

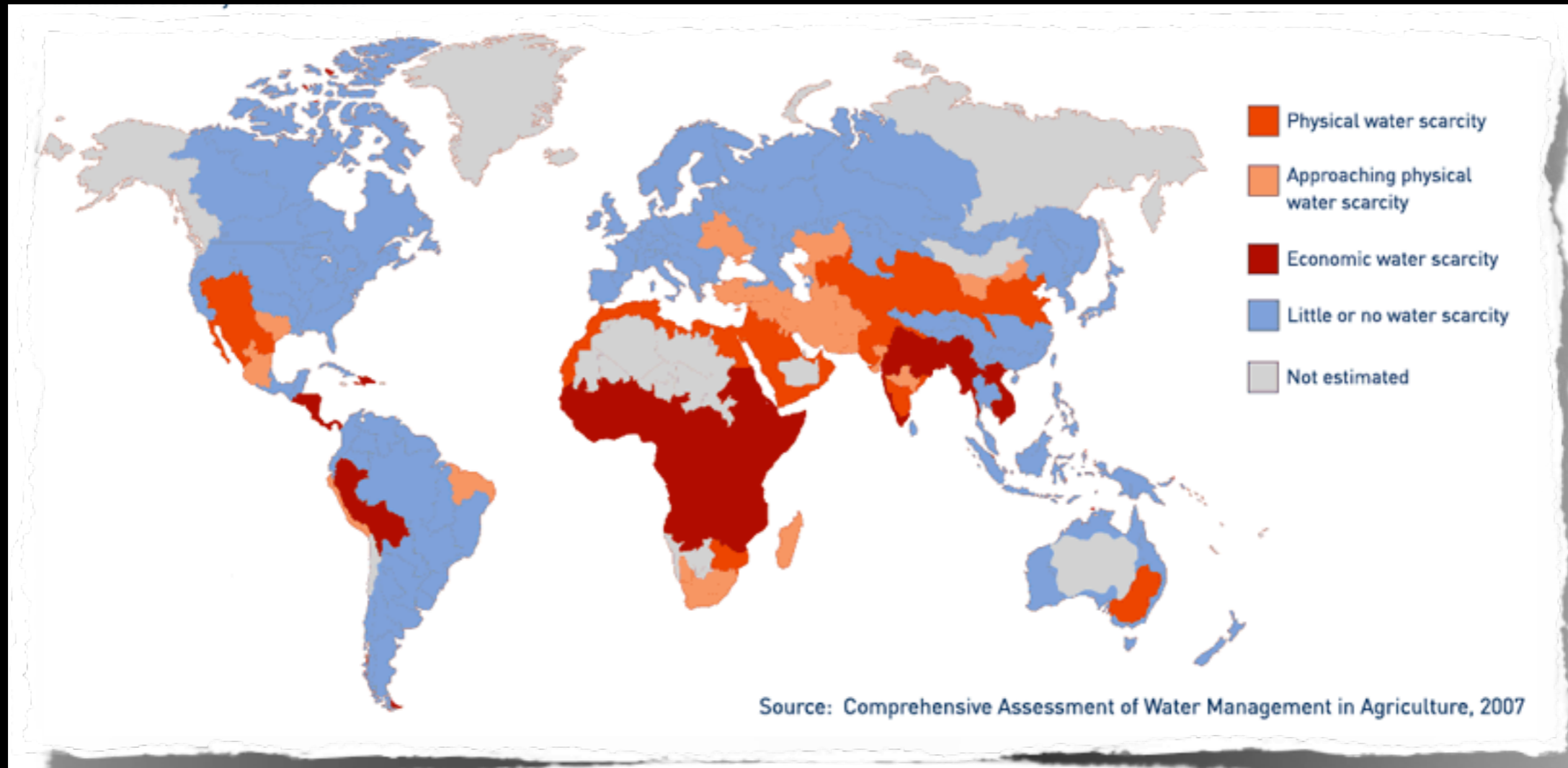


TAPPING THE UNTAPPED

Demand-reduction innovations
from Aquacue

Shahram Javey, March 2010

STEMMING THE TIDE

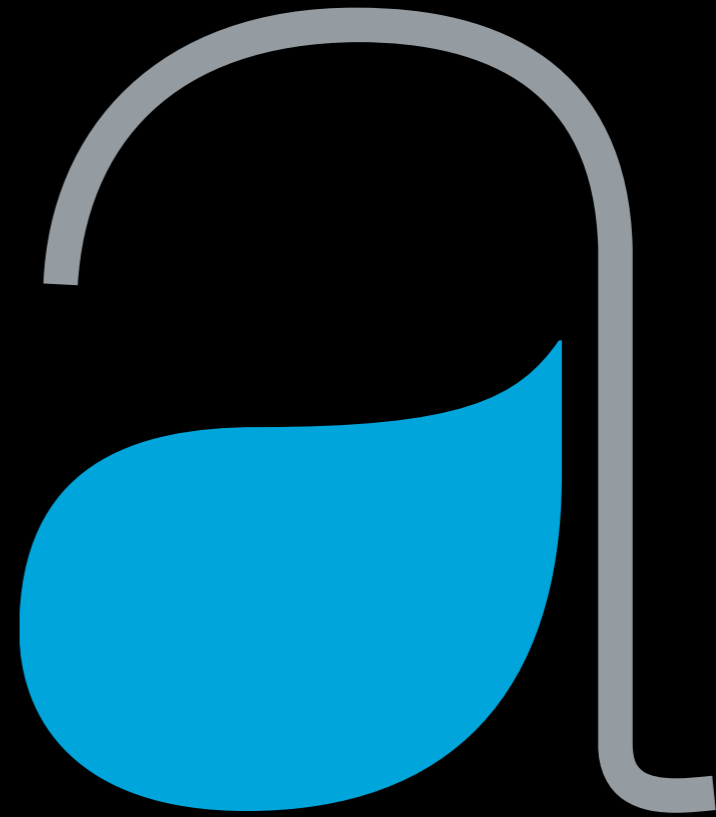


