

OpenADR: Standardize, Automate, Simplify



The mission of the OpenADR Alliance is to foster the development, adoption and compliance of the OpenADR standards through collaboration, education, training, testing and certification. The Alliance will also promote the worldwide market acceptance and adoption of OpenADR



Join the international push towards enhanced Smart Grid efficiency – the OpenADR Alliance

Founded in 2010, the OpenADR Alliance includes a large, international ecosystem of system operators, utilities, aggregators, controls vendors and solution providers.

So what is OpenADR?

Demand Response (DR) programs help utilities maintain grid reliability and enable customers to realize significant value. Unfortunately, existing propriety solutions – the majority with manual processes – add unnecessary cost and complexity, as well as missed opportunities for optimizing the value of DR. In fact, in the United States alone, an estimated 95% of commercial DR programs still rely on these manual processes.

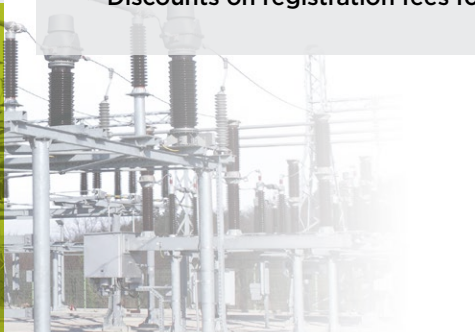
OpenADR was created to automate and simplify DR for the power industry with dynamic price and reliability signals that allow end users to modify their usage patterns to save money and optimize energy efficiency, while enhancing the effectiveness of power delivery across the Smart Grid.

The OpenADR Alliance brings together stakeholders – including system operators, utilities, aggregators, controls vendors and solution providers – to facilitate and accelerate the use and adoption of this international standard. ***Join this growing initiative!***

Member Benefits

Why Join the OpenADR Alliance?

- Gain market lead with access to draft standards and specifications before they are made public
- Network with other members and create new business opportunities
- Benefit from growing global awareness of OpenADR
- Influence the direction and development of our standards
- Access to Member events such as Interops to test early product versions
- Discounts on pre-certification test tools, training and consulting services
- Promotion of success stories, products, services, etc,
- Visibility with prospective customers
- Discounts on registration fees for selected industry events



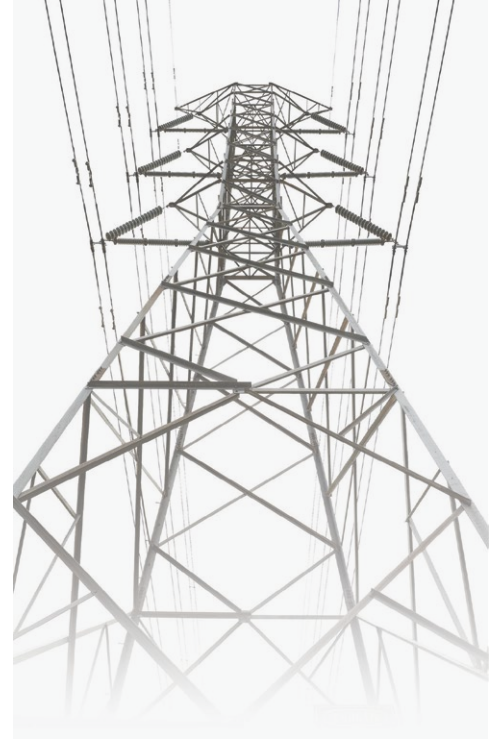
OpenADR Membership Options

Sponsor membership is extended to industry stakeholders that strongly support the vision, mission, and activities of the OpenADR Alliance who wish to serve on the Board of Directors and play an active role in guiding the Alliance.

Contributor membership is open to any vendor organization offering hardware, software or services.

Adopter membership is open to organizations such as consumer and government organizations, research agencies, and regulatory bodies not otherwise classified as a vendor community or manufacturer of products, systems, or components.

Membership Benefits	Sponsor	Contributor	Adopter
Automatic Seat on Board of Directors	YES	NO	NO
Initiate Work Groups or Committees	YES	NO	NO
Approve Recommendations	YES	NO	NO
Approve Operating Budget	YES	NO	NO
Certify Compliant Products	YES	YES	NO
Company Listing and Profile on Website	YES	YES	YES
Use of OpenADR Alliance Logo	YES	YES	YES
Member's Logo Featured in OpenADR Marketing	YES	YES	YES
Access to Members-Only Website	YES	YES	YES
Voting Privileges in Task Groups and Committees	YES	YES	YES
Participation in Press Articles and Interviews	YES	YES	YES
Co-Marketing Opportunities	YES	YES	YES
Participation in Working Groups and Committees	YES	YES	YES
Participation in General Meetings	YES	YES	YES
Receive Member Communications	YES	YES	YES



*More information on the
OpenADR Alliance is available
at www.openadr.org*

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