




**CRM Drag & Drop Function**




**ACCESS PREMIUM CONTENT ONLINE**

Choose Another City: 
[Site](#) | [News](#) | [Videos](#) | [Jobs](#)  
  [Search Archive](#)
[HOME](#) | [NEWS](#) | [SMALL BUSINESS](#) | [SALES & MKTG](#) | [REAL ESTATE](#) | [EVENTS](#) | [COMMUNITY](#) | [CAREERS](#) | [TRAVEL](#) | [MORE TOPICS](#)
[Meet Your Biz Goals](#) | [Local Biz Directory](#)
[Email Alerts](#) | [Book of Lists](#) | [Subscribe - 4 Free Issues](#)
**PRESS RELEASES**[bizjournals > National Press Releases](#)[Subscribe to a business journal](#)



The information on this page is provided by PR Newswire. bizjournals is not responsible for this content. [Learn more about this service.](#)

**Search Press Releases**  
 Search by Company, Organization, or Keyword

**bizjournals Press Release**[← Back to Press Releases Index](#)

## Reportlinker Adds Smart Grid Technologies

PR Newswire

NEW YORK, Jan. 4 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

[Smart Grid Technologies](#)<http://www.reportlinker.com/p0170508/Smart-Grid-Technologies.html>**Smart Grid Technologies****Networking and Communications, Energy Management,****Grid Automation, and Advanced Metering Infrastructure**

Smart Grid Technologies The electrical grid stands tall as a marvel of the 20th century, with high levels of reliability and the capability to deliver nearly ubiquitous electricity to the industrialized world. Widely available electricity has served as the foundation for numerous technological innovations that shape modern society. The grid is a highly complex network with millions of miles of distribution lines, yet despite the critical role it plays, there is relatively little intelligence within this network.

The key market motivators driving the Smart Grid buildout fall into four categories: improved reliability and security, improving operating efficiencies and costs, balancing power generation supply and demand, and reducing the overall electrical system's impact on climate change. Barriers to this transformation go well beyond pure technical and economic issues, including a lack of common vision and standards, outdated and fragmented business and regulatory models, and lack of awareness (and often trust) of the consuming public. However, government and industry bodies are coming together with urgency to drive the industry forward. The author forecasts that Smart Grid infrastructure, including grid automation upgrades as well as smart metering, represents a huge market opportunity and will attract \$200 billion in worldwide investment between 2008 and 2015.

This research report analyzes the global market for Smart Grid technologies and applications, including advanced metering infrastructure, transmission upgrades, substation automation, distribution automation, energy management systems, and electric vehicle management, among others. The report examines utility business models, regulatory factors, technology issues related to smart grid networking and other areas, and the dynamics of end-user demand. It includes profiles and analysis of 70 key players in the rapidly evolving Smart Grid industry ecosystem, as well as detailed global market forecasts through 2015, segmented by region and application.

**Key questions addressed:**

- \* What is the definition of the Smart Grid from the perspectives of technology, functionality, and applications?
- \* What are the key policy, technology, and economic issues that will influence the development of the Smart Grid market?
- \* What are the key Smart Grid technologies, and how will they evolve?
- \* How will Smart Grid deployments differ around the world?
- \* Who are the key Smart Grid industry players, and how do they relate to each other?
- \* How large is the global Smart Grid market opportunity, and how will it be segmented by region and application?
- \* What are consumer attitudes and preferences regarding key applications such as Energy Information Displays and Demand Response?

**Who needs this report?**

- \* Smart Grid hardware and software vendors
- \* Electric utilities
- \* Networking and telecommunications vendors

**Free Research**

- [10 Key Online Marketing Trends for 2010](#)
- [When More Website Visitors Hurt Your Business: Are you ready for peak tr...](#)
- [Maximizing Conversions: The Power of Call Tracking and Analytics](#)
- [Maximize Google Rankings - SEO Tactics, Tools and More](#)

see more whitepapers...

