



## **For Immediate Release**

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## **PICOWATT® BY TENREHTE TECHNOLOGIES**

### **NAMED AS FINALIST IN**

### **2012 INNOVATION ZONE COMPETITION**

*The Innovation Zone is a showcase of some of the new and emerging technologies that will shape tomorrow's environment*

**ROCHESTER, NY USA AND LONDON, UK** – March 19, 2012 – Tenrehte Technologies, Inc., a leading producer of wireless energy efficiency products, is pleased to announce that our PICOWatt® Smart Plug product was selected as one of only 25 Innovation Zone Competition Finalists.

The Innovation Zone competition, prominently displayed at Ecobuild 2012, builds on the success of the Innovation Future Zone at Ecobuild 2010 and 2011, where more than 50 new or near to market technologies were demonstrated with visitors to the zone invited to vote for their favorite innovation. The competition seeks scalable technologies that can be applied in large scale retail environments that can demonstrate a good return on investment. The companies involved gained valuable market exposure in a credible and safe way.

For 2012 the Innovation Zone builds on that success with new partners UK Green Building Council and Marks and Spencer. UK Green Building Council will host the zone in its UK GBC Village whilst Marks and Spencer will provide the winning innovation with the opportunity to be included in one of its Sustainable Learning Stores.

PICOWatt® is a self sufficient smart-plug device that exploits internet connectivity to provide real-time energy monitoring, control, and kilowatt-hour demand scheduling. PICOWatt® works with existing appliances using a conventional outlet for power so your devices will charge, run, and consume power automatically at the optimal price per

kilowatt-hour, saving the Earth, reducing your carbon footprint, and perhaps most importantly: reducing your electric bill.

“We are absolutely thrilled for our PICOwatt® product to be recognized by the Modern Built Environment KTN judges,” said Mark Indovina, COO of Tenrehte. “Given the breadth and depth of the competition, this is a proud achievement for our company. PICOwatt® is the energy control device for a green tomorrow.”

Details about competition and the list of Finalists are available at the [Innovation Zone at Ecobuild 2012](#) website.

### **About Tenrehte Technologies**

Tenrehte Technologies, Inc. produces solutions to enable wireless connectivity in smart grid devices, ultimately improving people’s lives and saving them money. Tenrehte creates products that will empower consumers to take a more active role in the grid, eliminate wasted energy costs and reduce their carbon footprint. The company is headquartered in Rochester, NY USA. More information can be found at [www.tenrehte.com](http://www.tenrehte.com).

### **About The Innovation Zone**

The Innovation Zone is a showcase of some of the new and emerging technologies that will shape tomorrow’s built environment. The zone is a partnership between the Technology Strategy Board, the Modern Built Environment KTN, Marks & Spence the UK Green Building Council, LimesNet, Smart DC SIG and the IOM3 Construction Materials Group. Learn more about The Innovation Zone at:

<https://connect.innovateuk.org/web/innovation-showcase-group/ifz-at-ecobuild-20121>.

### **About Ecobuild**

Ecobuild is the world’s biggest event for sustainable design, construction and the built environment. The event combines over 850 exhibitor product showcase with more than 100 free conference and seminar sessions and dozens of interactive educational attractions. Ecobuild 2012 is held at the ExCel Centre in London, UK, 20-22 March 2012. Learn more about Ecobuild at: <http://www.ecobuild.co.uk/>.

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