



Buddy



[UPDATED] 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 [5th 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.

[UPDATED] – A recording of the Sydney launch event can be found at <https://vimeo.com/209319128>

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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Launch Event - Sydney, Australia

March 21st, 2017





December 2015

Listed on the ASX
IoT traffic/volume
growth begins

March 2016

Parse on Buddy

July 2016

1 billion IoT
transactions per
month

January 2017

First \$2 million+
customer
"Smart City" focus



Our focus is "Smart Cities"

Market to grow to US\$758 billion by 2020 (CAGR of 19.4%)

Smart building technology segment has highest CAGR

Asia-Pacific region to grow with the highest CAGR



40% of the world's energy usage

40% of the world's carbon footprint

20% of the world's available drinking water



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COLUMNISTS

Australia goes from being power rich to facing an energy crisis

The Australian 12:00AM March 18, 2017 222     Save

 GERARD HENDERSON
Columnist

Growing up in Melbourne in the 1950s and early 60s, I could never have anticipated that, a half-century later, Australia would have an energy crisis.

Throughout the 20th century, Victoria's relative economic prosperity was sustained by cheap brown coal from the Latrobe Valley area. Coal extraction led to job creation and increasing living standards. Other states, particularly NSW and South Australia, also benefited from extensive coal reserves to sustain their manufacturing industries.

The Hazelwood Power Station, based at Morwell in the Latrobe Valley, is about to close down. This is expected to lead to increased energy prices in Victoria and diminish the capacity of the national power grid.

It also will probably bring about a situation whereby SA's energy supply will be even more unreliable than it is today since some of Hazelwood's coal-powered energy is used by SA to fill gaps in its own power supply.



Utilities want real-time data for customers

Customers can self-regulate

Utilities can incentivize

Decreasing demand cheaper than
increasing supply



Australia's 2030 climate change target

Australia is taking a strong, credible and responsible commitment to the Paris climate change conference.

Australia's target—Australia will reduce emissions to 26–28 per cent on 2005 levels by 2030.

This target represents a 50–52 per cent reduction in emissions per capita and a 64–65 per cent reduction in the emissions intensity of the economy between 2005 and 2030.

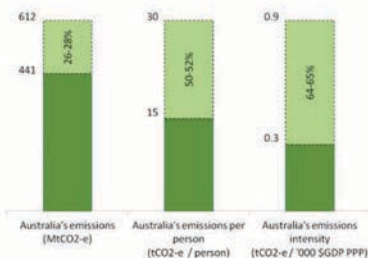


Figure 1. Australia's emissions reduction targets and achievements, 2005–2030.

Source: Department of the Environment analysis



Photo: (top) River red gums in the Barmah State Forest (John Baker), (above) Solar powered house (Michelle McAulay)

Our targets build on our success to date

Australia has a proud history of meeting and beating our international commitments on climate change.

Australia outperformed its first target under the Kyoto Protocol. Our Direct Action Plan on climate change has us on track to meet our commitment to reduce emissions by five per cent below 2000 levels by 2020, which is equivalent to 13 per cent below 2005 levels.

The task of meeting Australia's 2020 target has fallen over time. In 2008 Australia's abatement task was estimated at over 1.3 billion tonnes of emissions reductions. This has fallen to 236 million tonnes of emissions reductions.

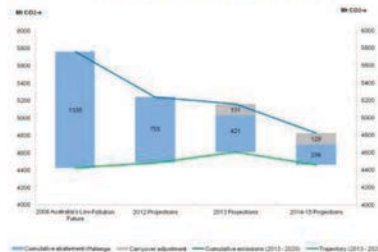


Figure 2. The task of meeting Australia's 2020 target has been falling over time¹.

Source: Department of the Environment, 2015, Australia's Emissions Projections 2014–15

¹ Note: Carryover refers to Australia's over-performance during the Kyoto Protocol's first commitment period.

New buildings must be emissions neutral by 2030

Existing buildings by 2050

Building sector = 23% of Australian emissions

Top priority to achieve goals: "promote energy efficiency"



The technology now exists to maximize energy efficiency by collecting real-time data.

Data comes from measurement.