Use efficiency reduces demand
immediate, emotional, economical

LAUNCH  ORG WATER

A NEW WAVE

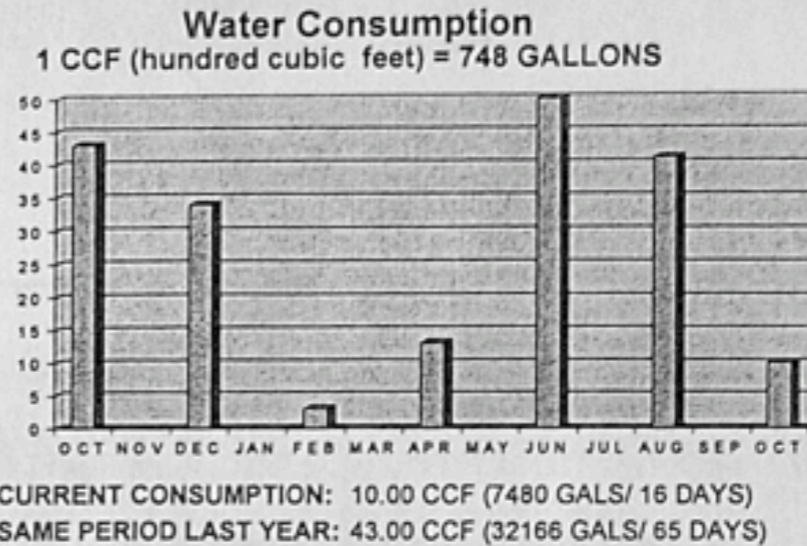
Making it easy to
manage water use
through technology
and innovation.



