

ambient

MEDIA KIT

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Chief Executive Officer: Pritesh Gandhi
Company Founded: 2001
Employees: 15

Company Overview

Ambient Devices is the leading provider of displays and systems that deliver instant, effortless access to information at a glance. Ambient's energy products, including the Energy Orb and new Energy Joule, offer utility companies a simple way to relay details to customers about how energy usage patterns are affecting pricing, in real-time. By outfitting homes and businesses with easy-to-use devices that guide smarter energy choices, utility companies have found that they can spread energy consumption throughout the day and increase overall customer satisfaction. Ambient's energy devices have been deployed by over a dozen utilities in both residential and commercial demand response projects worldwide and have reduced energy consumption by approximately 25%.

Ambient Devices for Utilities

Ambient's energy devices, including the Energy Orb and Energy Joule, serve as a communicative approach for utility companies to relay important information to customers about energy consumption and demand. The Energy Orb is currently in pilot at utilities including Pacific Gas and Electric (PG&E), Southern California Edison (SCE) and Baltimore Gas and Electric (BGE). The Energy Joule, a 2013 CES Innovations Honoree, has recently undergone significant testing to become ZigBee-enabled and ZigBee Certified. Utility project data verifies that Ambient's energy product line reduces energy consumption by approximately 25%.

Ambient Devices for Consumers

Ambient's simple, elegant display provides real-time data about energy consumption by glowing a varying degree of colors, enabling tight feedback loops that can influence behavior as it occurs. With major power outages more than doubling in the last decade, it is critical to ensure consumers track and understand the energy demand. By taking control of energy consumption on an individual level, users have a sense of personal empowerment to help reduce the threat of power outages and lower energy bills, in turn increasing utility customer satisfaction.

Management

Founded in 2001, Ambient Devices is led by an innovative team that strives to improve the way we use energy. Pritesh Gandhi, CEO and Co-Founder of Ambient Devices, leads the company and serves as the driving force behind its expansion into the In-Home Display market. The company's Board of Directors is comprised of acclaimed investors with tremendous experience focusing on entrepreneurial and technology ventures. The Ambient team is advancing the company's line of energy products, serving as a thought-leader and partner to utilities and consumers for a smarter energy grid.

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THE AMBIENT ENERGY JOULE™

Simple. Elegant. Proven.



The Energy Joule is Ambient's latest innovation in its line of energy products. Its simple, elegant display monitors and communicates changes in energy prices by glowing a varying degree of colors to relay information about energy consumption and demand to customers in real-time, encouraging smarter energy consumption. In addition to the colored backlight, the Energy Joule has a digital screen that transforms wireless data from the home's smart meter into immediate, easily accessible information about current energy rates and household consumption trends. The Energy Joule is also ZigBee Certified. With Ambient, utilities can encourage their customers to spread power demand more evenly throughout the day and improve overall customer satisfaction.

The Ambient Energy Joule is a CES Innovations 2013 Design and Engineering Award Honoree.

Proven Results

Following pilot studies with utility partners using Ambient's In-Home Displays, independent verified reports demonstrate significant results.

Utility Partner	Customer Base	Primary Impact
Southern California Edison	Mixed Commercial and Residential	70% of residents took action 65% of C&I took action (using Ambient Orbs only)
Ameren Illinois Utilities/CNT	All Residential	When the electricity price increased 100%, people using Ambient Orbs showed a 10% reduction in electricity usage.
Baltimore Gas and Electric	All Residential	Customers using Ambient Orbs reduced demand by up to 27% during peak demand events.

Easy deployment

Most programs are active within six months of first contact.

Customizable

Schedule events and notifications through a web based user interface.

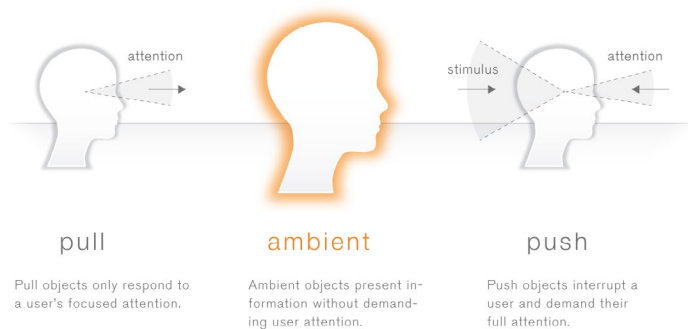
Scalable

Support from fifty to a million devices per program.

No Installation

Customers simply plug in the device. No field tech required.

