



# Buddy



## Buddy Platform Launches “Buddy Ohm”, Bringing Simple Smart City Technology to Buildings

- **Buddy launches “Buddy Ohm” – a smart cities building monitoring solution**
- **Ohm comprises a brand new connected hub, a management web portal and gorgeous public-facing dashboards**
- **Ohm, powered by the global scalability of the Buddy Platform, goes on sale today with first customer installs in mid-May**
- **Starting at US\$1,500 per month per facility, Ohm brings smart city connectivity to the 1.5 million buildings in the US & Australia that haven’t had access to energy saving technology like this**
- **The Company is also pleased to announce Buddy Ohm will be launched in Seattle’s famed [5<sup>th</sup> Avenue Theater](#) – with an auditorium approximately the size of the Sydney Opera House Concert Hall, and listed on the US National Register of Historic Places.**

### March 21, 2017 – SYDNEY, AUSTRALIA

Buddy Platform Limited ([ASX:BUD](#)) today introduced a ground-breaking yet simple, complete and low cost solution for monitoring the consumption of electricity, gas, water, steam and solar power generation in buildings, called Buddy Ohm. The new product is a full monitoring solution comprised of Internet of Things (IoT) class hardware, secure and scalable data infrastructure, an operations portal, engaging occupant facing dashboards, and on-the-go mobile experiences. Leveraging the power of the IoT, Buddy Ohm makes it easy and affordable to extract data from city and building systems in real-time, which is then processed by the Company’s powerful data infrastructure service, The Buddy Platform.

Launching today and shipping in mid-May, Buddy Ohm is the first end-to-end system from Buddy Platform designed to help current and future smart city projects get started faster, with the flexibility to integrate a client’s existing and future systems as they come online.

“The global conversation around energy – how we generate it, how we consume it and how we conserve it – has never been more urgent, nor more relevant,” said David McLauchlan, CEO at Buddy Platform. “Smart cities represent an amazing opportunity to dramatically change how we consume energy, while improving the quality of life for citizens. Improving the efficiency of those underlying systems is the first step for reaching those sustainability goals. I’m incredibly proud of the team and the game-changing product we’ve built, and I’m particularly excited to grow the Ohm product into a central hub connecting smart city-wide infrastructure with the Buddy Platform.”

Buddy Ohm hardware, service, maintenance and support are all included in a standard per-facility installation fee of only US\$1,500 per month. This is an enormous cost savings

compared to traditional CAPEX-intensive resource monitoring solutions that often run in the hundreds of thousands of dollars. Customer data is already confirming that Ohm pays for itself within the first year as a result of energy savings realized.

“Given the real monetary and environmental benefits of resource monitoring for cities and buildings, these systems should not be reserved for just those with giant budgets,” said Habib Heydarian, Vice President of Product and Engineering, Buddy Platform. “With Buddy Ohm we are truly democratizing resource data for more than 1.5 million buildings in the US and Australia that don’t run building management systems, by utilizing IoT class hardware and leveraging the power of The Buddy Platform.”

### **About Buddy**

Buddy Platform Limited (BUD.ASX) provides highly scalable data aggregation and management infrastructure that helps extract the maximum value from city wide sensor and device data, by connecting systems that were never designed to work together. Services like The Buddy Platform are the backbone of smart city initiatives around the globe, allowing for maximum flexibility and cost savings. The company also offers a complete and low cost solution for facility resource monitoring and verification, called Buddy Ohm which helps turn energy savings into a strategic asset. Buddy Platform is headquartered in Seattle, Washington, with offices in Adelaide, Australia. For more information, visit <http://www.buddy.com>.

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