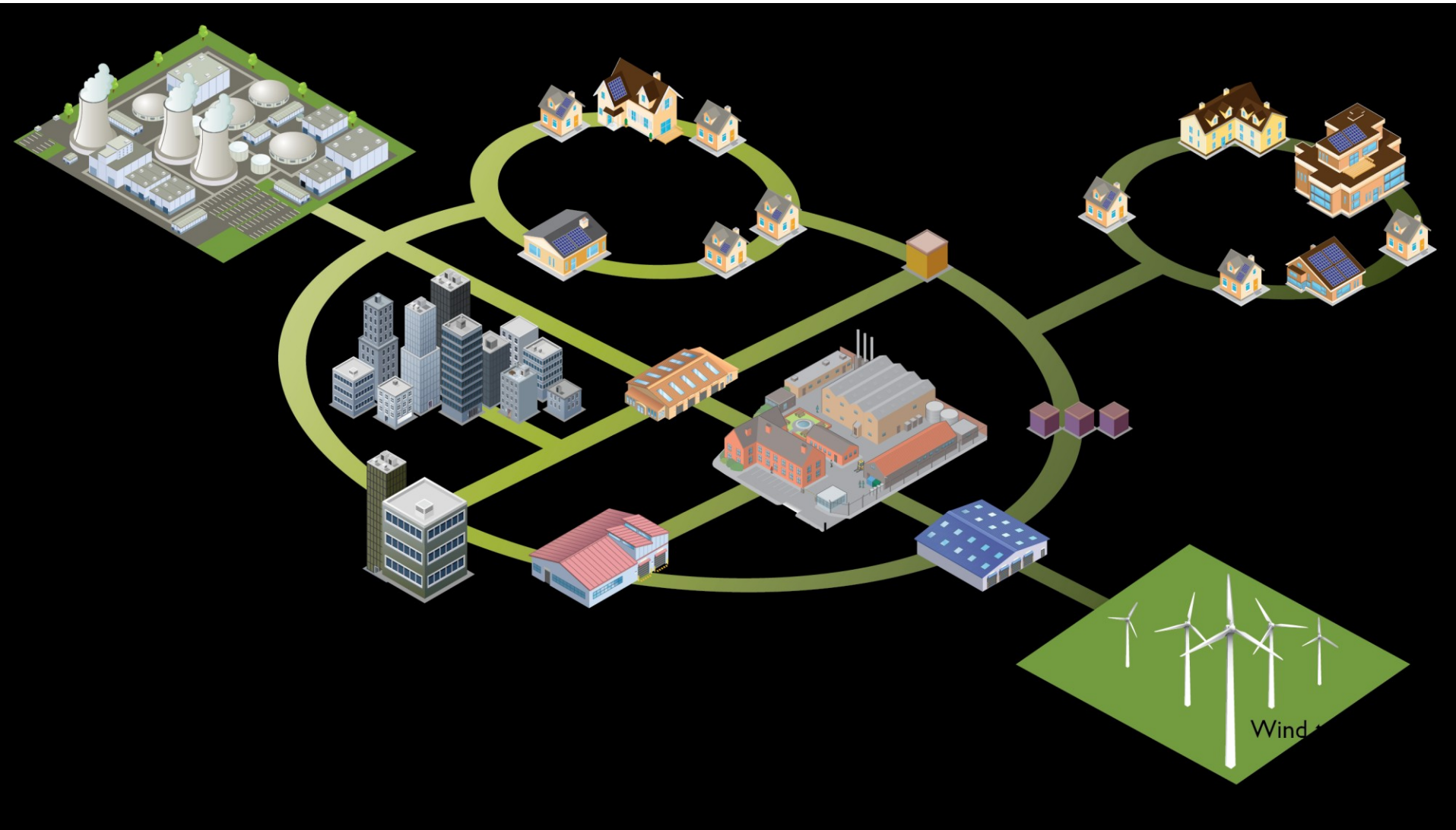
The Architecture for the Digital World®

ARM®

World's Most Prevalent Architecture

- 95% of all Mobile Phones
- Embedded in Everything
- ~8 Billion in 2011
- >80% Smart Meters
- Connected Appliances
- Soon: Servers for ADR

Smart Energy Ecosystems

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Consumer Concerns

"I can't sleep and my head doesn't feel right often"

"We're sitting in this bath of electromagnetic signals that the human body wasn't designed for."

