



Smart Thermostats for Energy Star Homes

Smart Thermostats Update and Panel
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Our mission

**To create a home that
takes care of the
people inside it and
the world around it.**

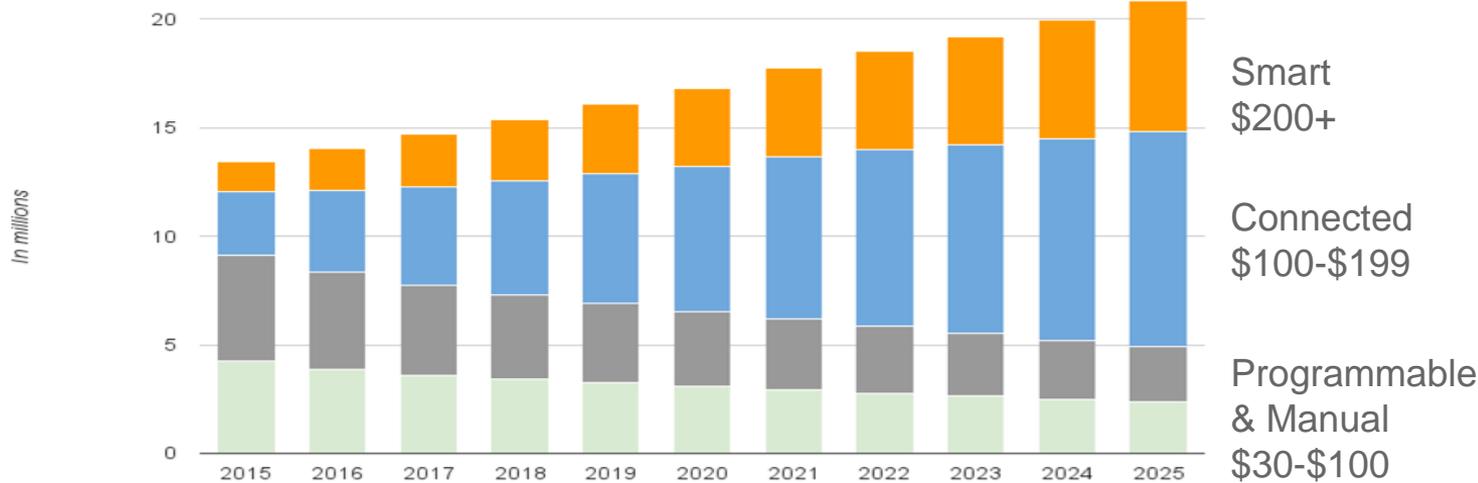




Saved

14B kWh
\$1B worth of energy

We learned that most thermostat shoppers don't even consider a 'smart' thermostat.



6M > 16M

Smart and Connected devices sold per year



Why Energy Star?



EPA Energy Star Certified

Before Energy Star

Trust

- Energy savings claims based on different assumptions
- Standardization is nearly impossible
- Not all claims are necessarily trustworthy

Complex and Costly

- Determining actual energy savings is complicated
- Time- and cost-prohibitive to verify all claims

Simplistic

- Early programs based simply on claims of “smart” or “wi-fi connected”
- “Smart” often just meant that it was “wi-fi connected”
- Just being connected to the internet does not save energy.

With Energy Star

Trusted

- Consistently identify energy efficient technologies across products

Meaningful energy savings

- At least 8% verified savings of heating and 10% of cooling

Quantitative

- Based on runtime data from 1,250 anonymous devices from 5 different US climate regions

Demand for Energy Star products is High

Preferences among individuals 25-34 years, by the numbers



81%

Interested or strongly interested
in smart thermostats



36.5%

Look for Energy Star products
when shopping for a new home

Nest Thermostats in AvalonBay Communities, Virginia

Randomized controlled trial to test energy savings in multifamily building

- 230 apartments
- 17.1% less energy use among units with Nests
- >10% residents said that a Nest thermostat were a factor in decision to renew their lease



More than half of N. American homes can get an incentive

The utilities in your area want to help...



Utilities included here have live offer programs for which Nest is eligible. These include both BYOT Demand Response and/or Energy Efficiency rebate offerings.
Nest Labs Confidential

Energy costs are a burden for families

\$24,998

Low income
median annual income
(US average \$53,988)

\$1,692

Low income
annual utility spending
(US average: \$1,932)

7.2%

Low income
energy burden
(US average: 3.5%)



Nest for Everyone

It's easy for everyone to save energy.

The technology is mature...
Incentives are up...
Prices are down...

With Energy Star's credibility, this is a no-brainer



