

## **Semitech Innovations launches a Joint Venture company with La Trobe University to develop a community energy management solution**

Melbourne, 6 March 2009 - Semitech Innovations Pty. Ltd., a cutting edge provider of power line communication technology, is teaming up with La Trobe Innovation, La Trobe University's commercial arm to launch a joint venture company – EcoEnergy Innovations Pty Ltd - to develop a community energy management solution.

The new joint venture company will provide a cost effective system to increase energy efficiency, reduce costs and improve community environmental performance by addressing both the technical and management aspects of rational energy use.

The technology is based on Semitech's advanced power line communication (PLC) smart chip called SIMAC. The SIMAC chip is embedded in devices such as meters (including electricity, water and gas), lighting and home appliances and it communicates through the existing power line network. Automated control of usage and load balancing can be achieved with intelligent touch-screen user interfaces and two way communication devices. This would give the end users (domestic or commercial) the ability to adapt to the electricity price and demand fluctuations.

The meters embedded with the SIMAC chip are designed to meet the Victorian Minimum Advanced Meter Infrastructure (AMI) Functionality Specifications. Through smart plugs containing the SIMAC chip, home appliances can be monitored and controlled manually or automatically based on the applicable tariff as notified by the utility company at regular intervals. This information can be displayed on a touch screen, an In Home Display or a home PC. This system provides a cost effective solution enabling the community to minimize the peak load and reduce green house gas emissions.

A pilot system has been successfully developed and is operating at the La Trobe University, Research and Development Park in Bundoora through the Centre for Technology Infusion. The pilot system includes smart energy management system software, 30 smart meters and a data concentrator enabled with SIMAC technology. The energy usage of each tenant of the entire building is measured and recorded 24 hours a day, 7 days a week at 30 minute intervals. The usage, associated cost and CO2 emissions are displayed on a website. The technology has already demonstrated its capacity to consistently deliver usage, cost and emission data in real time.<sup>1</sup>

This pilot is ongoing, not only as an experiment in reducing energy demand but also as a prototype for the further development of a next-generation smart living environment Home Automation system. "This is the most exciting aspect of this technology– the persuasive power

of the technology to change people's behaviour and to make an impact."<sup>1</sup>," says the Director of the Centre for Technology Infusion, Professor Jack Singh. "

La Trobe University's Vice Chancellor, Paul Johnson, said that the University would become the new company's first client, extending the current pilot at the R&D Park to the University's main administration building (David Mayer Building West) in the near future.<sup>1</sup>

EcoEnergy is one of a few joint venture companies that Semitech has established with partners in different countries. "We will stay as chip provider to application partners. Semitech intends to work with each partner to their best expertise." said Mr. Stephen Kim, CEO and Chairman of Semitech Innovations and EcoEnergy Innovation Director. "La Trobe has been one of Australia's pioneering universities for forty years and is one of Australia's leading research universities, with a world-wide reputation for academic excellence and innovation. Through the EcoEnergy joint venture, we believe that we can fully utilize our advanced Power Line Communication (PLC) technology and La Trobe University's research capabilities to develop a complete community energy management solution to tackle the global energy crisis and reduce green house emissions."

Semitech Innovations is also working with its partners to develop the last mile solution for the European market and to apply the embedded SIMAC technology to the huge India Automatic Meter Reading (AMR) market.

Media contact:

Mr. Stephen Kim  
CEO, Chairman, Semitech Innovations  
Director, EcoEnergy Innovations  
Tel: +61 3 9349 4522  
Email: [stephen@semitech.com.au](mailto:stephen@semitech.com.au)

<sup>1</sup>: La Trobe University news release