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Consumer Concerns

REFUSE SMART METER INSTALLATION
RefuseSmartMeter.com

RESIDENTS DECLARE HORNBY ISLAND A SMART METER FREE ZONE

Smart Meter Resistance Spreads to SoCal: Are New Wireless Meters ...ing on You, Making You Sick?

Smart Grid Resistance: Woman Arrested For Trying to Stop Smart Meter Install...

Vancouver Rallies: Smart Meter Resistance Builds

RefuseSmartMeters.com

REFUSE SMART METERS — CITIZENS AGAINST SMART METERS — SAY NO — PROTECT PRIVACY RIGHTS
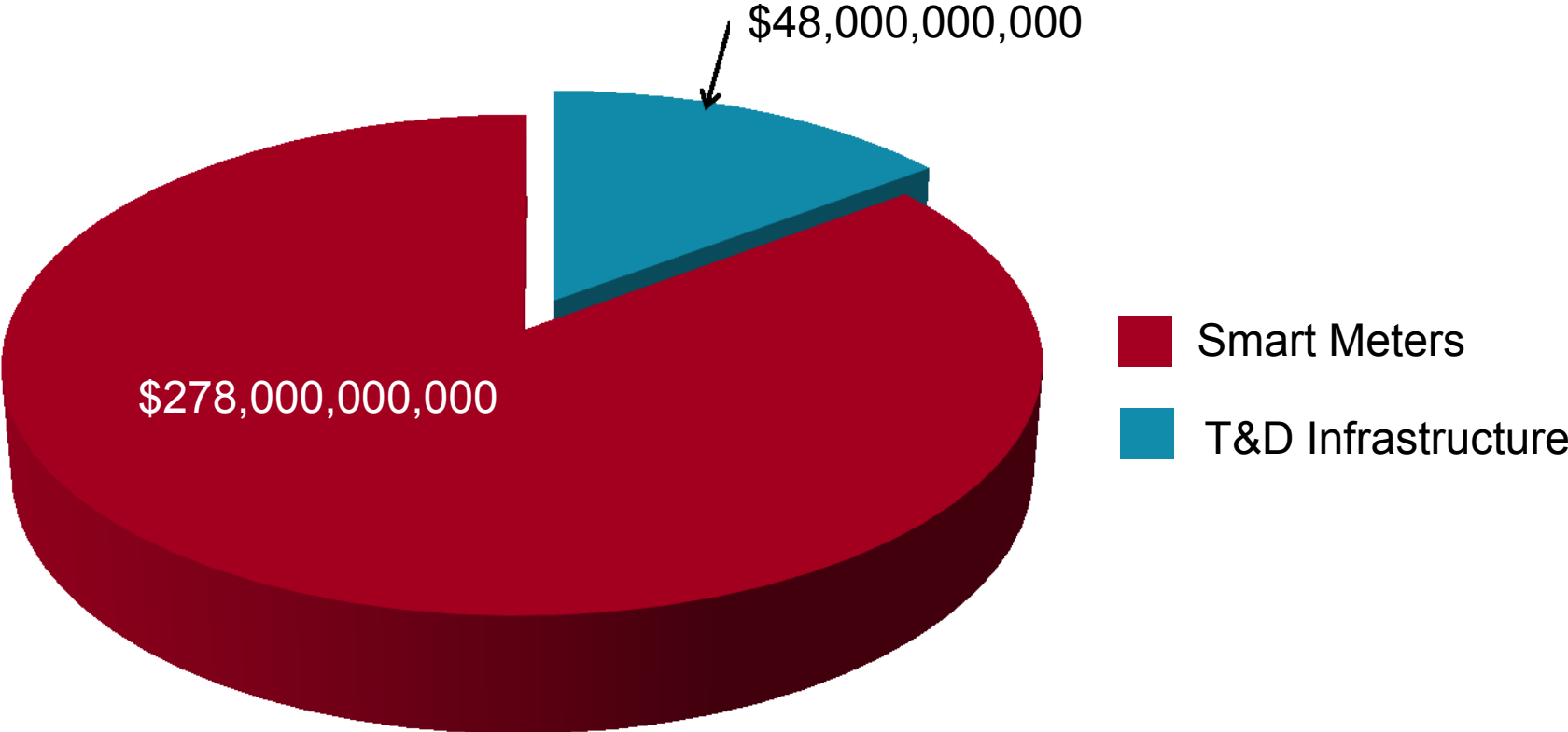
IMMEDIATE ACTION REQUIRED, POST REFUSAL SIGN OR LABEL NEAR YOUR METER

