



InThrMa Named as Finalist in VentureBeat's GreenBeat 2010 Innovation Competition

Finalists will present onstage at GreenBeat 2010, winners given opportunity to launch their products at DEMO 2011

Palo Alto, November 3, 2010 – [VentureBeat](#), a leading news site covering innovation, today announced the finalist for its Innovation Competition at this year's [GreenBeat](#) 2010 smart grid conference.

InThrMa was recognized for its pioneering technology and will present to an expert panel of judges from leading Smart Grid players, service providers, and financiers live onstage at GreenBeat 2010, taking place in November 3-4 at Stanford University in Palo Alto.

“We’re very excited to be selected by GreenBeat as a top 10 finalist in the 2010 competition. GreenBeat’s endorsement and efforts are helping bring greater awareness to innovation in the Smart Grid space.” Said Sam Boutros CEO and Co-Founder of InThrMa.

GreenBeat’s Innovation Competition recognizes the freshest, most promising ideas for making the power grid smarter, more efficient, or more potent while displaying a profitable business model. Winners of the Innovation Competition will then be given the opportunity to launch their products at [DEMO](#) 2011, a strategic partner of GreenBeat 2010, and the leading launch platform for emerging technologies, an \$18,500 value. Notable runner-ups will be mentioned on VentureBeat/GreenBeat blog.

“We had a large pool of truly innovative companies submit for this year’s competition, making the selection process extremely difficult,” said Matt Marshall editor and CEO VentureBeat. “This year’s group of finalists has the opportunity to not only showcase their technology at GreenBeat but also the potential launch their solutions at Demo 2011. We congratulate them as their technology demonstrated the most competitive advantages in the marketplace.”

Finalists were selected based on the display of innovative technologies that will enable the decarbonizing of the grid, facilitate data transmission and monitoring of power use, or increase efficiency or conservation effort. The winning business models will have clear revenue models and have a convincing argument as to why the revenue model is sustainable in a rapidly changing space.

For more information on the GreenBeat 2010 Innovation Competition, visit <http://events.venturebeat.com/greenbeat2010/innovation-competiton/>.

About GreenBeat 2010

GreenBeat 2010 Conference focuses on the hottest trends that are powering the Super Grid. Google’s Green Energy Czar Bill Weihl, Cisco Systems’ VP & CTO of Smart Grid Paul De Martini,



PG&E's Senior Director, T&D Engineering Kevin Dasso, Kleiner Perkins' Partner John Doerr and Khosla Ventures' Partner Vinod Khosla are just a few names that will lead this year's discussion in exploring the evolution of Smart Grid technology. [GreenBeat](#) will take place November 3-4, 2010 at Stanford University in Palo Alto.

At this year's conference top journalists and leaders of next-generation green technologies will unite. What's new in the automobile, storage, renewable energy sector? What effect will it have on smart grid technologies? The debate is on and the dynamic discussions are sure to unleash new, emerging trends of this booming market. Topics will range from grid operating systems, electric car, consumers and efficiency distributed power, privacy to security to grid investing trends.

Full information on GreenBeat 2010, including agenda, is available at <http://events.venturebeat.com/greenbeat2010/>

About InThrMa (Intelligent Thermal Management)

InThrMa extends smart grid functionality and advanced building management tools to the residential and light commercial markets. Its cost effective, easy to use solutions optimize and increase user control of their HVAC systems. The firm's analytics can increase a building's energy efficiency, without sacrificing comfort. Its energy efficiency and demand response solutions let users create customized energy profiles that enable participation in utility demand response programs.

About VentureBeat

VentureBeat, founded in 2006 to cover news and perspective about innovation for forward-thinking executives, has emerged to become one of the "best blogs on the Web." according to the New York Times. It was recently called the most "influential business blog" by Text100, a public relations company that surveyed citations by mainstream news publications. VentureBeat runs several conferences, including GamesBeat, MobileBeat and GreenBeat. It also produces www.DEMO.com, the leading conference for emerging technology product launches.