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## KEMA to assess the residential smart energy business 'First to Market' study to analyze emerging business models and residential offers, channels and adoption

BURLINGTON, Mass. (September 30, 2009) – KEMA ([www.kema.com](http://www.kema.com)) is launching a multi-client study that will analyze the intersection of electricity competition and the evolution of [smart energy offers](#) for residential customers. The project will assess emerging business models and home energy technologies across North America. It will also conduct a survey of residential customers and forecast offer adoption in Texas, where the state is poised to take a market leadership position in smart energy.

The [KEMA 'First to Market' study](#) will combine customer and vendor survey data with expert analysis of offers spurred by the deployment of advanced metering. In addition, it will define customer preferences and propensities, estimate the market size of key smart energy offers, and conduct a scenario analysis of potential evolution of the smart energy market in Texas.

“As utilities begin to build out new metering infrastructure, numerous organizations are entering the home energy technology business,” said Taff Tschamler, Director of Retail Energy, KEMA, Inc. “The customer side of the market is just starting to develop. With the rollout of advanced metering starting in 2009, Texas is poised to rapidly accelerate innovation in how customers purchase, monitor and control electricity use. It will be a proving ground for the rest of the country in terms of the type of offers that smart meters enable and how customers will respond.”

Since 1995, KEMA's [retail energy practice](#) has offered business consulting and research services to the retail energy market. The [retail energy market client base](#) includes 23 of the top 25 North American energy retailers as well as numerous utilities, merchant generators, vendors, investment firms, brokers and other stakeholders in competitive retail markets. The practice also hosts the annual [KEMA Executive Forum](#) where senior leaders from across North America gather to discuss key issues and challenges facing retail energy markets.

For more information on the project or to participate, go to [www.kema.com/first2market](http://www.kema.com/first2market).

### About KEMA

Founded in 1927, KEMA is a global provider of business and technical consulting, operational support, measurement and inspection, testing and certification for the energy and utility industry. With world headquarters in Arnhem, the Netherlands, and KEMA employs more than 2,000 professionals globally and has offices in 20 countries. KEMA's US subsidiary, KEMA, Inc., is headquartered in Burlington, Massachusetts and serves energy clients throughout the Americas and Caribbean.

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