PR Toolkit powered by PR Newswire



See your news in Bizjournals & other media. How? **Distribute your Release through PR Newswire.** For a limited time, get a 1-Year Membership to PR Newswire FREE of charge. [FIND OUT MORE »](#)

- \* Energy Management hardware and software vendors
- \* Smart Meter manufacturers
- \* Semiconductor and component suppliers
- \* Investment community
- \* Government agencies
- \* Non-profit organizations and advocacy groups

## **Table of Contents**

### **1. Executive Summary**

### **2. Market Issues**

- 2.1 Introduction and Background
- 2.2 Market Drivers
  - 2.2.1 Electricity Reliability and Security
  - 2.2.2 Operating Cost Reductions
  - 2.2.3 Electricity Supply – Demand Gaps
  - 2.2.4 Responding to Climate Change
- 2.3 Barriers to Smart Grid Deployment
- 2.4 American Recovery and Reinvestment Act
- 2.5 Smart Grid Definition
  - 2.5.1 Functional Characteristics of the Smart Grid
  - 2.5.2 Inventory of Smart Grid Technologies
    - 2.5.2.1 Advanced Metering Infrastructure / Smart Meters
    - 2.5.2.2 Wide Area Networking Communications Technologies
    - 2.5.2.3 Home Area Networking technologies
    - 2.5.2.4 Sensor Networking Technologies
    - 2.5.2.5 Demand Response Systems
    - 2.5.2.6 Distribution Automation Systems
    - 2.5.2.7 Substation Automation Systems
    - 2.5.2.8 Advanced Transmission Systems
    - 2.5.2.9 Energy Storage
    - 2.5.2.10 Vehicle-to-Grid Charging Infrastructure for Plug-in Hybrid Electric Vehicles
  - 2.5.3 Key Applications for Smart Grid Technologies
    - 2.5.3.1 Customer Monitoring and Control of Energy Usage
    - 2.5.3.2 Time of Use Pricing
    - 2.5.3.3 Price Signaling to Customers
    - 2.5.3.4 Peak Shaving via Remote Control of Customer Power Consumption
    - 2.5.3.5 Net Metering for Solar and Wind Power
    - 2.5.3.6 Utility Grid Outage and Fault Management
    - 2.5.3.7 Utility Operating Efficiency Improvements
    - 2.5.3.8 Use of Plug-in Hybrid Electric Vehicles
    - 2.5.3.9 Mobile Workforce Management for Utility

### **3. Consumer Attitudes**

- 3.1 Introduction and Overview
- 3.2 Survey Methodology
- 3.3 Energy Information Displays
  - 3.3.1 Market Overview
  - 3.3.2 Consumer Interest in Energy Information Displays
  - 3.3.3 EID Interest Among Demographic and Behavioral Groups
  - 3.3.4 Energy Information User Preferences