Smart Meter Shipments Growing

Smart Meter Shipments by Region, World Markets: 2010-2020

(Source: Pike Research)

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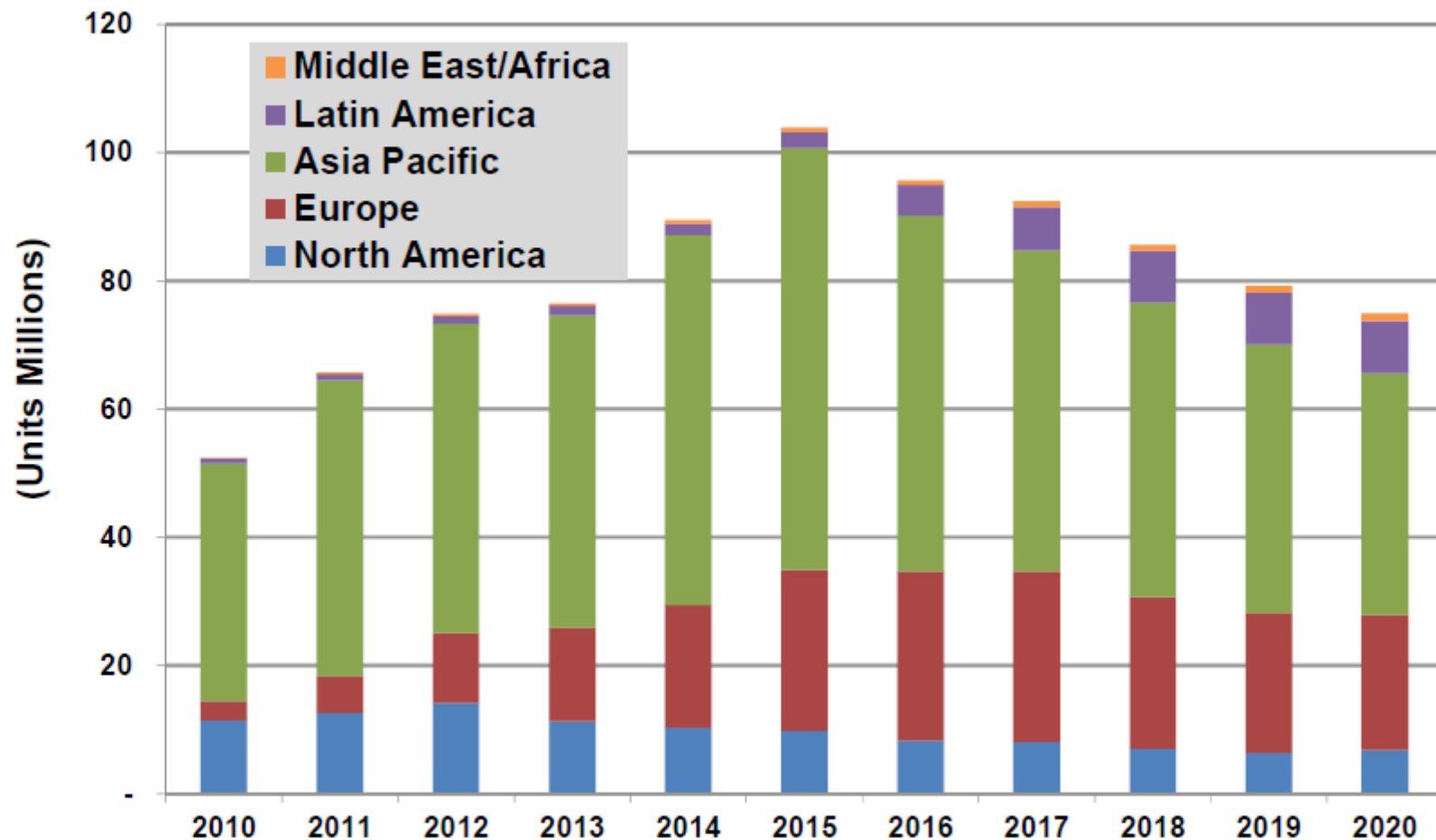
Projected Smart Grid Investment - 2017

