

ENERGY & GREEN BUSINESS

ENERGY TRACKER IN DEAL WITH GENERAL ELECTRIC

A San Diego company's energy-monitoring technology has been selected by General Electric for home systems.

The technology developed by Advanced Telemetry will help residents monitor and control how power is used in their homes from dashboard-like consoles.

"People, when they have the right information, they will do the right thing," said Gus Ezcurra, CEO of Advanced Telemetry, in an interview this year.

"But you have to make it simple for people, you have to make it so it doesn't interrupt their lives," he said.

The deal with GE will get the technology into homes, the company said, because the energy giant sells a number of systems designed to make more efficient use of power, from appliances to light bulbs.

GE won't distribute the monitors, but rather will help Advanced Telemetry sell them directly to its customers. The system will be marketed to homebuilders.

It's not the only local energy monitoring. San

Diego-based EcoDog has developed a system that monitors power usage by individual home circuits and gives the information through a computer readout.

UCSD gets \$1 million for student contest

The University of California San Diego has landed \$1 million from the federal government to help it move technology into the marketplace.

The Department of Energy grant, part of \$5.3 million announced Wednesday nationwide, will go for a clean energy competition among science and business students.

The hope is to give the winning team a leg up on landing financing to get a product to market.

"By increasing the number of players in this space, we will put new technologies in the hands of more Americans and help move our country toward a competitive clean energy economy," said Henry Kelly, an Energy Department official.

ONELL R. SOTO • U-T

