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**ADMMicro Submetering Options Prove Popular with Energy-Savvy Managers**  
*Real-time, web-based reports help retail managers, operator keep an eye on energy use*

**ROANOKE, Va. (Dec. 3, 2007)** --Companies embarking on recommissioning existing stores are turning to ADMMicro's systems to provide affordable, integrated submetering options to monitor electricity, says Mark Vinson, vice president of engineering, ADMMicro, Inc.

Rising energy prices are consuming increasing proportions of company energy budgets, which can affect bottom-line performance. Through recommissioning, or periodically evaluating energy performance and returning systems like HVAC and lighting to specification standards, companies can help ensure that energy performance objectives are met.

Rising energy prices are consuming increasing proportions of company energy budgets, which can affect bottom-line performance. "Small- to big-box retailers want to get a better picture as to where their energy dollars are being spent and refrigeration, lighting, and HVAC costs are shaving bottom lines," he says. "Electricity submetering systems are now very affordable—why not see what's really going on instead of guessing?"

ADMMicro has installed hundreds of submetering systems in dozens of chain store locations this year, says Vinson, and business continues to grow. Feedback has been positive: web tools allow corporate energy managers to see real-time reports on energy consumed and compare the data historically to document savings. Also, identifying spikes or unusual energy consumption patterns can help companies detect outages or equipment that might not be functioning up to par.

Vinson says ADMMicro submetering systems use the same primary controllers (1204 and 3612) as its energy management products—the larger 3612 can monitor three times as many circuits. But submetering boards are loaded with less complex firmware, resulting in less cost than complete energy management systems. If the company later chooses to update to a full EMS system, it easily can convert to a full system with new firmware and a few add-on devices, he says.

"Such upgrades would allow the company to not only measure but also control the electricity loads within their stores," Vinson says. "But since many retailers already have some type of energy management system, the submetering allows them to see how well it's working at minimal cost."

Submetering will become even more important as companies begin to prepare to meet more sophisticated demand response requirements in the future, says Vinson.

"We know days of cheap electricity are gone," says Vinson. "Demand has grown faster than supply and it appears that isn't changing anytime soon. The more a company actively monitors energy use, the better they will be able to capitalize on utility buy-back programs and rebates. Having historical data on usage and being able to react quickly will become increasingly important in the energy grid of the future."

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**About ADMMicro**

*Headquartered in Roanoke, Va., ADMMicro offers a new breed of intelligent energy management systems equipped with revenue-grade accurate metering devices to monitor electricity, natural gas, propane, or water consumption. The patent pending system can enhance security systems and manage retail maintenance service calls. The Energy Management System delivers rapid ROI for buildings of 1,500 square feet and up. ADMMicro is an Energy Star partner. ([www.admmicro.com](http://www.admmicro.com))*