Democratizing data measured from sensors & devices is what Buddy does.



Heart rate

Steps per day

Stairs per day

Time active



Reduction in energy costs:

Up to 25%



Just by educating occupants:

Up to 6%



Affordable

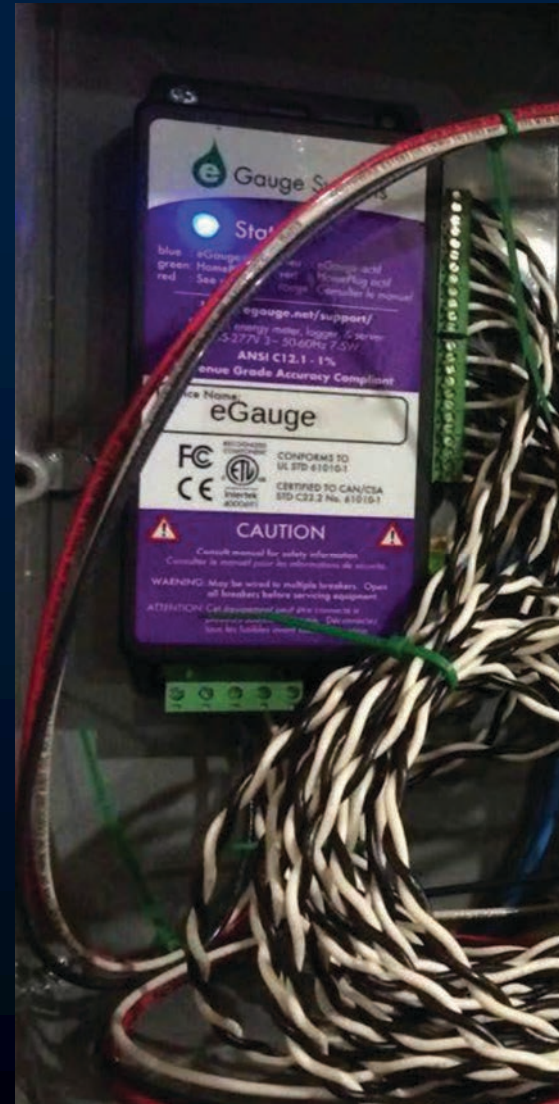
Real-time

Consumable

Actionable







Pick any two:

Affordable, Real-time, Consumable, Actionable



**There must be
a better way.**

There is...



Buddy Ohm



Affordable

Real-time

Consumable

Actionable

(and attractive!)



Electricity

Gas

Water

Steam

Solar



Cellular connected

OTA upgradeable

Always connected to
the Buddy Platform

Wired & wireless sensors

Self-installable



Industrial grade plastic casing

RF radios for sensors

Cellular radios for internet connectivity

5A to 600A measurement range

"Remote" stations

Seamless connectivity in 146 countries



Water, gas, steam



Temperature, humidity



Electricity



FC





XBOX



SONOS



Management Portal

Manage multiple properties

Configure settings & alerts

Easy to understand data



Overview



Real-time monitoring of all Sites.