$48,000,000,000

$278,000,000,000

Smart Meters

T&D Infrastructure

Deployment Challenge

"The deregulated structure of the UK market is uniquely challenging for rapid and co-ordinated action in a large scale initiative like this and we believe that smart meter deployment in 65 per cent of UK homes by 2015 is not possible. There is a great deal of work still to do to finalise the technical and regulatory framework for smart metering,"

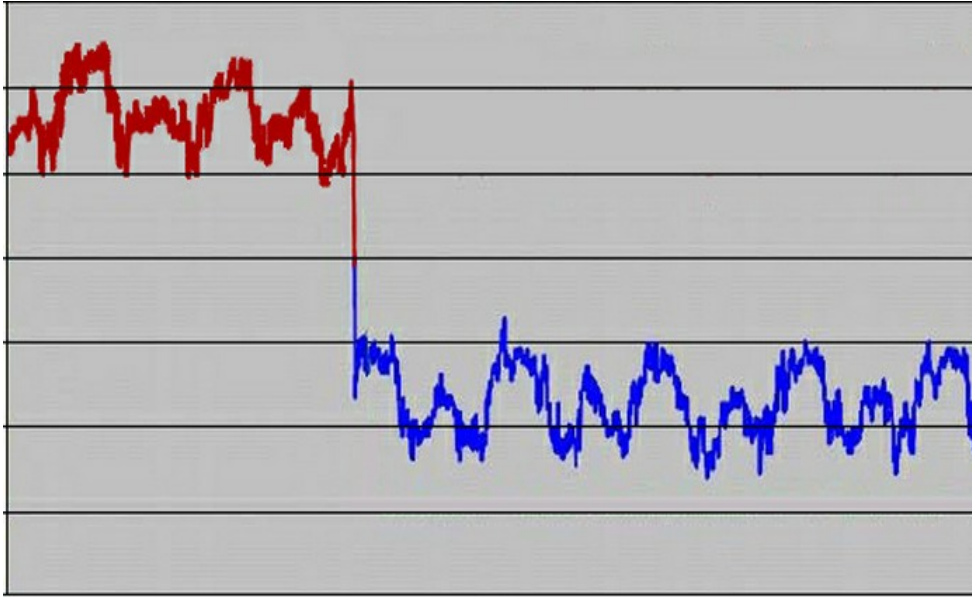The European Market for Smart Meters Report, Sentec, 2012

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Smart Home Energy Management

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Low Power Design - Global Deployment

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Voltage Rectification

ARM®

Streetlight Revolution - EnLight

DolFin®

Entalk™

Entelli-Ballast™

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Technology to Improve Motor Efficiency

42%
of all electricity used powers industry

➡

2/3
of this is used by electric motors

=

28%
Global energy consumption

Electric Motors
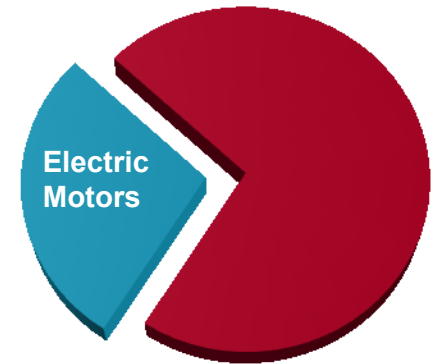
Battery Management

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SMART
SENSORS

22c

12:37pm

18c
soil temp

12c
soil temp

12c
soil temp

pool temp 26c

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END-USER ENGAGEMENT

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Thank You

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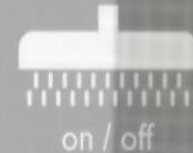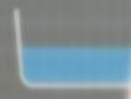
ARM Info

- Find out more about ARM by following these links:
  - ARM website: http://www.arm.com/
  - ARM Connected Community®: http://www.arm.com/community/
  - ARM Blogs: http://blogs.arm.com/
  - ARMFlix on YouTube: http://www.youtube.com/armflix
  - ARM on Twitter:
    - http://twitter.com/ARMMultimedia
    - http://twitter.com/ARMMobile
    - http://twitter.com/ARMCommunity
    - http://twitter.com/ARMEmbedded
    - http://twitter.com/ARMSoC
    - http://twitter.com/KeilTools

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