Ambient provides instant and effortless access to information. With over ten years of experience developing "glanceable" consumer electronics devices, Ambient is the leader in real-time, in-home, peripheral information solutions.



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THE AMBIENT ENERGY ORB™

Simple. Elegant. Proven.



The Energy Orb is a simple, elegant display that provides real-time data about energy consumption, enabling consumers to modify their energy usage when it matters most. The simple display communicates changes in pricing and demand by glowing a varying degree of colors; when the device glows green, demand and pricing is low, while glowing red indicates that demand and pricing is high. More than a dozen utilities have used Ambient's Energy Orb in both residential and commercial demand response projects, and a study published by The Brattle Group revealed that homes utilizing Ambient's Energy Orbs showed a 23-27% reduction in demand during peak events.

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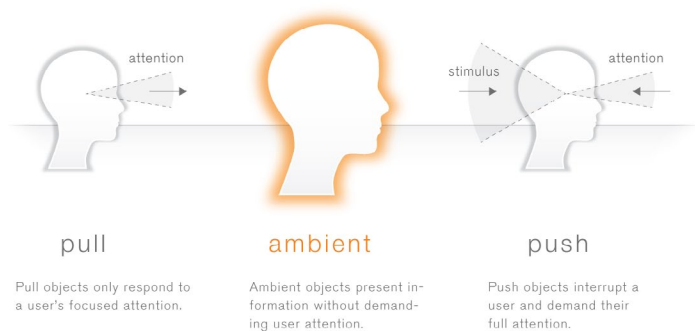
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TECHNOLOGY

Our Approach- Ambient Technology

Pull- Pull objects only respond to a user's focused attention

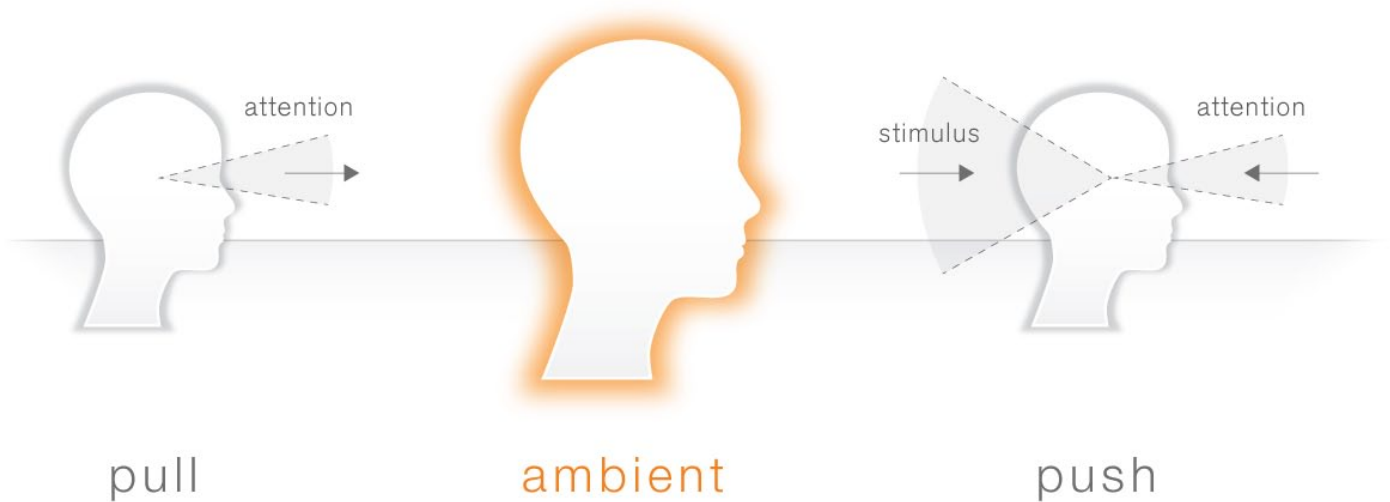
Push- Push objects interrupt a user and demand their full attention

Ambient- Ambient objects present information without demanding user attention

When we are awake and aware, our brain is continuously monitoring sights and sounds and decoding them for relevant content.

Think of an open window. Without looking, walking over towards it, or even really thinking about it, you're aware of the conditions outside. Your brain on a continual basis understands all light, dark, windy, cool, calm — even the sound of ice cream truck driving by — effortlessly.

Humans can acquire and process spoken language without foreground consciousness. This phenomenon is called pre-attentive processing in the field of cognitive psychology. It describes how Ambient displays information, by integrating information discreetly in your environment, and communicating without interrupting.



Pull objects only respond to a user's focused attention.