OVERVIEW

SITES



ALERTS

Configure



SETTINGS

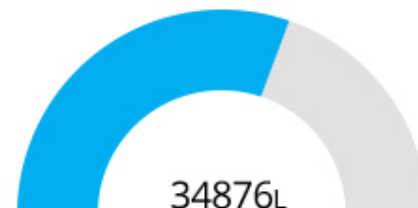
Electricity Consumption



YESTERDAY'S AVG.
21642kWh

DESIRED AVG.
21700kWh

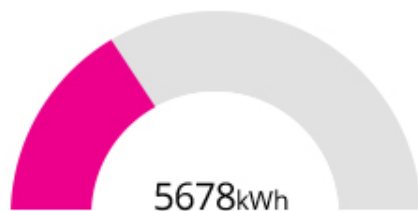
Water Consumption



YESTERDAY'S AVG.
36985L

DESIRED AVG.
33987L

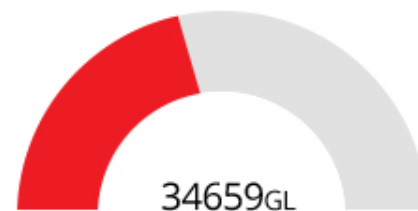
Solar PV Generation



YESTERDAY'S AVG.
6543kWh

DESIRED AVG.
5000kWh

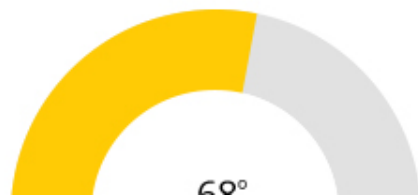
Gas Consumption



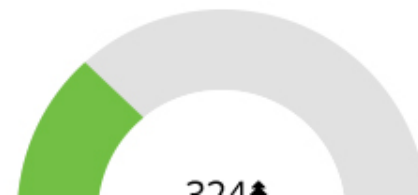
YESTERDAY'S AVG.
38765GL

DESIRED AVG.
30000GL

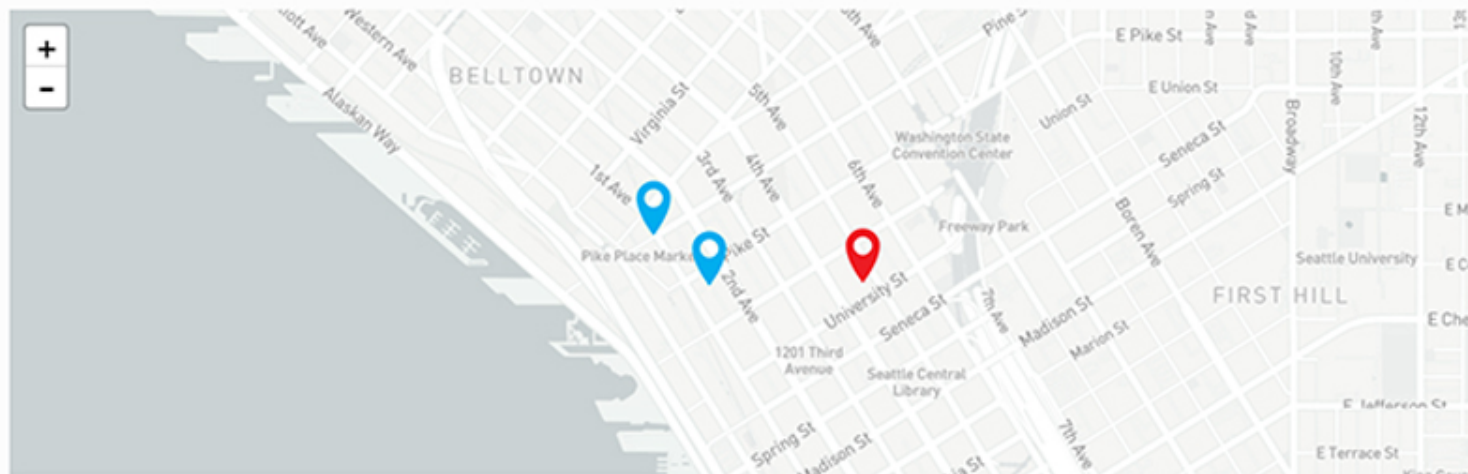
Climate



Carbon Footprint



Belltown



Sites

1 - 5 OF 5 ITEMS

Search all fields

10 Items

MAP	SITE	CITY	ALERTS
	Columbia Center	Seattle	

Columbia Center Alerts

COLUMBIA CENTER

Temperature at Columbia Center has reached critical levels - Main Building - 15/03/2017 - 11:14:42

	Olympic Tower	Seattle
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	Sterling Building	Seattle
--	-----------------------------------	---------



Configure



Alerts



View Active, Snoozed and Resolved Alerts.

