

## DTE FIRST UTILITY TO OFFER 'REAL-TIME' ENERGY APP



BY DOUGLAS ELBINGER  
ENERGY SYSTEMS ANALYST,  
NEWMAN CONSULTING GROUP, LLC  
DOUGE@NGCONSULTING.US.COM

The new DTE 'Insight' APP reveals home energy use on your Smartphone. First released in August 2014, the App is an interactive tool to help, in a graphic way, to understand home energy usage. On the theory that 'what you can measure, you can manage,' it enables DTE electric customers to see and better understand how to track your home energy use. Once I tried this myself, I was pleasantly surprised to see how easy, fun, and educational this could be. After all, they say knowledge is power.

### HOW IT WORKS

DTE's Insight app links customers' iPhones and Android phones to their advanced meters to help them discover their energy usage in real time. Since more than 1.3 million advanced meters have been installed in DTE Energy's Southeast Michigan electric service area, there is a good chance yours is already connected. Just go to the App Store, search for, and install DTE Insight.

"We're excited to be the first utility in the country to offer this type of technology to our customers," said David E. Meador, DTE Energy vice chairman and chief administrative officer. "DTE Insight is another way we help educate our customers about energy efficiency and give them a practical tool to use. People want to save money on their bill, but they need to know how they use energy before they can save."

### THE FREE INSIGHT APP FROM DTE OFFERS:

- A personalized energy-savings coach. DTE Insight makes it easy to track electric usage, set goals and compare with others in the Insight community.
- A view of the daily, weekly, monthly and annual electric usage of customers' homes and the energy consumption patterns of their families.
- Energy-saving tips that suggest and encourage do-it-yourself home improvement projects.


- Weekly challenges designed to engage and provide rewards for saving energy.
- The PowerScan Tool for iPhone users to scan electrical appliances' power cords to instantly see its energy consumption and an estimate of their monthly operating costs.
- A dashboard view that provides tips, alerts and other information to help customers quickly find the best ways to increase their energy savings.
- The DTE Energy Bridge that provides customers with a real-time view of how much and when their homes are using energy. There is a limited quantity of Bridges at this time and interested customers will participate in a pilot program.

### MADE IN MICHIGAN

"We're also pleased that this service has allowed us to expand our Pure Michigan Business Connect Initiative by working with three Michigan companies," Meador said. "It's important to grow the state's economy and we're committed to doing that."

The App and Energy Bridge device were developed by Royal Oak-based Vectorform, who partnered with Saline Lectronics and M.A.K.S of Troy to prototype and assemble the Energy Bridge hardware.

"We're proud to be working in partnership with DTE Energy to invent a new way for customers to discover and improve their energy consumption," said Kevin Foreman, director of product vision at Vectorform. "With a unique blend of coaching, gamification and social elements, DTE Insight is able to engage users with their personal energy consumption and ultimately reduce their energy use, with increased efficacy over traditional energy-reduction methods."

Customers with iPhones and Android phones, and have their home equipped with an advanced meter, can go to the App Store or Google Play to download the App today. For more information visit [dteenergy.com/dteInsight](http://dteenergy.com/dteInsight). 



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**David E. Meador**  
DTE Energy Vice Chairman and  
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Photo Courtesy of DTE