LAUNCH  ORG WATER

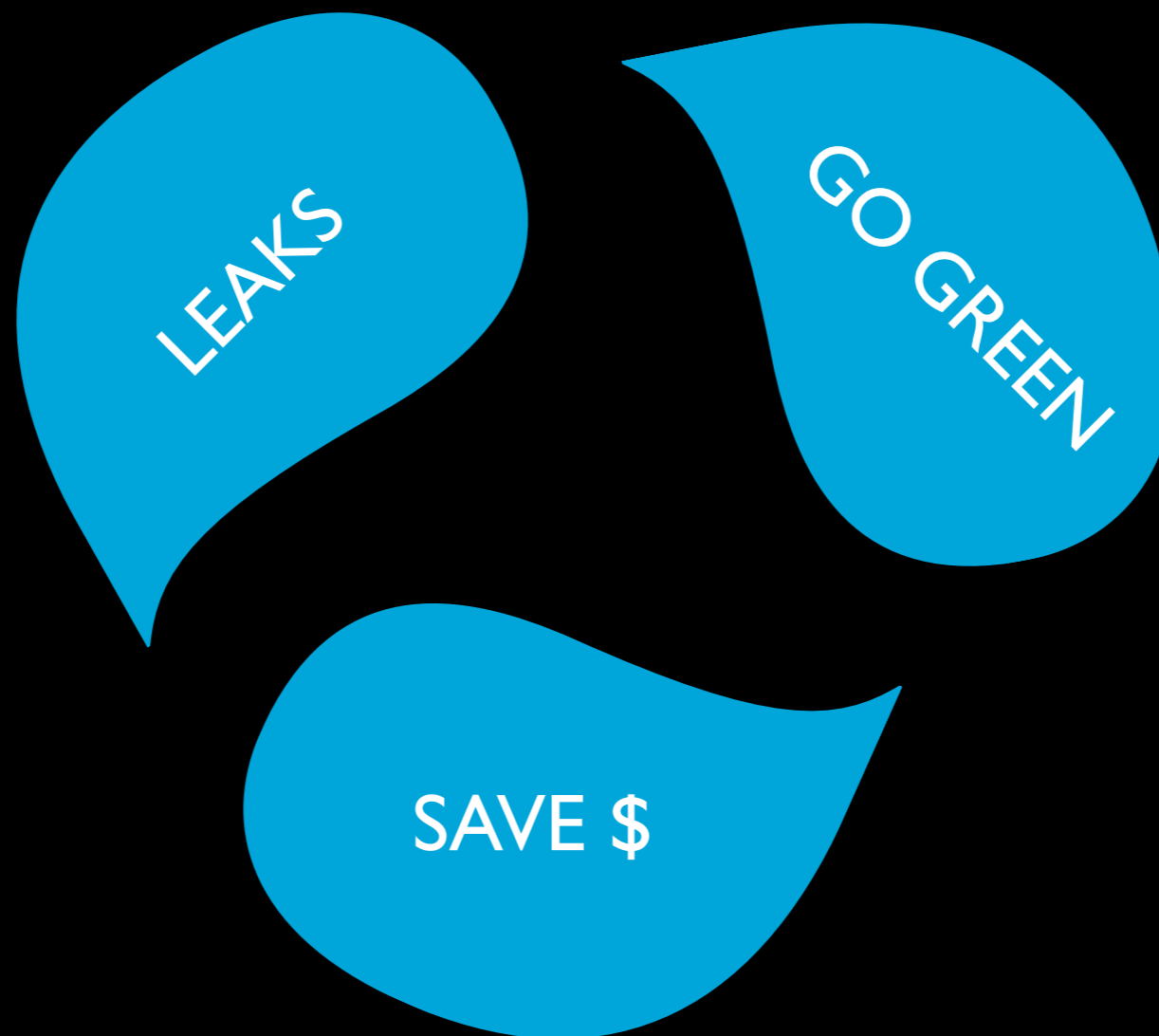
CLEAR AS MUD

[REDACTED]	
Previous Balance	\$ 236.11
Adjustments and/or Penalties	0.00
Payment	0.00
Balance Forward	236.11
Current Charges	60.20
Total Amount Due	\$ 296.31



ACCOUNT DETAIL	PREVIOUS READ	CURRENT READ	AMOUNT
WATER SERVICE			
Domestic Meter #93516745	4748	4758	
Meter Charge 5/8"			2.79
Water Consumption	3.20 CCF x	1.53000 =	4.90
	6.80 CCF x	2.97000 =	20.20
Total Water Service	10.00 CCF		\$ 27.89
SEWER SERVICE			
Single-Family Sewer			14.92
Total Sewer Service			\$ 14.92
GARBAGE SERVICE			
65-Gal Cart Curb			17.39
Total Garbage Service			\$ 17.39
Total Current Charges			\$ 60.20
TOTAL AMOUNT DUE:			\$ 296.31

