

## **Panoramic Power and M+NLB Sign Collaboration Agreement**

Collaboration goal, partially funded by BIRD Energy, is to develop and test a low-cost, nonintrusive, real-time energy monitoring platform

Tel Aviv, Israel, January 25, 2011 --- Panoramic Power Ltd, a young Israeli venture, has announced today that it has signed an agreement with M+NLB to develop and test a low-cost, nonintrusive, real-time energy monitoring platform designed to help businesses save money, reduce energy use, manage sustainability initiatives and improve building operations.. The collaboration is supported by the Israel-U.S. Binational Industrial Research and Development Foundation (BIRD Energy Program).

M+NLB is a US nationwide, full-service consulting and design firm focused on the engineered systems of buildings, including HVAC, plumbing, fire protection, process piping, technology, lighting, and power systems.

The collaboration will combine Panoramic's power sensing and cloud-based analytics capabilities and M+NLB's end user knowledge and industry experience. The goal of the Panoramic – M+NLB - BIRD project is to develop the first generation of product, install and test it at a leading healthcare institute in California. Program length is 18 months.

Mr. Walter Vernon, M+NLB's CEO said, "M+NLB collaborates with leading organizations to research and develop frameworks and progressive solutions to help our clients and make the world a better place. Over the past few years, we have been specifically focusing on projects that include alternative methods of ventilation, solar power, greenhouse gas measurement, energy benchmarking, and energy audits that provide recommendations and incentives. Our innovative, consistent, and personal approach provides our clients with almost 50 years of skills and knowledge. The Panoramic platform and solution is very well aligned with the market needs and will enable us to offer our customers a new, cost-effective and non-intrusive solution with a quick return on their investment."

"It is a fabulous opportunity to work with M+NLB and the BIRD Foundation and we are enthusiastic about the project at hand," said **Dr. David Almagor, CEO of Panoramic Power**. The solution is based on a series of low cost, wireless, self-powered sensors that attach onto every circuit through a rapid, non-invasive installation. The cloud-hosted platform performs advanced analytics and data mining algorithms and offers an unparalleled, continuous service value proposition. The technology delivers cost and energy savings and mission-critical building services such as equipment failure prevention, electrical abuse detection, dynamic sub metering, fire risk alerts, benchmarking, government regulatory compliance as well as energy forecasting. The healthcare industry is expected to benefit from the Panoramic-M+NLB collaboration and synergistic expertise.

**Dr. Eitan Yudilevich, Executive Director of the BIRD Foundation, commented:** "Energy efficiency is one most important issues and a high priority of the Government of Israel and the U.S. government. It is the quickest and most affordable path, which allows us to resolve the imbalance between supply and growing demand for electricity in the world. BIRD Foundation / BIRD Energy is a leading platform for promoting this cooperation between the two countries."

#### **About Panopramic Power**

Founded in 2009, Panoramic Power is a young startup working on Energy Efficiency (EE) for commercial buildings. Our vision is to enable any organization full, granular transparency to its power flow and usage in order to increase efficiency and save costs. We provide the enterprise with a standard, affordable power visibility platform that extends the smart grid revolution into the internal enterprise grid and enables quick customer ROI. The technology is changing the way enterprises look at their power flow and serves as a basis for an unlimited set of new and innovative applications. The company has been supported todate by Alexander Schneider, Qualcomm, the Israel Electric Company (IEC) and BIRD. Panoramic Power: Smart Grid for the Enterprise. For more information, please visit [www.panpwr.com](http://www.panpwr.com). Press contact: Dr. David Almagor, [info@panpwr.com](mailto:info@panpwr.com) or +972-9-7667600.

#### **About M+NLB**

Founded in 1962, Mazzetti Nash Lipsey Burch (M+NLB), a merger of Mazzetti & Associates and Nash Lipsey Burch, is a nationwide, full-service consulting and design firm focused on the engineered systems of buildings, including HVAC, plumbing, fire protection, process piping, technology, lighting, and power systems. Apart from traditional design services, the firm provides consultation and support in facility planning, commissioning, energy management, environmental performance consulting, equipment planning and procurement, materials and waste reduction and low voltage and information technologies.

Headquartered in San Francisco, with additional offices in Irvine and Sacramento, California; Portland, Oregon; Denver, Colorado; Nashville, Tennessee; Baton Rouge and New Orleans, Louisiana; and Houston, Texas, M+NLB employs 160 professionals firmwide. M+NLB focuses on developing expertise in four main markets: healthcare, mission critical, laboratory, and higher education facilities. For more information, please visit [www.mazzetti.com](http://www.mazzetti.com). Press contact: Manoh Tsukii, [manoht@mazzetti.com](mailto:manoht@mazzetti.com) or (415) 364.7289

#### **About the BIRD Foundation ([www.birdf.com](http://www.birdf.com))**

The BIRD (Binational Industrial Research and Development) Foundation works to encourage cooperation between Israeli and American companies in the various areas of technology, and provides assistance in locating strategic partners from both countries for developing joint products. During its 33 years, the BIRD Foundation has invested in more than 800 projects, which have yielded direct and indirect revenues of about \$8 billion.

The BIRD Foundation supports projects without receiving any rights in the participating companies or in the project itself. The financial assistance is repaid as royalties from sales. The Foundation provides support of up to 50% of a project's budget, beginning with R&D and ending with the initial stages of sales and marketing. The Foundation shares the risk and does not demand that the investment be repaid if the project fails to reach the sales stage.