

Elster and EnergyICT at E-World 2010 in Essen: Be smart – it's all about the right communication!

This year, the E-World trade fair took place from 9 to 11 February 2010 in the trade fair centre in Essen. In three exhibition halls everything surrounding the topic of "Smart Metering & Smart Grid" was placed in the foreground. Many well-known energy supply companies and manufacturers were represented here.

Naturally, Elster GmbH and its new subsidiary EnergyICT were also present. They made a joint trade fair appearance here for the first time. Both companies presented the complete supply chain for the field of "Smart Metering & Smart Grid". Beginning with the consumption meters, it comprises both network peripherals, such as communication modules and data concentrators, and the complete meter data management (MDM) systems, as well as service & support.

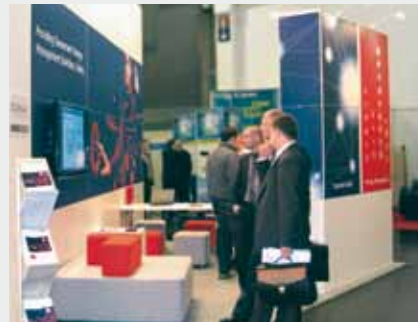
A variety of topics and open questions could be explored in many interesting discussions with customers. One thing



The modern stand concept was well received



It's all about the right communication!



Great interest in the Elster solutions

became very clear: due to the lack of legal provisions, there is still a great deal of uncertainty surrounding the roll-out of smart metering. And there are still a large number of unanswered technical questions (energy end-use efficiency and energy services). The current situation has also created a range of difficulties in that some suppliers only supply electricity or gas and therefore must reach agreement with other network operators.

Thanks to the collaboration with our new colleagues from EnergyICT, we were able to present trade fair visitors with possible end-to-end solutions. In the field of MDMS data management, Elster will shortly be offering a hosting solution. With this, customers have the opportunity to hire appropriate capacities on a server to use as part of a pilot project, so that they may be convinced of the functions and operation.

In this respect, Elster is really stepping up to its customers, in order to promote the topic of "Smart Metering & Smart Grid" on

the German market and to accelerate the somewhat hesitant implementation of the EU Directives. Effective pilot projects will also make it possible to improve and continue to develop the systems. The current year will certainly be an exciting one for all concerned and will bring a whole host of new things to learn for all of us.

We regard this as a challenge which means that we will have to work together to solve the problems that the situation will create.

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