Alerts

1 - 10 OF 65 ITEMS

ALL

Search all fields

10 Items



DESCRIPTION	SITE	LOCATION ID	DEVICE/PART	DATE/TIME	STATUS
Temperature at Fifth Ave Theatre has reached critical levels	The 5th Ave Theater	Main Building	ee918d5c-3d72-4a23-8631-70c2b22e0cef	15/03/2017 - 11:14:42	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	e8034c08-ed09-4fce-8555-3deb3f4fe091	17/03/2017 - 16:20:12	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	42e978f9-b103-4560-810b-9891a215f88b	20/03/2017 - 15:26:40	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	a0ca9a9f-c8a9-4880-826d-957ce3d45d1c	17/03/2017 - 16:05:56	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	17a6f006-7a64-465c-9859-d1bca4c78f21	17/03/2017 - 16:04:22	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	da235757-31e0-4a02-83d3-855061014cf6	17/03/2017 - 03:36:43	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	651e8758-7640-4f21-a32e-4ad8ee3df69f	17/03/2017 - 02:07:03	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	bb727c6d-5691-422c-8c02-0be516c3b8c4	16/03/2017 - 23:27:36	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	51c91678-f9be-467d-80d4-b87917565e44	16/03/2017 - 23:25:36	●
Super important, call Paul when it goes off	Olympic Tower	7th Floor	f756d6ab-c4a9-43f2-b0b1-5ef42f394e93	17/03/2017 - 05:49:41	●



Configure Alert

DEVICE - SENSOR ID
Humidity Sensor - #ID23456 RESET TO DEFAULTS

CONFIGURATION 1 ⬆ ⊞

SET TOLERANCES:

MINIMUM: 0% 15% 100%

MAXIMUM: 0% 65% 100%

NOTIFICATIONS:

START TIME: TO END TIME: ADD

SCHEDULED TIME(S):
08:00 AM - 10:00 AM ⊞
03:00 PM - 09:00 PM ⊞

DAY(S): ADD

SCHEDULED DAY(S):
WEEKDAYS ⊞
SUNDAY ⊞

ADD RECIPIENTS:

ADD

ADD

RECIPIENTS:
paul@buddy.com ⊞
adam@buddy.com ⊞
206-555-1212 ⊞

CANCEL SAVE

CONFIGURATION 2 ⬇ ⊞

ADD NEW

10 Items

DATE/TIME	STATUS
15/03/2017 - 11:14:42	●
17/03/2017 - 16:20:12	●
20/03/2017 - 15:26:40	●
17/03/2017 - 16:05:56	●
17/03/2017 - 16:04:22	●
17/03/2017 - 03:36:43	●
17/03/2017 - 02:07:03	●
16/03/2017 - 23:27:36	●
16/03/2017 - 23:25:36	●
17/03/2017 - 05:49:41	●



Public-facing Dashboard

Designed for lobby viewing

Gently animated

At-a-glance information

Olympic Tower

ENERGY MONITOR

Tuesday | March 21, 2017

9:45 am

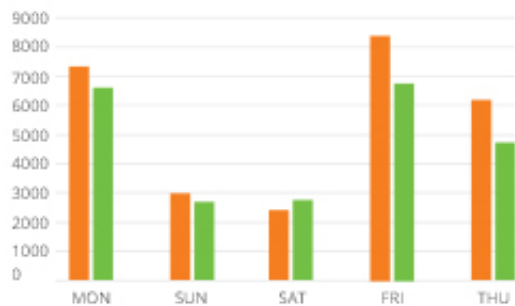


785^{kw}
▼ CONSUMING
9,000^{kw}
TODAY'S TARGET

Building Load

Real-time monitoring

Daily Consumption (kW)

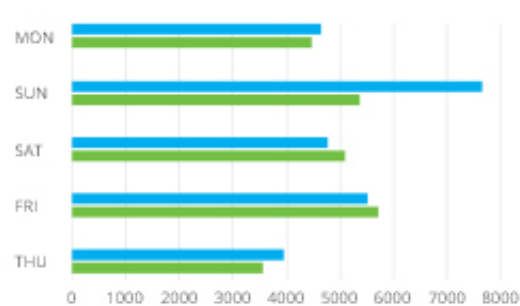


598^L
▼ CONSUMING
5,000^L
TODAY'S TARGET

Water Consumption

Real-time monitoring

Daily Consumption (L)



606^{kw}
▲ PRODUCING

Solar Generation

Real-time monitoring

Hourly Generation (kW)



20° / 40%
TEMPERATURE / HUMIDITY
25° / 58%
OUTSIDE

Building Climate

Averages throughout building



Weather Forecast

Cloudy with chance of rain

18°
CURRENTLY
20° / 11°
HIGH / LOW



Importing
785^{kw}



Real-time CO₂ Offset Emissions
Carbon Footprint

21[🌳]



Let's meet Buddy Ohm...