3.3.5 Information Display Type Preferences

3.3.6 EID Payment Preferences

3.3.7 Energy Management Service Provider Preferences

3.4 Demand Response

3.4.1 Market Overview

3.4.2 Consumer Interest in Demand Response

3.4.3 Demand Response Interest Among Demographic and Behavioral Groups

3.4.4 Acceptable Electric Bill Savings

3.4.5 Reasons for Lack of Interest in Demand Response

3.5 Consumer Survey Conclusions

3.5.1 Energy Information Displays Conclusions

3.5.2 Demand Response Plans Conclusions

#### **4. Technology Issues**

4.1 Role of Communication Networks

4.2 Smart Grid Networking Technologies

4.2.1 Wide Area and Neighborhood Area Networking Technologies

4.2.1.1 Leased Lines (TDM/SONET)

4.2.1.2 Broadband over Power Lines

4.2.1.3 Narrowband over Power Lines

4.2.1.4 Cellular Networks

4.2.1.5 WiMAX

4.2.1.6 Metro Wi-Fi

4.2.1.7 RF Mesh

4.2.2 Home Area Networking Technologies

4.2.3 RF Home Area Networks

4.2.3.1 ZigBee

4.2.3.1.1 ZigBee Smart Energy Profile

4.2.3.1.2 ZigBee Evolution

4.2.3.2 Other RF HAN Technologies

4.2.4 Power Line Carrier

4.2.4.1 HomePlug

4.2.4.2 HomeGrid/ITU G.hn

4.2.5 Standards: IP vs. Proprietary Technologies

4.2.6 Security

4.2.6.1 Inventory of Major Cyber Security Risks

4.2.7 Smart Grid Interoperability Standards

4.3 Transmission and Distribution Efficiency Technologies

4.4 Advanced Electrical Transmission Technologies

4.5 Distribution Automation

4.6 Substation Automation

4.7 Smart Meters

4.8 Electric Vehicle Charging Systems

#### **5. Key Industry Players**

5.1 Smart Grid Ecosystem

5.2 Electric Utilities

5.2.1 American Electric Power

5.2.2 Austin Energy

5.2.3 CenterPoint Energy

5.2.4 Duke Energy

- 5.2.5 National Grid USA
- 5.2.6 Pacific Gas & Electric
- 5.2.7 San Diego Gas & Electric
- 5.2.8 Southern California Edison
- 5.2.9 Xcel Energy
- 5.3 Grid Infrastructure Vendors
  - 5.3.1 ABB Group
  - 5.3.2 American Superconductor
  - 5.3.3 Cooper Power Systems
  - 5.3.4 GE Energy
  - 5.3.5 Schweitzer Engineering Laboratories
  - 5.3.6 Siemens Energy
- 5.4 Smart Meter Vendors
  - 5.4.1 Echelon
  - 5.4.2 Elster Group
  - 5.4.3 Holley Metering Ltd.
  - 5.4.4 Iskraemeco
  - 5.4.5 Itron
  - 5.4.6 Landis+Gyr
  - 5.4.7 PRI Ltd.
  - 5.4.8 Sensus
  - 5.4.9 SmartSynch
- 5.5 Networking and Software & Systems Vendors
  - 5.5.1 AT&T
  - 5.5.2 Aclara (ESCO Technologies)
  - 5.5.3 Ambient Corporation
  - 5.5.4 Arch Rock
  - 5.5.5 BPL Global
  - 5.5.6 Cisco Systems
  - 5.5.7 Current Group
  - 5.5.8 Eka Systems
  - 5.5.9 eMeter
  - 5.5.10 Grid Net
  - 5.5.11 Infotility
  - 5.5.12 Nuri Telecom
  - 5.5.13 Oracle
  - 5.5.14 OSIssoft
  - 5.5.15 Plextek
  - 5.5.16 RuggedCom
  - 5.5.17 Silver Spring Networks
  - 5.5.18 Tantalus
  - 5.5.19 Trilliant
  - 5.5.20 Tropos Networks
  - 5.5.21 Ventyx
- 5.6 Energy Information Displays and Devices
  - 5.6.1 Agilewaves
  - 5.6.2 Control4
  - 5.6.3 Energate

5.6.4 Google

5.6.5 Microsoft

5.6.6 Onzo

5.6.7 OpenPeak

5.6.8 Tendril Networks

5.7 Semiconductors and Components

5.7.1 Certicom

5.7.2 Digi International

5.7.3 Ember

5.7.4 Texas Instruments

5.8 Systems Integrators and Services

5.8.1 Accenture

5.8.2 EnerNex Corporation

5.8.3 EnerNOC

5.8.4 IBM

5.8.5 IBM Venture Capital Group

5.8.6 PowerSecure

5.8.7 SAP

5.8.8 Sentec

5.9 Industry Associations and Advocacy Groups

5.9.1 Edison Electric Institute

5.9.2 Electric Power Research Institute

5.9.3 Galvin Electricity Initiative

5.9.4 The Demand Response and Smart Grid Coalition

5.9.5 ZigBee Alliance

## **6. Market Forecasts**

6.1 Worldwide Smart Grid Market

6.2 North American Smart Grid market

6.2.1 United States

6.2.2 Canada

6.3 European Smart Grid Market

6.4 Latin America, Asia-Pacific, and Middle East/Africa Smart Grid Markets

## **7. Company Directory**

## **8. Acronym and Abbreviation List**

## **9. Table of Contents**

## **10. Table of Charts and Figures**

## **11. Scope of Study, Sources and Methodology, Notes**

### **List of Charts and Figures**

- Smart Grid Revenue by Application, World Markets: 2008-2015
- Interest in Energy Information Displays: All Respondents
- Interest in Energy Information Displays by Respondent Profiles and Demographics
- Energy Information User Profiles Among EID Intenders
- Information Display Type Preferences Among EID Intenders
- Payment Preferences Among EID Intenders
- Energy Management Service Provider Preferences Among EID Intenders
- Interest in Demand Response Service Plans: All Respondents
- Interest in Demand Response Plans by Respondent Profiles and Demographics
- Lowest Acceptable Electric Bill Savings Among Demand Response Intenders
- Reasons for Lack of Interest in Demand Response

