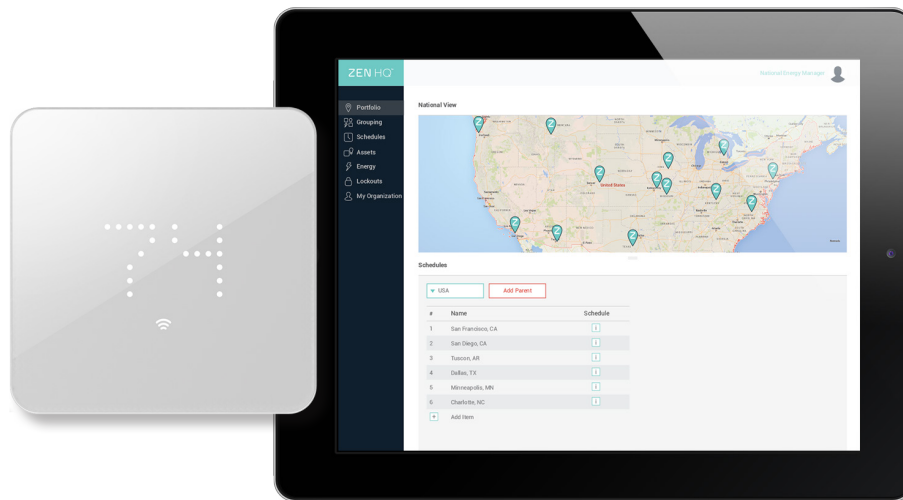




Zen HQ connects your business to a stream of valuable utility-offered incentives for reducing your HVAC use during period of high electricity demand.

During extreme weather events, demand for electricity can reach levels that exceed grid capacity, resulting in utilities needing to add load from more expensive generators, or even work to reduce usage with rolling black outs. To help reduce electricity load during these times of peak demand, many utilities offer incentives to businesses who participate in demand response programs.



FEATURES



UTILITY

- OpenADR 2.0 integrated – the utility-accepted standard



AUTOMATED NOTIFICATION

- Automated notification of upcoming events via email and the ZenHQ portal



FLEXIBLE PARTICIPATION

- Opt out of events as needed

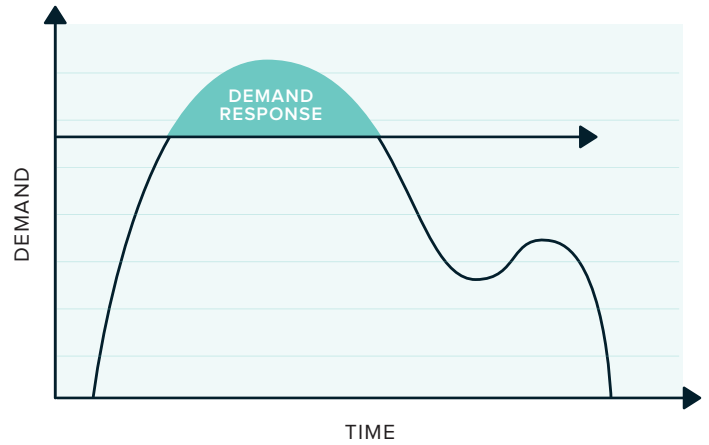


VALUABLE INCENTIVES

- Receive bill credits or cash (depending on the utility program) at regular monthly or quarterly intervals

PARTICIPATION IS SIMPLE:

- The utility sets a 'Demand Response Event' in advance. Demand Response Events are periods of predicted high demand from the electricity grid, and are generally 1-8 hours in duration (typically 1-4 hours).
- This event automatically triggers a change in the cooling setpoint of your thermostats up by 2-6 degrees. You can always choose not to participate in a given event, however, the more you participate the more you earn in utility incentives. Zen HQ even pre-cools your facility to ensure occupant comfort during the event.
- At the end of the scheduled Demand Response event, your thermostats resume their normal heating and cooling schedules as set through the Zen HQ portal.



INCENTIVES

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Incentives may be available for your business locations for:

- **Investing in equipment and software that automatically connects to you demand response events.** Some or all of the cost of your Zen HQ system may be paid for by the utility!
- **Remaining on standby to decrease your consumption.** Whether or not a demand response is called, receive compensation for being available to participate.
- **Participating in demand response events.** Decrease your typical demand during an event and receive remuneration in the form of a bill credits or checks.

From multi-site franchise restaurants, to large national retail chains, Zen Ecosystems helps customers of all sizes take advantage of local utility incentives to offset or all of the costs of installing Zen HQ, and provide an ongoing stream of additional revenue or energy bill credits that increases the bottom lines.