Ambient objects present information without demanding user attention.

Push objects interrupt a user and demand their full attention.

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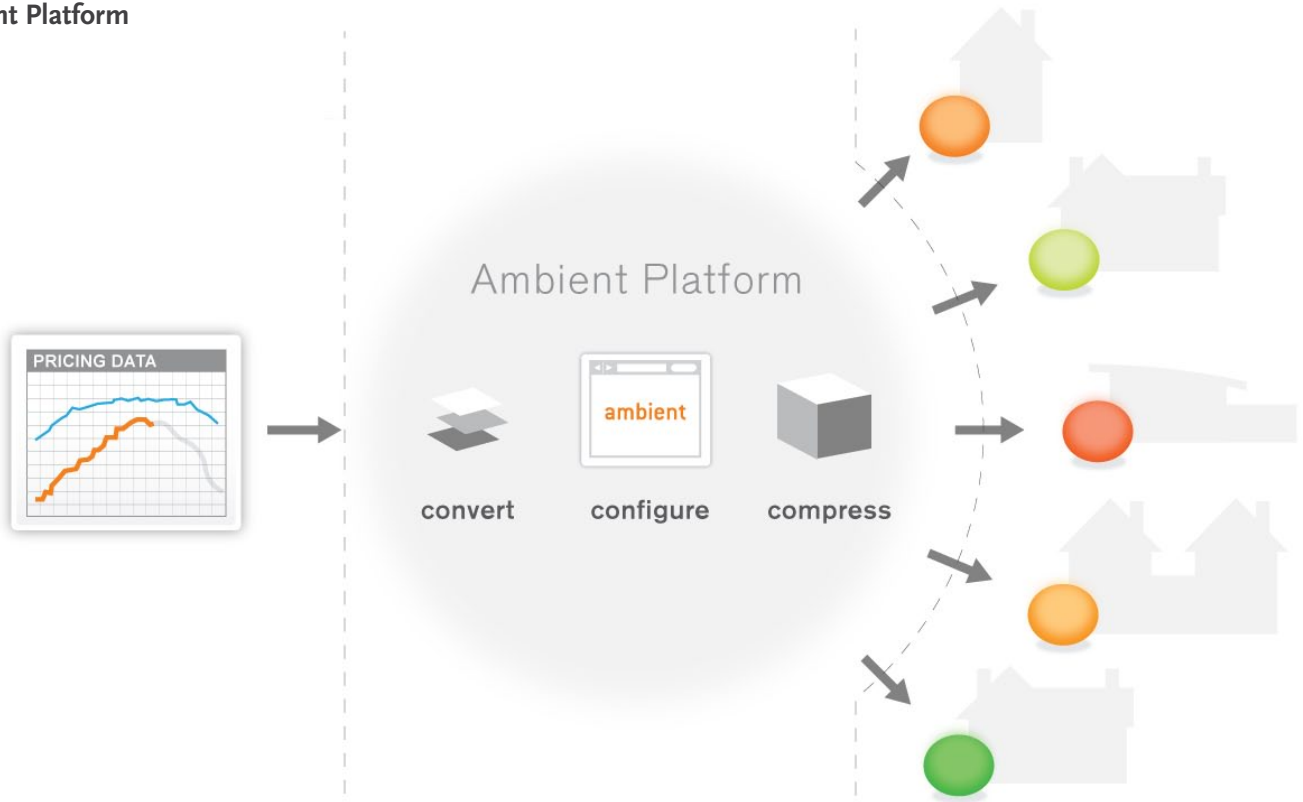
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TECHNOLOGY

The Ambient Platform



Raw Pricing Data

The real-time price of energy is determined by utilities, based on current supply and demand conditions. Multiple pricing programs in effect? That's fine with us: all we need is a data feed for each pricing program. Event notification or special circumstances can also be broadcast.

The Ambient Platform

We convert and format the data, based on your customers' profiles, for optimal ambient rendering. Simple web interfaces allow the utility program manager to easily control device behavior. Then the information is compressed and sent wirelessly, constantly, to all Ambient-powered devices.

Customer Signaling

By the time it reaches your customers, the information is simple, elegant and easy to act on.

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THE TEAM

EXECUTIVE BIOS

Pritesh Gandhi **CEO, Co-Founder**

Pritesh has more than 15 years of experience building companies focused on delivering innovative consumer applications across multiple industries. In addition to overseeing Ambient Devices operations and strategy, he has been the driving force behind the Company's expansion into the In-Home Display market. Through his direction and management of Ambient's retail partnerships, the Company has brought over one million units to the shelves of retailers including Best Buy, Wal-Mart and Brookstone.