- Smart Grid Revenue by Region, World Markets: 2008-2015
- Smart Grid Revenue by Application, World Markets: 2008-2015
- Smart Grid Application Revenue Comparisons, World Markets: 2008-2015
- Cumulative Smart Grid Revenue by Region, World Markets: 2008-2015
- Cumulative Smart Grid Revenue by Application (by 2015)
- Smart Grid Revenue by Application, United States: 2008-2015
- Smart Grid Revenue by Application, Canada: 2008-2015
- Smart Grid Revenue by Application, Europe: 2008-2015
- Smart Grid Revenue by Application, Latin America: 2008-2015
- Smart Grid Revenue by Application, Asia Pacific: 2008-2015
- Smart Grid Revenue by Application, Middle East/Africa: 2008-2015
- Real-Time Pricing by State, United States: 2003
- Net Metering by State, United States: 2009
- Smart Grid Components
- EPRI Intelligrid Model
- Characteristics of Communication Technologies in Legacy Grids and Smart Grids
- Smart Grid Networks
- WAN/NAN Technology Comparison Chart
- Applications, Pros and Cons of Various Wide Area Networking Technologies
- Metro Wi-Fi Architecture for a Smart Grid Deployment
- Home Area Networking Diagram
- ZigBee Smart Energy Profile
- Opportunity for Volt-VAR Control Technologies
- Smart Grid Ecosystem
- Smart Grid Application Growth Rates

#### List of Tables

- AMI and Smart Grid Deployments, United States
- AMI and Smart Grid Deployments, Global
- Total Smart Grid Revenue by Region, World Markets: 2008-2015
- Total Smart Grid Revenue by Application, World Markets: 2008-2015
- Cumulative Smart Grid Revenue by Region, World Markets: 2008-2015
- Cumulative Smart Grid Revenue by Application, World Markets: 2008-2015
- Transmission Upgrade Revenue by Region, World Markets: 2008-2015
- Substation Automation Revenue by Region, World Markets: 2008-2015
- Distribution Automation Revenue by Region, World Markets: 2008-2015
- Electric Vehicle Management Systems Revenue by Region, World Markets: 2008-2015
- Advanced Metering Infrastructure Revenue by Region, World Markets: 2008-2015
- Total Grid Automation Revenue by Region, World Markets: 2008-2015
- Smart Grid Revenue by Application, North America: 2008-2015
- Smart Grid Revenue by Application, United States: 2008-2015
- Smart Grid Revenue by Application, Canada: 2008-2015
- Smart Grid Revenue by Application, Latin America: 2008-2015
- Smart Grid Revenue by Application, Europe: 2008-2015
- Smart Grid Revenue by Application, Asia Pacific: 2008-2015
- Smart Grid Revenue by Application, Middle East/Africa: 2008-2015

#### To order this report:

[Renewable energy Industry: Smart Grid Technologies](#)

More [Market Research Report](#)

Nicolas Bombourg

Reportlinker

Email: [nbo@reportlinker.com](mailto:nbo@reportlinker.com)

US: (805) 652-2626

Intl: +1 805-652-2626

SOURCE Reportlinker

[← Back to Press Releases Index](#)

The information on this page is provided by PR Newswire. All rights reserved. Reproduction or redistribution of this content without prior written consent from PR Newswire is strictly prohibited. bizjournals is not responsible for this content.

**More fuel for your sales funnel.** **09373433** BUSINESS CONTACTS AND GROWING Search for free: **Find Contacts**

Use of, or registration on, this site constitutes acceptance of our User Agreement and Privacy Policy.

**ONLINE:** [home](#) | [business news](#) | [small business](#) | [sales & marketing](#) | [real estate](#) | [events](#) | [community](#) | [careers](#) | [business travel](#) | [advertise](#) | [about us](#) | [rss](#)

**PRINT:** [subscribe](#) | [advertise](#) | [book of lists](#) | [business intelligence](#) | [view digital edition](#) | [article reprint rights](#)

**AFFILIATES:** [Portfolio](#) | [SportsBusiness Journal](#) | [SportsBusiness Daily](#) | [Sporting News](#) | [Mass High Tech](#) | [TechFlash](#)

© 2010 [American City Business Journals](#), Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.