

## OVERVIEW

Green Energy Corp's mission is to modernize national power systems and microgrids while driving the development of the Smart Grid. Relieving the constraints of proprietary 'silo' software systems and vintage hardware, Green Energy Corp's open source GreenBus® enables power providers to achieve higher efficiency, better demand management, easier use of renewable and distributed energy, and a better way to meet fluctuating regulatory demands.

Green Energy Corp's flagship product, the GreenBus platform, is the foundation of a much-needed 'smart' IT infrastructure for utility operations. Today's grid reflects an outdated trend of using proprietary, vendor specific 'silos' to support operational processes. The industry recognizes the need to instate a modern IT architecture that is information driven, scalable and optimized for the large influx of data associated with smart applications and new grid capabilities. However for many utilities, modernization efforts have been hampered by the restrictions of their vintage systems and the proprietary constraints of closed applications. The GreenBus is the only platform to solve this problem by combining operational support for legacy systems with an open, advanced platform to support smart technologies today.

## COMPELLING REASONS TO GET SMART

Today's electrical power utilities have operational systems that are old, proprietary, and vendor-driven. These silo applications (SCADA, Outage Management, Distribution Management, etc.) can not easily share data with each other as they each require their own data collection and control network for the many field devices required for the generation and distribution of power. These brittle legacy systems constrain data-driven capabilities and are limited in how they can scale and handle security. Combined with these issues, there is greater demand for increased power production and better efficiency in delivering power. In addition, utilities must meet stronger requirements for security, regulatory and standards compliance, integration of renewable energy and higher reliability of the grid.

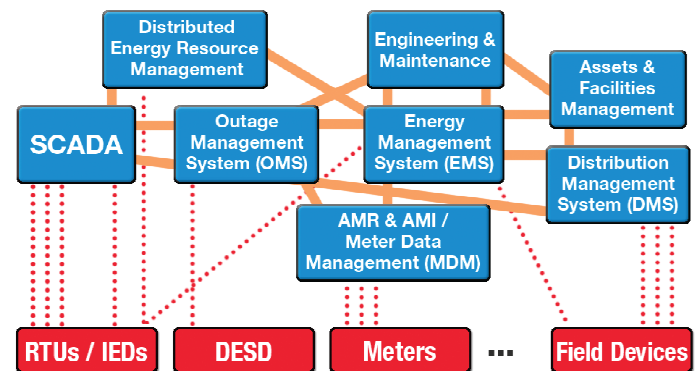
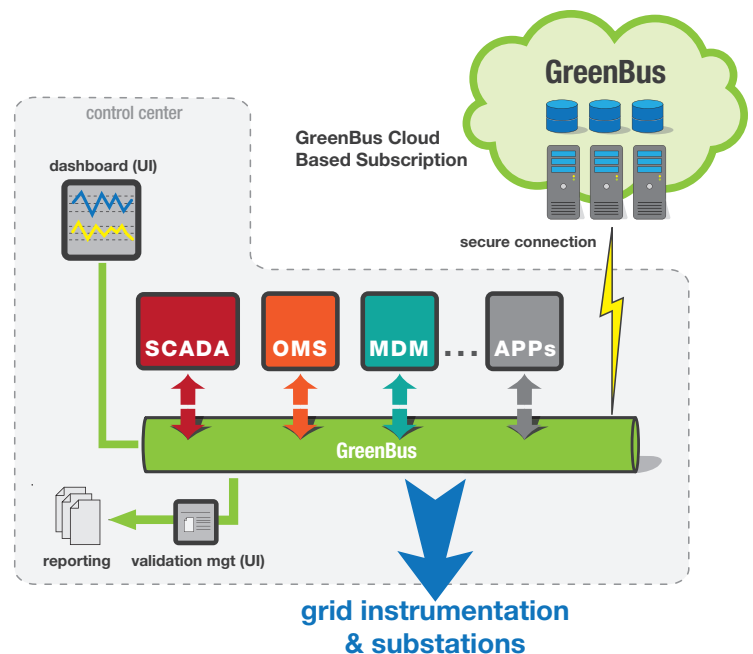


Figure 1. Current Utility Application Silos

## THE GREENBUS PLATFORM

Green Energy Corp provides utilities with an open source *software platform* that contains significantly richer functionality as compared to typical 'closed' buses available for a general purpose IT or back-office environments. The GreenBus includes purpose-built capabilities for utility operations like security, a massively scalable distributed database (used by Twitter™ & Facebook™), ultra high-speed messaging and intra-applications communications through standards-based applications programming interfaces (APIs). This rich functionality, along with a Software Development Kit (SDK), enables new 'smart' applications to be written and implemented more quickly and to share data and resources in a secure environment.