MEASURE & MANAGE



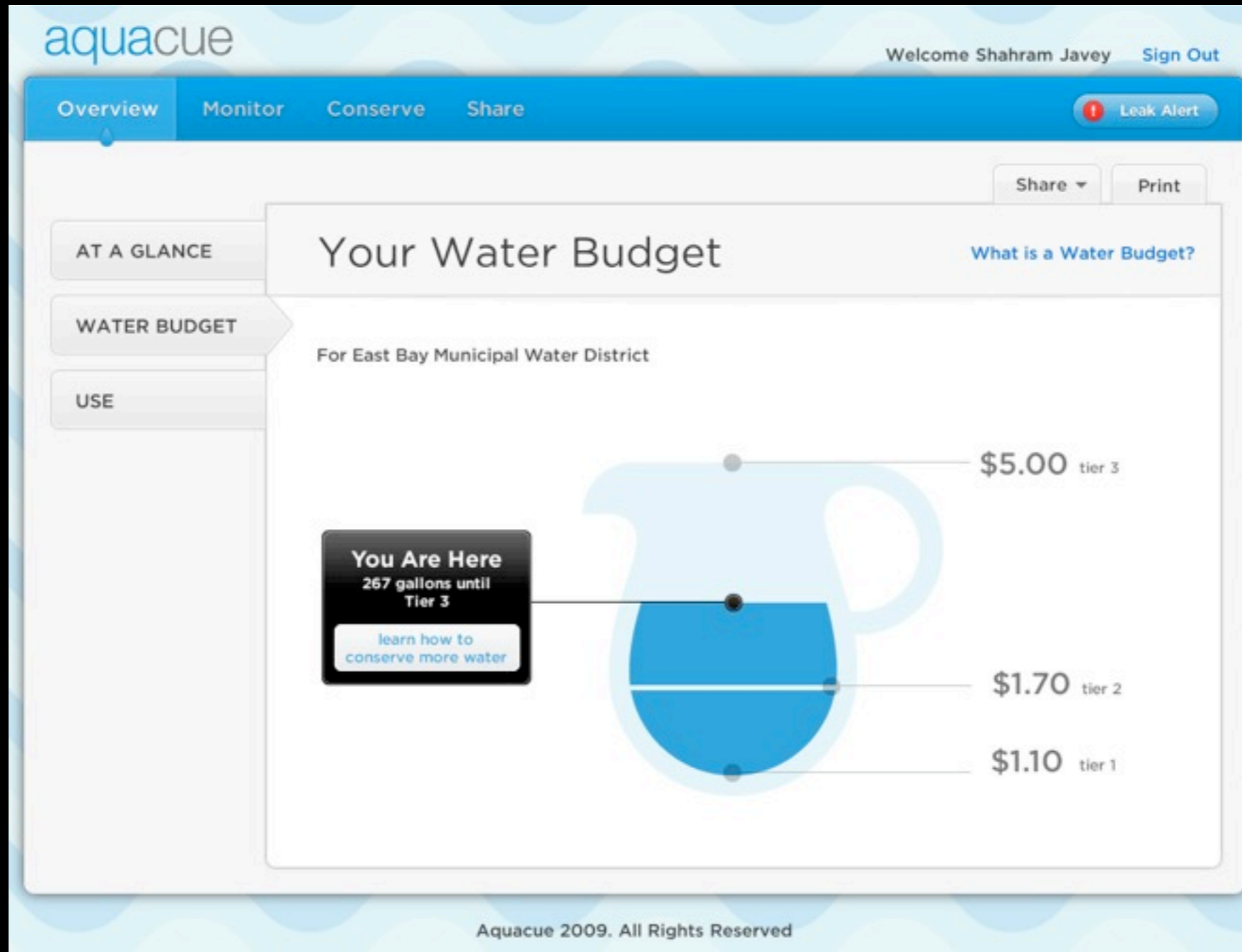
A BOTTOM-LINE MOTIVATOR

Aquacue opens multiple streams of institutional cost savings:

- Early leak detection
- Instant reports
- Meter reading
- Managing use



SHOW ME THE WATER



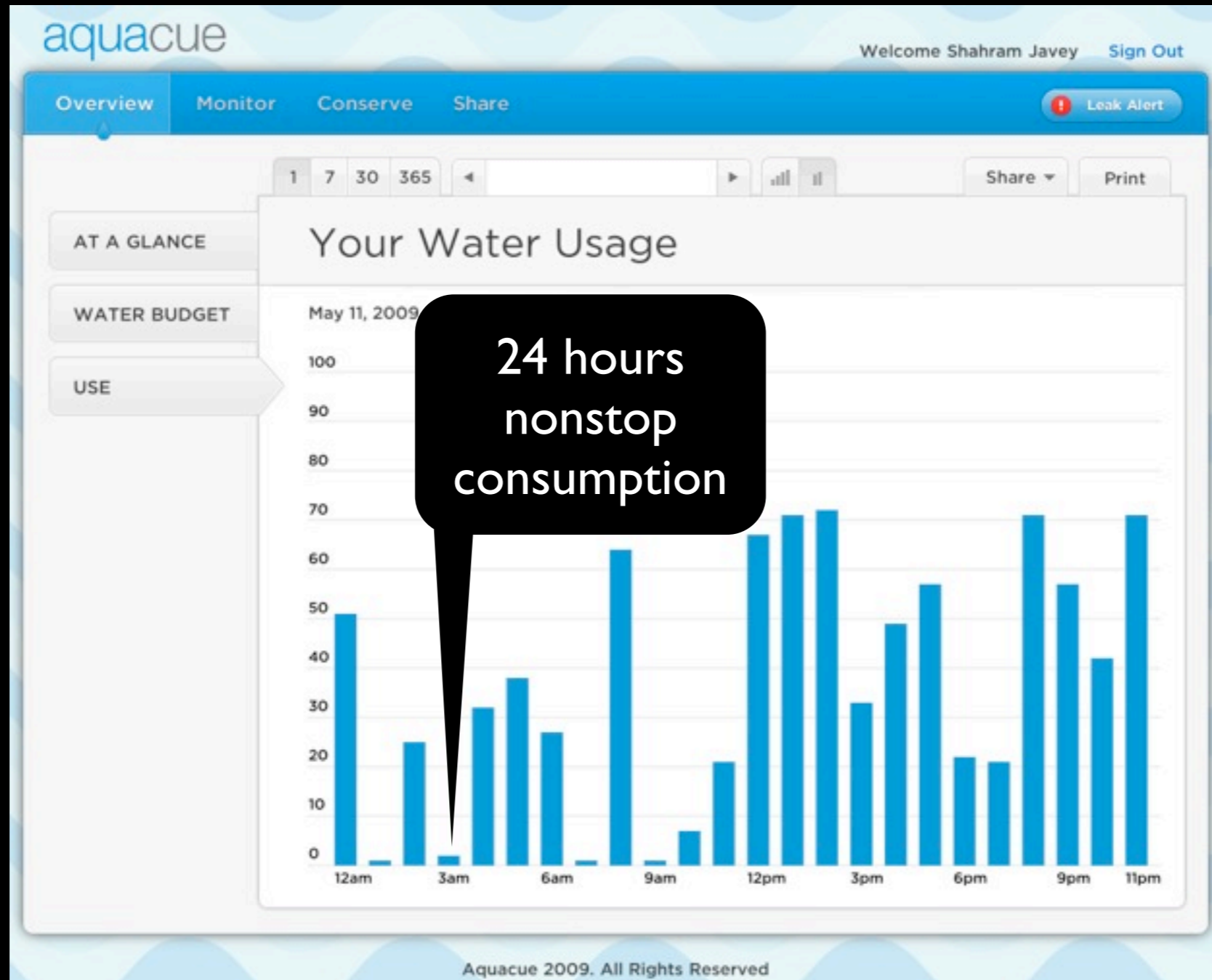
AN UNTAPPED GLOBAL "RESERVOIR"

Reducing downstream leaks can save billions of gallons of clean water every year.

Aquacue has found leaks in almost every pilot: 20,000 to 80,000 GPY.



OH NO, A LEAK!



UNLOCKING ASPIRATIONS

Aquascore transforms data into motivating information.



GO GREEN

LAUNCH  ORG WATER

FEEDBACK IS NOT SUFFICIENT

Conserve to preserve

We are committed to energy and resource conservation. Everyday, tons of detergent and millions of gallons of water are used to wash towels which have been used once...

