



Our Mission

We are a dynamic, visionary and ambitious company committed to improving the way electricity is supplied and consumed. reducing greenhouse gas emissions and reducing the overall cost of electricity supply.

Electricity Innovations for Sustainable Development

NESTA

David Hirst, Chief Technologist 14th November 2007



Outline Agenda

- Electricity: its magic; and its cost
- ResponsiveLoad the founding technology
- Demand Side Participation the vision
- Route to Commercialisation



The Magic of Electricity

- "Western civilisation" depends upon it
 - Embedded in all aspects of our lives
 - Central to Industry & Commerce
 - No "IT" without it: No TV, no PCs, no Internet
- Huge enabler of human well-being
 - Lighting: efficient and free of (indoor) emissions
 - Information & Entertainment
 - Medicine & Food Preservation by cooling
 - Cooking & Hot Drinks
 - Hot water & Laundry
 - Water pumping
- Development Freedoms
 - Irrigation



Electricity is Costing the Earth

- Some 30% of GHG emissions from Electricity production – Historically & Now
- High carbon coal is predominant fuel, now & future
- Renewables growing slowly
 - "Ambient" generation is uncontrolled
 - Demand is said to be inflexible
 - System obstacles to rollout
- Markets sometimes failing

We have to find and implement better ways - fast



The System Frequency





Costs of Frequency Response

- ~ £100m p.a. in the UK
- Part loaded plant
 - Capacity to increase (& reduce) output
 - Non optimal efficiency
- More flexible plant tends to be older
 - And so less efficient
 - Or very expensive (e.g. Dinorwig)
 - And coal fired
- Big plant is easier to instruct



Recipe for High Carbon?