## Green Energy Corp – Corporate Overview

### A SMARTER PATH TO A SMART ARCHITECTURE

Green Energy Corp's product engineering and customer support teams include long-time experts from the power, communication and IT industries. We've applied our deep experience and skills to the task of creating the GreenBus based upon a suite of production software solutions implemented at visionary utilities over the course of the last 25 years. This expertise has driven our adoption strategy for the GreenBus platform: enable utilities to solve their immediate needs for automation and optimization while establishing an intelligent platform for the future. A cloud-based, subscription pricing model creates an economic advantage by eliminating the up-front capital investment for new technology and lowers the expense of skilled resources to re-create or customize plumbing with every new application. This same model allows the gradual implementation of technology in a 'pay as you go' model.

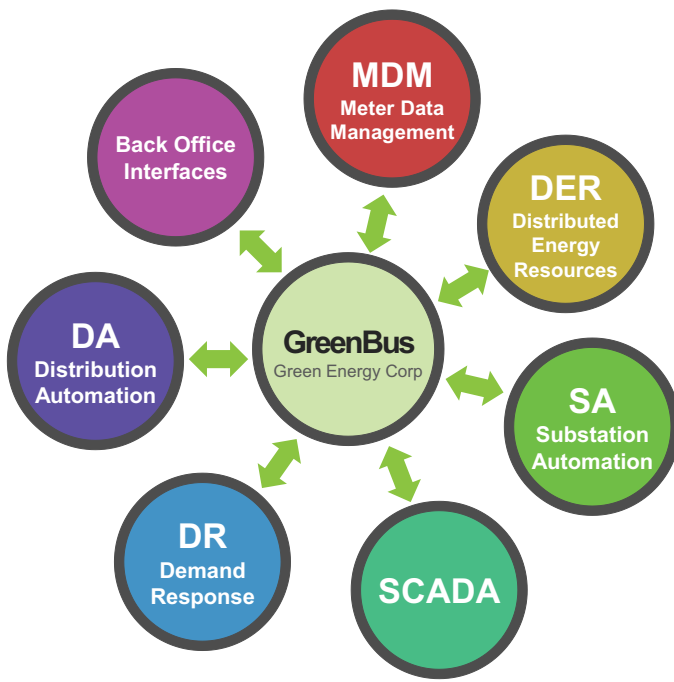


Figure 3. Tailored Technology Adoption Based Upon Unique Priorities

Each utility can customize their starting point by leveraging these leading capabilities of the GreenBus:

- **Rapid Innovation and widely adopted standards** via an open source community
- **Built-in security** to comply with established and emerging requirements
- **Interoperability** between applications via an open API optimized for vendor integration via industry standards like MultiSpeak.
- **Universal access to high density, high fidelity operational data**
- **Integration of legacy grid devices to overcome barriers to smart technology.**

### GET SMART TODAY

The GreenBus provides an economic path for a utility of any size, starting at any point on the adoption curve to implement the information-driven foundation necessary to achieve the **Smart Grid**. The result is significantly reduced costs for acquiring, implementing and maintaining new technology while gaining the benefits of an optimized grid and intelligent applications.

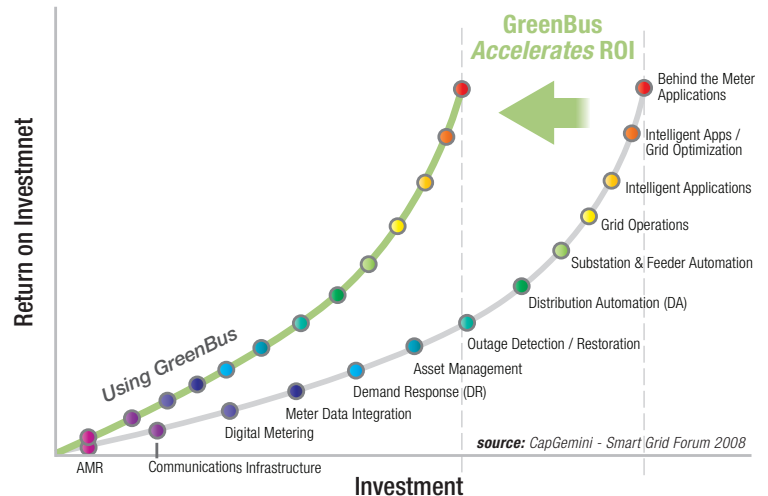


Figure 4. Accelerated Return on Investment Using GreenBus

### FOR MORE INFORMATION

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