

## MEDIA ADVISORY



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### **Smart Grid Consumer Collaborative Releases New Smart Grid Infographic**

*Infographic depicts how the smart grid is the next innovation in electricity and society*

**ATLANTA – June 30, 2015** – The Smart Grid Consumer Collaborative (SGCC) released an engaging [infographic](#) that illustrates the smart grid and smart meters as the next innovations of human technology in electricity.

The infographic, "[The Next Innovation](#)," highlights significant events of technology evolution in movements that have changed daily human life in transportation, communication, energy, computers, banking and residential living. Moreover, the infographic contextualizes what the smart grid and smart grid-enabled technology means for an energy consumer's daily life and helps realize the goal of smarter energy.

"Since more than 50 percent of consumers have never heard the terms 'smart grid' or 'smart meter,' we wanted to design an infographic that illustrated the smart grid journey as the next modern human innovation in technology," explains SGCC Executive Director Patty Durand. "The infographic will help all types of energy consumers understand how a smart grid can benefit them and advance their daily lives."

Some of the key messages and facts that the infographic includes are:

- There will be over 11.5 billion mobile-connected devices by 2019
- 43% of American homes have a smart meter installed

To view and download the full The Next Innovation infographic, visit here:

[www.whatissmartgrid.org/evolution-infographic](http://www.whatissmartgrid.org/evolution-infographic).

#### **About 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.

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