

## MEDIA ADVISORY



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### **The Facts That Consumers Expect About a Smarter Grid** *SGCC's new consumer-oriented smart grid videos*

**ATLANTA, Oct. 13, 2014** —What are the key topics to address with residential electricity customers about the smart grid? In a new set of short mixed-media [videos](#) produced by the Smart Grid Consumer Collaborative (SGCC), consumers now have a fun way to learn about hot topics related to the smart grid.

The information in the videos come from SGCC's quantitative consumer research and [fact sheets](#) featured in SGCC's Consumer Information Kit for the Smart Grid. "We created these videos to add another dimension to the facts presented to consumers surrounding smart grid and deepen their learning opportunities," explains SGCC's Executive Director Patty Durand.

The six video topics include:

- **Pricing:** Reviews new pricing plans enabled by the smart grid and how these plans can help consumers become smart power consumers who save money and help improve the environment. (<http://youtu.be/-FlkKwWkjL8>)
- **Privacy:** Explores how the process of smart meter data collection works and the protections in each step of the process for consumer privacy. (<http://youtu.be/EXKJjZ73E8s>)
- **Truth:** Discusses the most commonly circulated smart meter myths and provides the real facts on smart meters. (<http://youtu.be/Rlq1whlxfQE>)
- **Consumer Benefits:** Illustrates the consumer benefits that come from grid modernization investments. ([http://youtu.be/-fjb\\_NR6Gs](http://youtu.be/-fjb_NR6Gs))
- **Outage Restoration:** Looks into how the smart grid keeps the power on and gets power restored quickly when it does go out. (<http://youtu.be/RX-H51wMdq4>)
- **Radio Frequency:** Addresses the health concerns voiced by some consumers about smart meters. (<http://youtu.be/mRBtLxhGI64>)

To view all the videos and learn more information about SGCC, visit [www.smartgridcc.org](http://www.smartgridcc.org).

#### **About the Smart Grid Consumer Collaborative**

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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