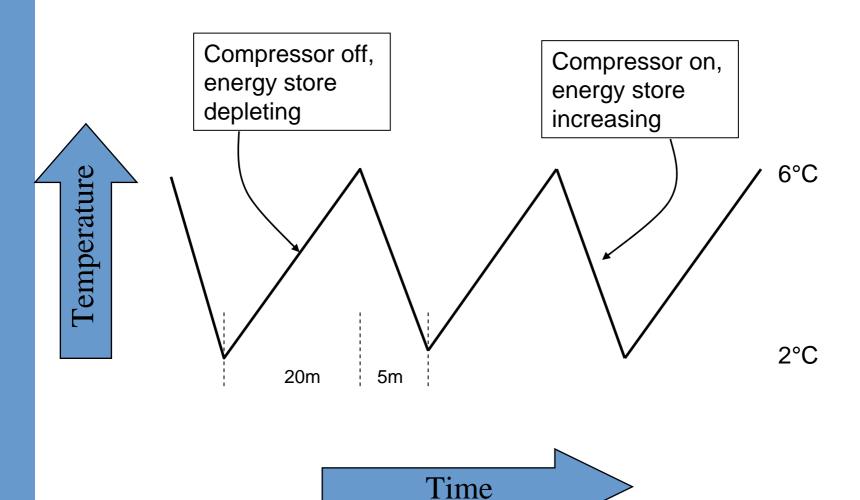


Fridges Do It Better





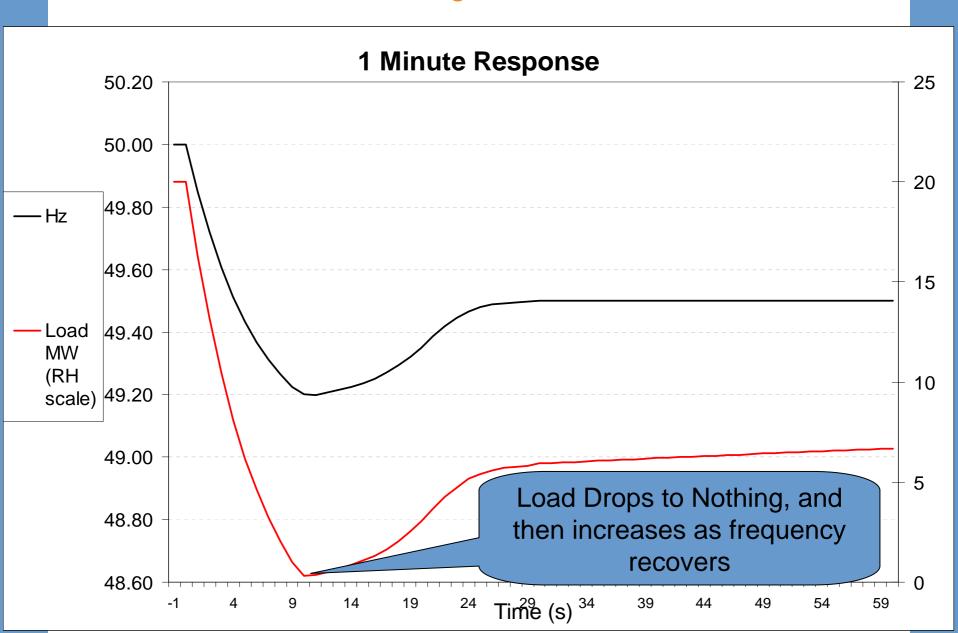
Domestic Refrigerator Operation





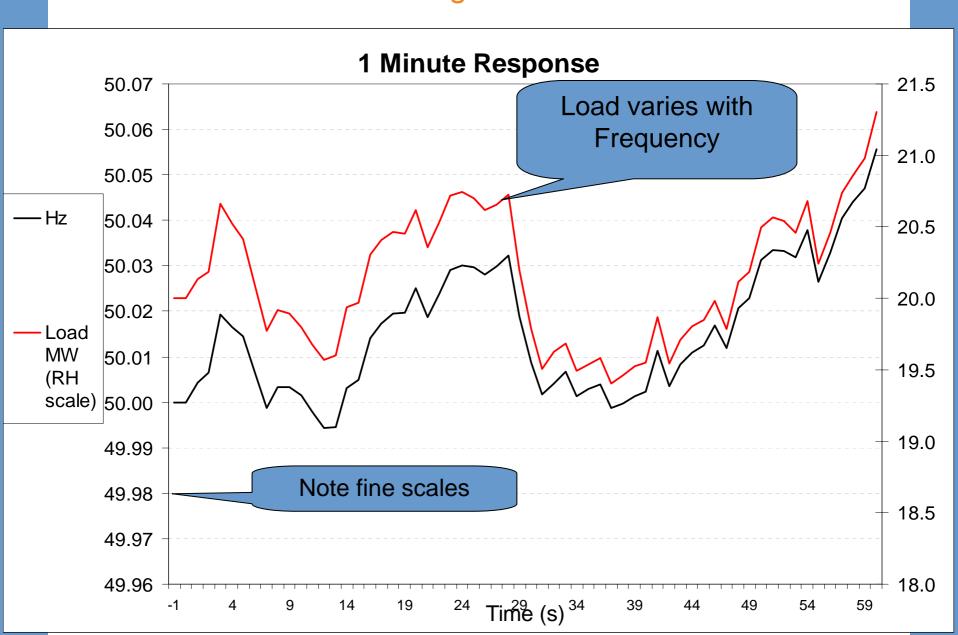


Drop to 49.2 recovery to 49.5 Range 0.8Hz





Randomly varying frequency Range 0.5Hz.





Automatic Balancing Services

- Fridges 30,000,000
 - ~600MW
 - No running cost
 - No storage loss
 - Near instantaneous
 - Demand (not supply)

- Typical "Genset"
 - 600MW
 - "Hot Standby" charges
 - CO2 no Power, inefficient
 - 9% Transmission losses
 - up to 5 minutes lag







Electricity Markets are Broken & Need Fixing

- Low carbon behaviour "punished"
 - BETTA penalises Wind, Wave and CHP
 - Small scale exports unrewarded (or worse)
 - Zero carbon technologies compete with "gifted" CO₂
- No "market" in transmission monopoly supply blocking wind, keeping coal
- Nuclear generation "bailed out"
- Heat Distribution "too expensive" so individual boilers!
- USA "Standard Model" widely ignored