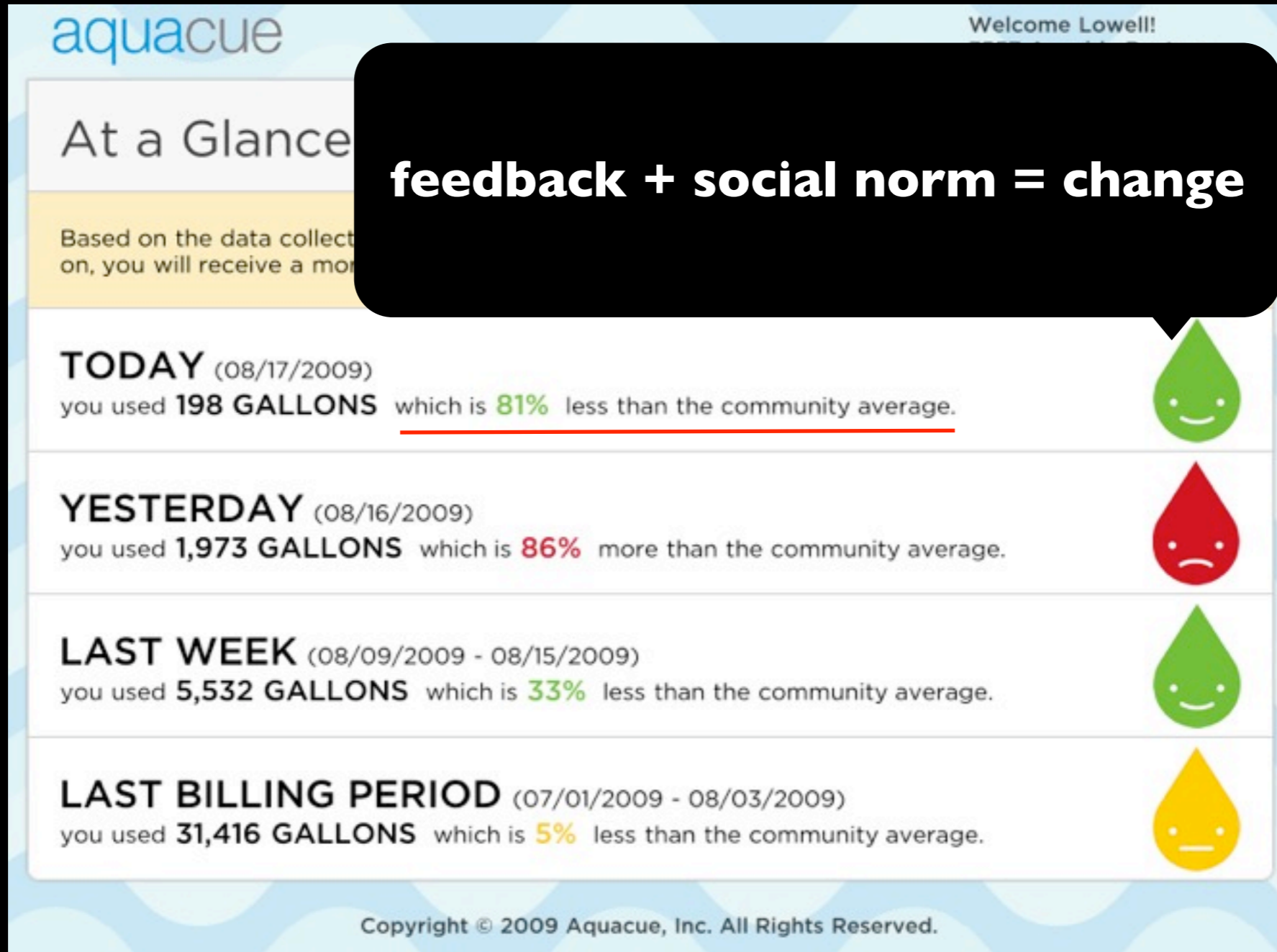


Many of our guests have expressed to us their approval of conserving energy. When given the opportunity, nearly 75% of hotel guests choose to reuse their towels each day. Because so many guests value conservation and are in the habit of conserving, this hotel has initiated a conservation program.

Feedback plus a social norms resulted in 25% reduction in number of towels used.
Prof. Wesley Schultz 2008

LAUNCH  ORG WATER

CUE FOR CHANGE



A 21ST CENTURY TAP

Aquacue: creating a Nike+ generation of water consumers.

