

## **Sensus to Unveil New Marketing Campaign at DistribuTECH 2011 Conference in San Diego**

**Raleigh, N.C.** (January 26, 2011) Sensus will have a major presence at DistribuTECH, the utility industry's leading smart grid Conference and Exposition Feb. 1-3 in San Diego, California. The company will host a large exhibit at the show, and Sensus representatives will be presenting at four conference sessions. In addition, Sensus will unveil elements of its new marketing campaign, "Defining the Smart Grid", and will offer live show updates on its Twitter feed.

At the Sensus booth #401, attendees will have the chance to connect with smart grid application industry experts for presentations on Sensus solutions for AMI and smart metering, applying AMI systems for outdoor lighting control, home area networking, distribution automation and intelligent water management systems.

The booth will also help promote Sensus' newly-launched marketing campaign that asks "What will your smart grid look like?". The foundational message of the campaign is that utilities define the smart grid in own their terms, and that Sensus is the one company that can help individual utilities bring their own vision of the smart grid to life—today and well into the future.

Sensus representatives have been tapped to share their expertise to DistribuTECH conference attendees. David Elve, vice president of industry solutions, will participate in panels about managing consumer expectations during smart grid deployments and lessons learned from meter data management projects. John Stafford, vice president of sales, will share his perspective on advanced metering infrastructure (AMI) technologies on a panel with other AMI technology providers. Dave Foltz, program manager, will also participate on a panel about the smarter water system.

To follow Twitter updates from Sensus at DistribuTECH, please visit [www.twitter.com/sensusmartgrid](http://www.twitter.com/sensusmartgrid).

### **About Sensus**

Sensus leads in innovative and evolving technology solutions that enable intelligent use and conservation of critical energy and water resources. Sensus has led the discovery, development and implementation of technologies for the energy and water industries for more than a century.

Water, gas and electric utility customers around the world benefit from the company's open, flexible products and solutions to help them optimize their resources – today and tomorrow. Headquartered in Raleigh, N.C., USA, Sensus serves customers from locations throughout the Americas, Europe, Africa and Asia. For more information, visit [www.sensus.com](http://www.sensus.com).

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