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Project Haystack Announces Keynote Speakers for Haystack Connect 2015 Conference

COLORADO SPRINGS, CO, March 24, 2015 – Project Haystack (<http://www.project-haystack.org>), a collaborative community of leading technology suppliers and systems integrators developing common standards to streamline the interchange of data among today's smart devices, systems and equipment, is pleased to announce the keynote speakers for the second bi-annual Haystack Connect Conference 2015 beginning May 18, 2015 at the Cheyenne Mountain Resort in Colorado Springs.

This year's conference will bring together forward-looking end-users with corporate representatives involved in automation, control and Internet of Things applications. The conference goal is to share the latest techniques for managing, presenting and analyzing the vast amount of data generated by today's smart devices and equipment systems in applications including intelligent buildings, energy, HVAC, lighting, system management, remote monitoring, and other smart-device applications. Haystack Connect 2015 keynote speakers are:

- **Dennis Lottero**, Global Business Development M2M Solutions Vodafone – a recognized leader in the commercialization of new technologies and an authority on M2M/IoT. With extensive professional background in both healthcare and M2M/IoT systems, he is currently responsible for Global M2M Business Development specializing in adapting mobile services within the IoT. Prior to joining Vodafone Dennis served as the co-founder and EVP of Corporate Development at Global Telematic Solutions (GTS), while concurrently serving as VP of M2M Solutions at Walsh Vision. At both GTS and Walsh, Dennis was responsible for M2M/IoT business strategy, product development and go-to market strategy. As an early innovator in applying M2M/IoT into the Digital Signage market, Dennis also served as a Founding Member of the Digital Signage Association's Advisory Board. Dennis is a

widely recognized in the area of M2M/IoT having spoken at numerous conferences and published on the subject.

- **Eric M. Free**, Vice President of the Internet of Things Group and General Manager of the Smart Homes and Buildings Division at Intel Corporation. In these roles, he is responsible for defining Intel's vision for connected services in digital homes and buildings, forging strong industry partnerships, and delivering Intel-powered home and building IoT solutions that will transform the way we live and work. Prior to joining Intel, Free served as executive vice president of Product Development for Rovi Corporation, responsible for the company's core software and web services development. He also created and led the company's Embedded Solutions Business Unit and served as VP of Business Development and Strategy, and head of business development for the Entertainment Technology Group. Prior to joining Rovi, Free headed business development for one of the first streaming media technology companies, worked for several venture capital funds, and led engineering teams for a multinational professional services firm.
- **Jack McGowan**, Principal at The McGowan Group, is an internationally recognized expert in the fields of Energy Services, Efficiency, Building Automation, Analytics and Smart Grid. He is also a serial entrepreneur with experience running businesses, and business units, for companies of all sizes, including merger and acquisition experience. The Association of Energy Engineers (AEE) has inducted him into the International Energy Managers Hall of Fame and distinguished him as an AEE Fellow. He is also a Senior Fellow with the Governing Institute. In his role as Principal he will offer consulting services in his area of expertise for a variety of customers.
- **Peter Kelly Detwiler**, Principal at NorthBridge Energy Partners, LLC, is the former SVP of Constellation. Peter has over 15 years of experience in retail energy at this Fortune 125 power company and its precursors. He created a demand response unit within Constellation NewEnergy, and grew the business to 800 MW of dispatchable load and led a team to develop, and patent, VirtuWatt, an industry-leading real-time energy use and automated load control platform. Peter is a contributing writer for Forbes.com on the energy sector & power markets and a popular speaker and trainer at Greenbiz and other events. In addition, Peter created the New England Operations group for AES NewEnergy with billing & customer care for over 30,000 accounts and ~\$1 billion in annual revenues.

Taking place May 18 - 20, 2015 at the Cheyenne Mountain Resort in Colorado Springs, Colorado, the conference will be split into two Tracks of Technical Sessions focused on a wide range of topics that include data acquisition, communications, wireless technologies, protocol translation, data visualization, analytics and methods, and cyber security, which can effectively bring data together for improved systems and equipment performance. The Haystack Connect Conferences are produced by Project-Haystack, a 501C non-profit industry association. All work produced by the community is made available as open source. To learn more about Project Haystack, please visit: <http://www.project-haystack.org>.

Haystack Connect 2015 is being sponsored by over 24 industry leaders including the following Platinum Sponsors: Lynxspring, SkyFoundry, Enerliance/Yardi, ESI, Intellastar, J2 Innovations, KMC Controls, Pacific Control Systems, and Energy Advantage/U&S Services.

To attend Haystack Connect 2015, please register online at: <http://www.haystackconnect.org>.

About Project Haystack

Project Haystack is an open source initiative to streamline working with data from the Internet of Things. Our goal is to standardize semantic data models and web services, making it easier to unlock value from the vast quantity of data being generated by the smart devices that permeate our homes, buildings, factories, and cities. Applications include automation, control, energy, HVAC, lighting, and other environmental systems.

For more information about Project Haystack, please visit www.project-haystack.org.

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