

FOR IMMEDIATE RELEASE

Sept. 17, 2009  
Contact: Anne O'Connell  
Director of Communications  
[aoconnell@utilimetrics.org](mailto:aoconnell@utilimetrics.org)  
+1.847.227.0478

## **AUTOVATION 2009 DRAWS 4<sup>th</sup> LARGEST ATTENDANCE IN SHOW HISTORY**

CHICAGO, Ill. – [Utilimetrics](http://utilimetrics.org), the world's premier utility technology association, drew nearly 1,400 participants to its annual Autovation 2009 conference and expo concluding yesterday in Denver.

[Autovation® 2009](http://utilimetrics.org) was four days of education, networking and exhibits on leading practices for smart grid, smart metering, enterprise-technology solutions and tools for business transformation for the connected utility.

“We are extremely pleased, especially given the down economy and the fact that conference participation nationwide is down about 30 percent, that Autovation drew its fourth-largest audience on record,” said Utilimetrics CEO Joel Hoiland. “About 30 percent of our attendees were from investor-owned utilities, municipals, and cooperatives representing key decision-making management who saw the latest innovative products and services from our 100 exhibitors, the largest smart-grid and smart-meter show in North America.”

Hoiland added that exhibitors kept emphasizing that the quality of utility representatives in attendance was impressive. Autovation attendees hailed from throughout North America and many countries such as the UK and Ireland, Japan, Brazil, Australia, New Zealand, Germany, Uruguay, Brazil, Sweden, Korea and Israel.

There were nearly 90 educational sessions, big-picture sessions and opening and closing presentations from world-renowned thought leaders.

Closing keynote speaker, Ed Lu, Ph.D., Google program manager in advanced projects, said Google is making multiple versions of its Google PowerMeter and has many utility partners conducting pilots with many more to come. Google is refining the Web tool and expects to see expanded programs in the next few months. A former NASA astronaut, Lu leads a team of engineers working to develop Google PowerMeter, an energy information software tool that will enable consumers to make informed choices about their energy use as they browse the Web, read email, or use a mobile phone.

Opening session speaker Daniel Burrus, leading technology futurist and business strategist, highlighted trends to better understand how technological, social and business forces are converging to create untapped opportunities. Burrus encouraged utilities to think strategically and to position themselves as part of the solution, not part of the problem.

More than 200 speakers from utilities, vendors and consultants covered several areas including: smart-energy strategy, smart networks, meter-data management, home-area networks, operations, demand-response energy efficiency, telecom and cyber-security.

Utilimetrics' Hoiland also gave the association's first state-of-the-industry address based on survey results from members two weeks ago. Further, he introduced a new management staff comprised of seven full-time professionals who are poised to grow the association.

Next year's Autovation will take place Sept. 12 – 15 in Austin, Texas.

[Autovation® 2009](#) sponsors included: Itron, Silver Spring Networks, Echelon, Neptune, Sensus, Capgemini, Aclara, Telvent, Trilliant, Intus, Tantalus, Comverge, EKA Systems, Onzo and SAS.

###