Small to mid-sized buildings

Government facilities

Public infrastructure

1 year payoff





Can be sold-through utilities

Can be white-labelled for utilities

The federal government wants to buy \$900 million of tech from Australian startups



TONY YOO



MAR 20, 2017, 5:39 AM



FACEBOOK



TWITTER



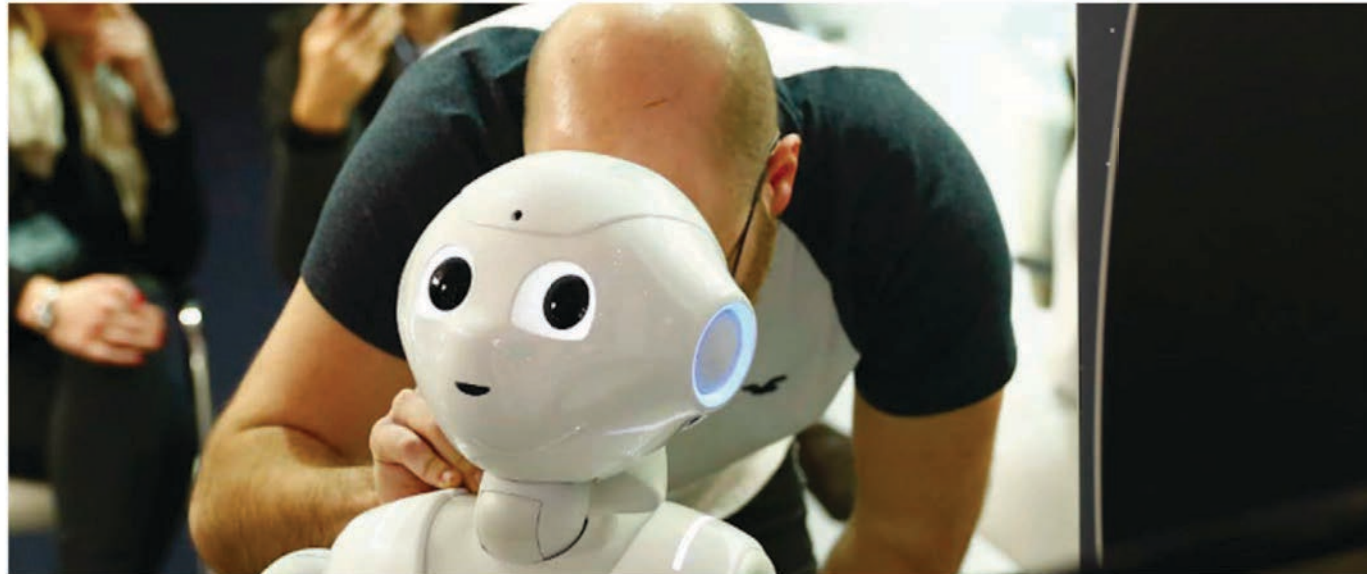
REDDIT



LINKEDIN



EMAIL



Picture: Getty Images

The federal assistant minister for digital transformation has declared he is targeting a spend of \$900 million each year on entrepreneurial tech suppliers, to move away from traditional providers like IBM.



Starting from...

US \$1,500

per month

All inclusive – hardware, installation, connectivity, sensors, service, dashboard, portal and all future upgrades.



So, in summary...

