



Metering Europe 2011: GreenPocket presents the world's first social metering app connecting smart metering with Facebook

Cologne/Amsterdam, Sep. 20, 2011 – As the first software company worldwide GreenPocket (www.greenpocket.com) has come up with a smartphone app connecting smart metering with the social web. The pioneering social metering app will be presented for the first time at Metering Billing/ CRM Europe in Amsterdam (October 4-6, 2011).

Metering Billing/ CRM Europe is the continent's leading conference and expo for smart metering. More than 4000 energy experts will meet to discuss the market's regulatory and technological trends and innovations. One topic of discussion will center on the finding that while consumers are keen to take charge of their energy consumption data during the first few weeks of having a smart meter installed, they tend to pay less attention to this new transparency in the long run.

To boost customer engagement, the GreenPocket social metering app helps consumers share their carbon footprint in a competitive and entertaining way on Facebook.

GreenPocket CEO, Dr. Thomas Goette: "We are proud to be the first to introduce a new promising and pioneering approach by combining smart metering with the social web." Even without constant interaction, push notifications inform consumers of how well they are doing compared to their friends (e.g. in weekly energy efficiency contests) and about lots of other positive developments related to their energy consumption behavior. "This combination initiates an innovative dialogue between the utility and the customer and opens up an entirely new channel for utility marketing campaigns", explains Goette.

Visitors to Metering Europe are cordially invited to the GreenPocket booth E83 in Hall 1 to take a look at the social metering app and the company's other product offerings, including its social metering smart home applications and an elaborate web portal for business customers.



About GreenPocket

GreenPocket provides pioneering software for smart metering and smart home solutions. Combining the best of the internet with the new world of smart energy, GreenPocket enables utility companies to significantly increase their customers' energy efficiency. Founded in 2009, GreenPocket has already been able to sign up 28 renowned customers, among them Vattenfall, Stadtwerke München and Mainova. With a market share of 40% in the segment of the top 20 most profitable utility companies, GreenPocket is Germany's leading software provider for consumer-orientated smart energy software.

Press enquiries, interviews, background briefings:

Torben Pfau

GreenPocket

Tel: +49 (0)221.35 50 95 87

torben.pfau@greenpocket.de