



## **For Immediate Release**

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# **TENREHTE CEO & TED FELLOW JENNIFER M. INDOVINA PRESENTS TED TALK AT TEDXITAEWON 2012**

*Eliminating Power Poverty: Jennifer Indovina at TEDxItaewon!*

**ROCHESTER, NY USA** – August 01, 2012 – Tenrehte Technologies, a leading producer of wireless energy efficiency products, is pleased to announce that CEO Jennifer M. Indovina was selected to present her TED Talk, Eliminating Power Poverty, at TEDxItaewon 2012 in Seoul, Korea.

A TEDx event, such as TEDxItaewon, is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level and in the spirit of TED's mission, "Ideas Worth Spreading". TEDx events are fully planned and coordinated independently, on a community-by-community basis.

The theme of TEDxItaewon 2012 is "Nature+", and the goal of the conference is raising public awareness of nature and to awaken communities to the beauty of nature and urban life in harmony. TEDxItaewon 2012 consists of three sessions, supported by simultaneous interpretation (Korean-English):

1. Rediscover The Wonder
2. Rebreathe The World
3. Reframe The Future.

"We are absolutely thrilled for our CEO to be selected to speak at TEDxItaewon," said Mark Indovina, COO of Tenrehte. "Power poverty directly affects people in developing countries in significant ways such as forcing the use of dirty, polluting fuels, limiting access to life support and communication systems, and by having to spend a large amount of each day collecting fuel to meet basic needs. This is an idea Jennifer and Tenrehte is passionate about sharing," said Mark Indovina, COO of Tenrehte.

Details about TEDxItaewon 2012 are available on the [TEDxItaewon Website](#).

**About Tenrehte**

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 TEDxItaewon**

TEDxItaewon 2012, sponsored by Ministry of Environment, Korea, is scheduled for August 11 (Sat), 2012 with an audience of 1,000 in attendance. The theme of this year's conference is "Nature+". Additional information can be found at [www.tedxitaewon.org](http://www.tedxitaewon.org).

**About TED**

TED is a nonprofit organization devoted to "Ideas Worth Spreading". Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. More information can be found at [www.ted.com](http://www.ted.com).

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