Pritesh received his BS and MBA from Boston University, where he concentrated in Marketing and Entrepreneurship. While pursuing his MBA, he wrote the business plan for Ambient Devices and co-founded the Company shortly after graduation.

Lou Casavant **CFO**

Lou began in public accounting with Arthur Andersen and Co. in their Boston office and held various finance positions at Patriot Bancorp and Data General Corporation before joining Brookstone Company as their controller. He has held finance positions with Childworld a large box retailer, Childcraft, a direct marketer of children's furniture, toys and clothing and Finast, a food retailing division of Ahold USA. As the VP Controller of GCC Companies, Inc. he led a major financial system implementation, developed a strategic financial model and a detail weekly cash flow forecasting model and performed due diligence in the company's international theater acquisition. As the CFO of Victory Distributors, Inc., a \$400 million independent privately held grocery chain he assisted the owners in the sale of the company to a competitor. As a financial consultant he worked with start-up clients to develop business plans and assist with raising capital. Prior to joining Ambient, Lou was with Tatum LLC, a national financial executive services firm. Lou has extensive financial leadership experience within consumer products and retail, developing business plans, performing financial modeling and analysis, accounting processes, financial systems and reporting. He is a CPA and received his BS in accounting from Boston College.

Tim Vann **VP of Business Development**

With 20 years experience helping energy companies solve problems, Ted is uniquely suited to help utilities and energy suppliers solve their foray into bringing the smart grid into consumer's homes. In his role at Ambient, he is responsible for developing business relationships with energy utility providers. His extensive operations, information technology and customer service backgrounds are the key drivers in his proven record of delivering exceptional business solutions.

BOARD OF DIRECTORS

Larry Bagley, Co-Founder and Managing Director, .406 Ventures

Greg Dracon, Principal, .406 Ventures

Tom Grant, General Manager, ThinkMagic

Howard Morgan, Managing Partner, First Round Capital

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PRESS RELEASE

Ambient Devices Announces Partnership with Hydro One Hydro One selects Ambient Devices' Solution for Consumer Conservation Program

BOSTON (June 10, 2013) – Ambient Devices, the leading provider of displays and systems that deliver instant, effortless access to information at a glance, today announced the launch of a pilot program with Hydro One Networks Inc. (Hydro One), an electric utility based in Ontario, Canada. The program will see Hydro One delivering Ambient's Energy Joule to select customers to encourage them to take advantage of using electricity when it costs less.

The Energy Joule is ZigBee Certified and enables consumers and utilities to make smarter energy consumption choices by transforming wireless data from the home's smart meter into immediate, glanceable information about energy pricing and consumption. Its elegant display monitors and communicates changes in energy prices by glowing a varying range of colors. When the device glows red, energy prices are high; yellow, prices are above average; and green, prices are average or below average.

"Ambient Devices is pleased to partner with Hydro One for this pilot program," said Pritesh Gandhi, CEO of Ambient Devices. "This partnership marks a dynamic and necessary shift towards utility customer education by providing easy access to user-friendly smart grid information to drive smarter energy consumption choices."

"Hydro One is committed to offering its customers innovative and simple solutions to help them manage their energy consumption. Ambient Devices' Energy Joule is an exciting energy management tool that will provide our customers with information about their energy consumption in one quick glance," said George Katsuras, Manager, Business Integration, Hydro One. "Our customers will be able to take the information displayed on the device and make instant decisions on how to shift or reduce their energy usage."

Ambient's line of energy products, including the Energy Joule, enable utility companies to relay energy consumption and demand response information in real-time, reducing stress on the electrical grid and increasing customer satisfaction. In pilot programs with utilities across the United States, Ambient's energy products have proven to reduce individual household energy consumption by up to 25%, as explained in this independent study conducted by The Brattle Group.

About Ambient Devices

Ambient Devices is the leading provider of displays and systems that deliver instant, effortless access to information at a glance. Ambient's energy products offer utility companies a simple way to relay details to their customers about how energy usage patterns are affecting pricing, in real-time. By outfitting homes and businesses with an easy-to-use tool that guides smarter energy choices, utility companies are able to effectively encourage even energy consumption throughout the day and increase overall customer satisfaction. For more information please visit: www.AmbientDevices.com.

About Hydro One

Hydro One delivers electricity safely, reliably and responsibly to homes and businesses across the province of Ontario and owns and operates Ontario's 29,000 kilometre high-voltage transmission network that delivers electricity to large industrial customers and municipal utilities, and a 121,000 kilometre low-voltage distribution system that serves about 1.4 million end-use customers and smaller municipal utilities in the province. Hydro One is wholly owned by the Province of Ontario.