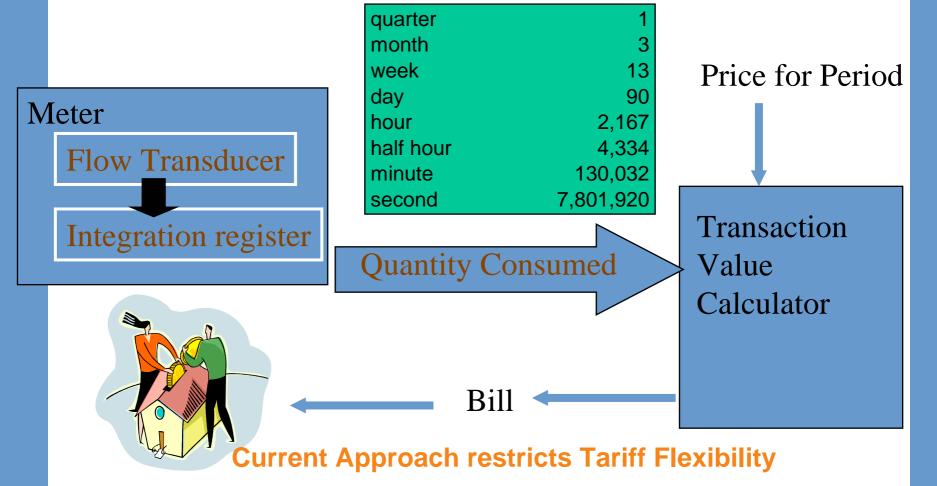


Electricity Markets are Broken & Need Fixing





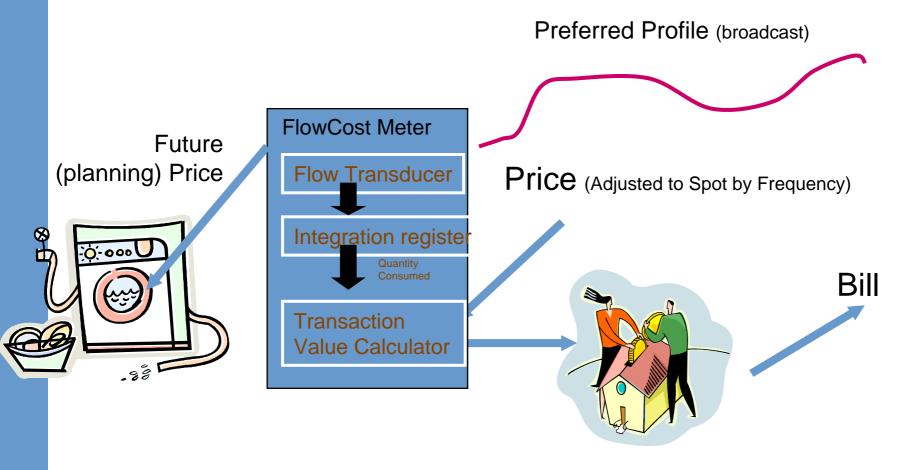
Meter Data Flows & Processes



Wrong Weights & Measures?



Tariff Broadcasting







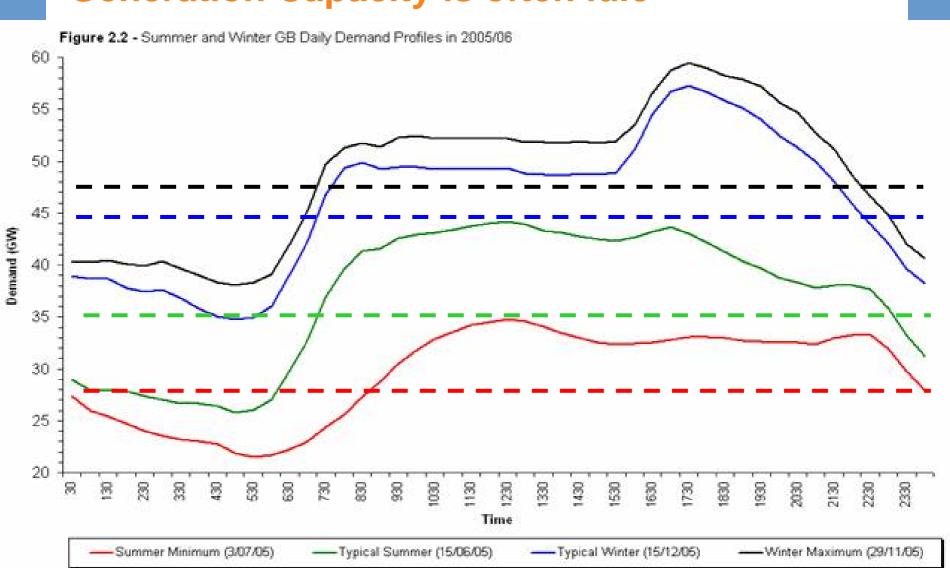
Ambient Generation

- When Wind (or sun) is forecast, then suppliers will decrease prices
- When prices decrease, then more appliances will run

Do your Laundry When the Wind is Blowing



Generation Capacity is often idle





Route to Commercialisation

- Concept formed mid 1999 while CDA for NETA
- Patent Filed 7th April 2000
- Part time pursuit "Business Concept to Hobby"
- Founding Patent awarded May 2002
- Extensions filed late 2003 30 month deadline
- Electrolux discussions opened Sept 2004
- Low Carbon Accelerator first funding June 2006
- Three Directors team
- First testing complete February 2007
- LCA second funding January 2007
- Serious Grid discussions opened June 2007
- 100 fridge trial in progress



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