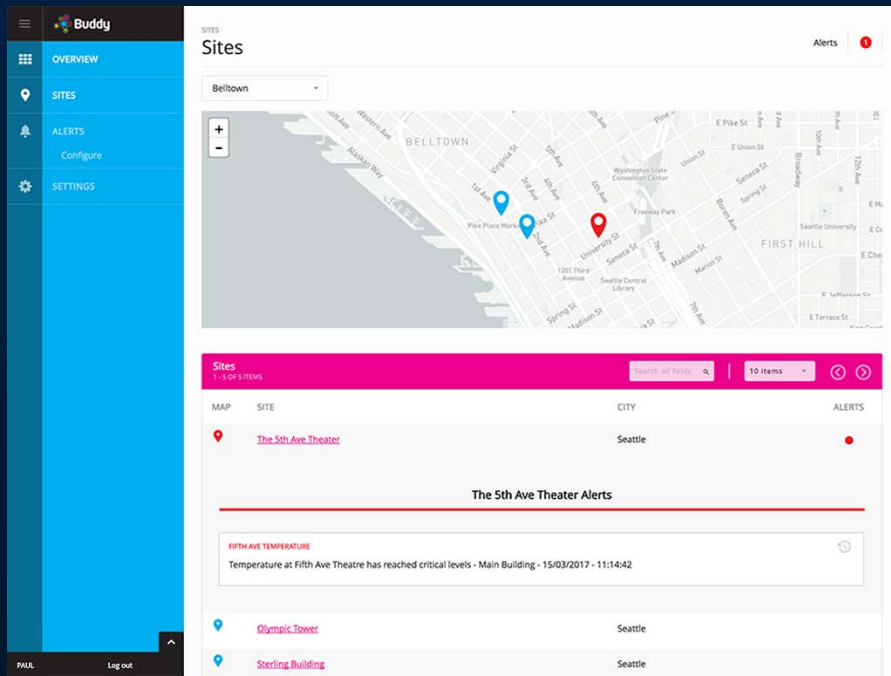


Beautiful, always connected hub

Permanently connected to the
Buddy Platform

Wired & wireless sensors

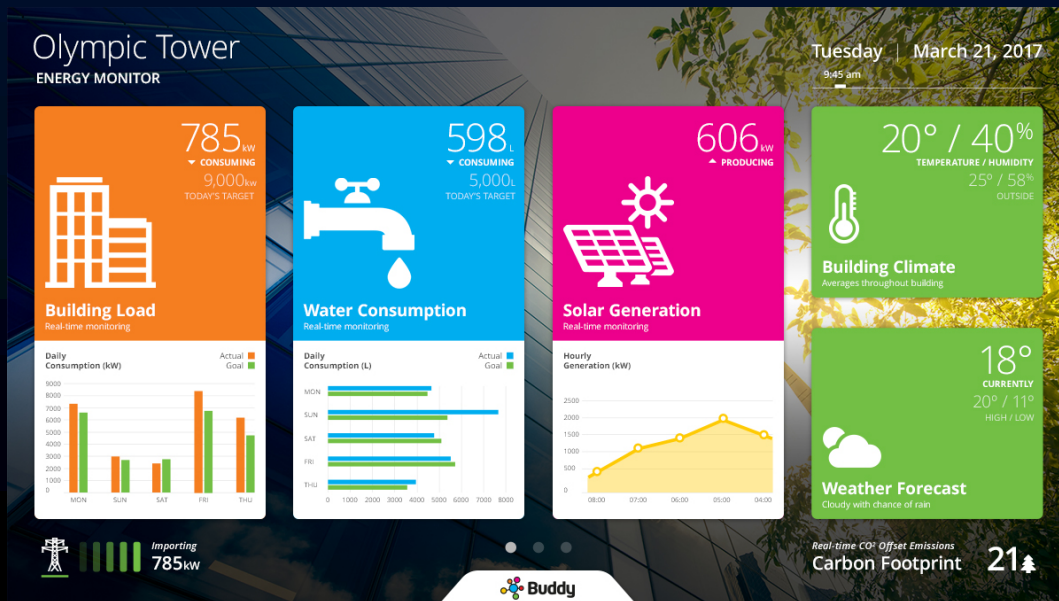
Future updates, new features for all devices



Easy to use & understand web portal

Gorgeous public-facing dashboards

System will pay for itself in energy savings in 1 year or less



On sale today

Starting from US\$1,500 per month



Buddy

Now on sale – details at buddy.com

Video of launch event:

<https://vimeo.com/209319128>