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PRESS RELEASE

Ambient Devices Joins the ZigBee Alliance Membership Coincides with Products Attaining ZigBee Certified Status

BOSTON (Nov. 13, 2012) – Ambient Devices, the leading provider of displays and systems that deliver instant, effortless access to information at a glance, today announced that it has joined the ZigBee Alliance, an open, non-profit association driving development of innovative, reliable, and easy-to-use ZigBee standards. Ambient Devices' Energy Joule has undergone significant testing and is now ZigBee-enabled and ZigBee Certified. Through its membership, Ambient Devices will join some of the most innovative and well-known organizations in the world to improve the way we live and work.

"Ambient Devices is pleased to join the ZigBee Alliance," said Pritesh Gandhi, CEO of Ambient Devices. "ZigBee is the leader in the global evolution towards energy-efficient wireless monitoring, and Ambient is looking forward to collaborating with other Alliance members to continue developing standards that encourage smarter and more sustainable energy choices."

Ambient's energy products offer utilities simple tools to guide their customers into making smarter energy consumption choices. The Energy Joule enables customers to efficiently manage their energy consumption, helping to reduce stress on the grid. The ZigBee Certified products, for the ZigBee Smart Energy standard, pulse and change colors to forewarn users when power supplies are strained. ZigBee uses the 2.4 GHz radio frequency to deliver a variety of reliable and easy-to-use standards anywhere in the world.

"Ambient Devices' Energy Joule is a unique energy management product that we were pleased to see earn ZigBee Certified product status," said Ryan Maley, vice president of strategy at the ZigBee Alliance. "The Joule should allow utility companies to relay information about their customer's energy consumption and any demand response information in real-time encouraging smarter energy consumption."

ZigBee and Ambient Devices share a mission devoted to creating a smarter, more sustainable world. Ambient Devices is one of the latest members of the ZigBee Alliance.

About Ambient Devices

Ambient Devices is the leading provider of displays and systems that deliver instant, effortless access to information at a glance. Ambient's energy products offer utility companies a simple way to relay details to their customers about how energy usage patterns are affecting pricing, in real-time. By outfitting homes and businesses with an easy-to-use tool that guides smarter energy choices, utility companies have found that they can encourage even energy consumption throughout the day and increase overall customer satisfaction. For more information please visit: www.AmbientDevices.com.

About ZigBee

ZigBee offers green and global wireless standards connecting the widest range of devices to work together intelligently and help you control your world. The ZigBee Alliance is an open, non-profit association of approximately 400 members driving development of innovative, reliable and easy-to-use ZigBee standards. The Alliance promotes worldwide adoption of ZigBee as the leading wirelessly networked, sensing and control standard for use in consumer, commercial and industrial areas. For more information, visit: www.ZigBee.org.

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PRESS RELEASE

Ambient Devices Named CES Innovations 2013 Design and Engineering Award Honoree Ambient's Energy Joule on Display at CES January 8 - 11

NEW YORK (Nov. 12, 2012) – Ambient Devices today announced that it has been named an International CES Innovations 2013 Design and Engineering Awards Honoree for its newest product, the Energy Joule. Ambient's Energy Joule will be displayed at the Innovations Design and Engineering Showcase in The Venetian and at the 2013 International CES January 8-11, 2013.

The Energy Joule is ZigBee Certified and enables consumers and utilities to make smarter energy consumption choices by transforming wireless data from the home's smart meter into immediate, glanceable information about energy pricing and consumption. Its elegant display monitors and communicates changes in energy prices by glowing a varying degree of colors. If the device is glowing red, it indicates high energy prices; yellow indicates above average pricing; and green indicates average or low pricing.

"Ambient Devices is thrilled to announce that the Energy Joule has been named an Innovations Honoree and will be on display at the 2013 International CES," said Pritesh Gandhi, CEO of Ambient Devices. "The Energy Joule is an easy-to-use device for utilities looking to reduce the stress on the grid and increase customer satisfaction."

Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 29 product categories. Ambient's Energy Joule was named an Innovations Honoree in the "Technology for a Better World" category.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations Honoree reflect innovative design and engineering of the entries. The Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world's largest consumer technology tradeshow, and have been recognizing achievements in product design and engineering since 1976.

Ambient's Energy Joule will be displayed in The Venetian at the 2013 International CES, which runs January 8-11, 2013 in Las Vegas, Nevada.

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