



# Back to the Future: The Continuing Benefits of In-Home Displays in an App-Based World

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# Program Background

## Smart Meter Connected Devices (SMCD)

- Not income qualified
- Customer supplies device (from approved list, including AzTech and Rainforest)
  - A small number of participants had an SMCD without a screen display
- Near real-time energy usage data



## Energy Ally

- Targeting income-qualified customers without broadband internet access
- Customers receive E-ink in-home displays (IHD) providing alerts and messaging via paging network
- Display information depends on customer rate type

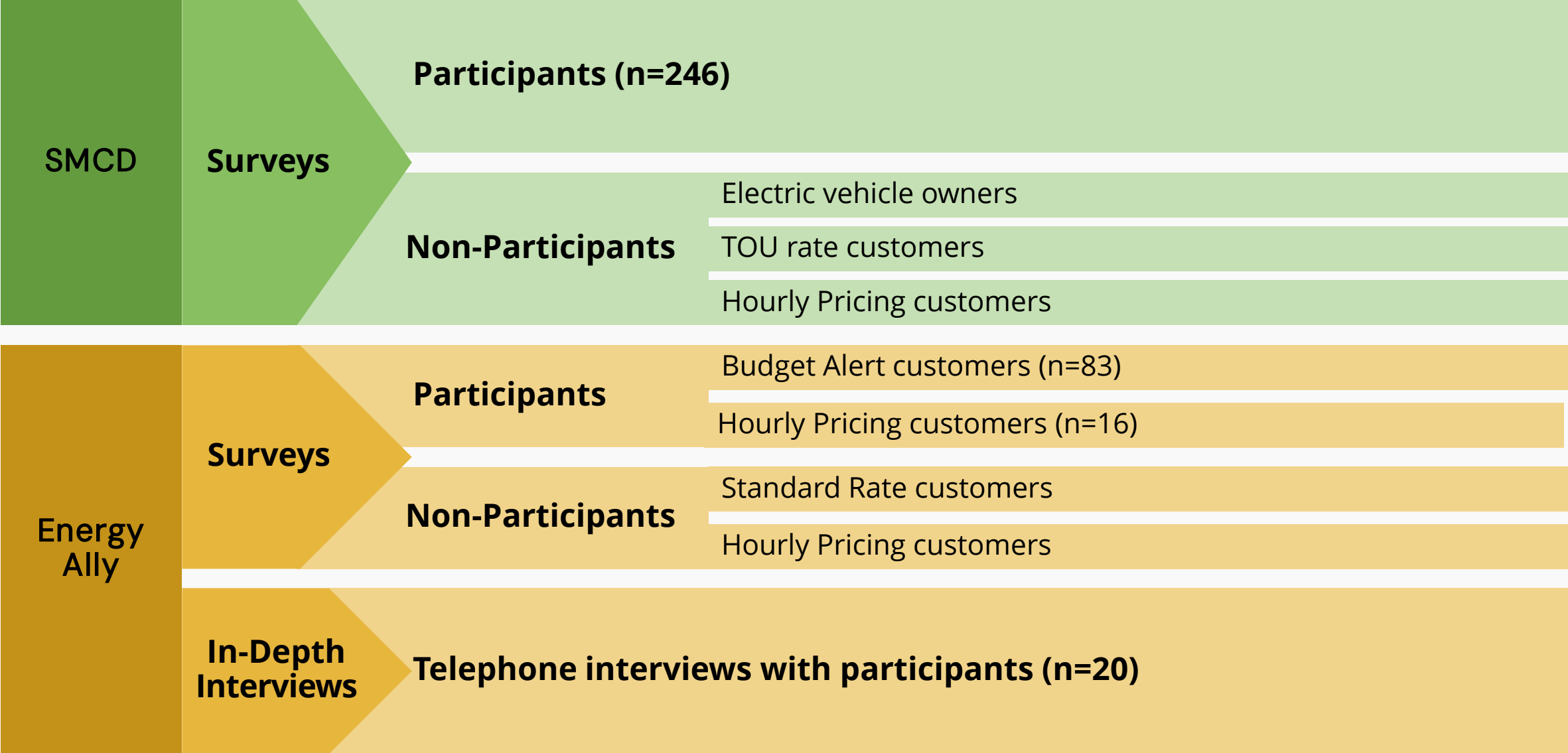
Budget Trend Alert



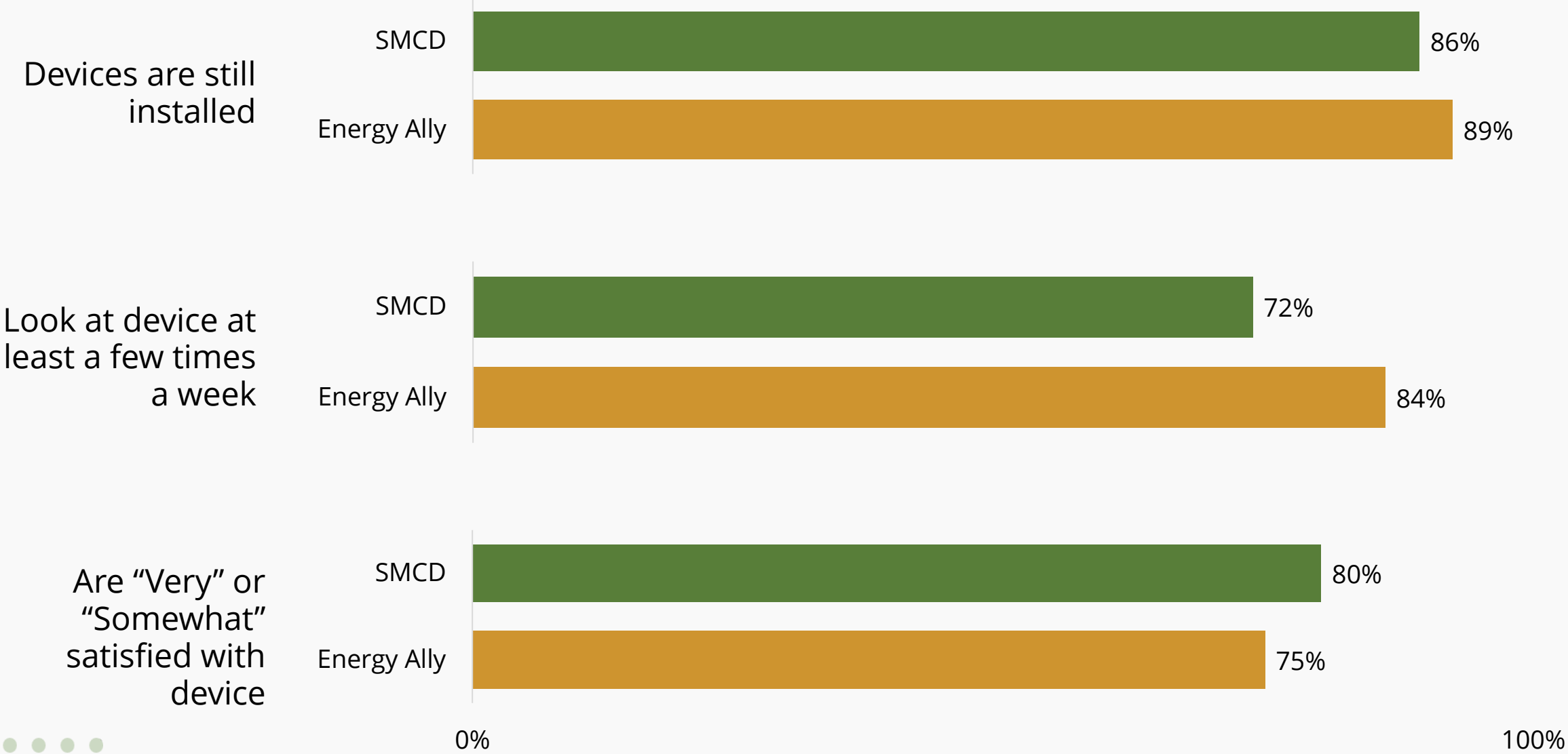
Hourly Pricing Alert



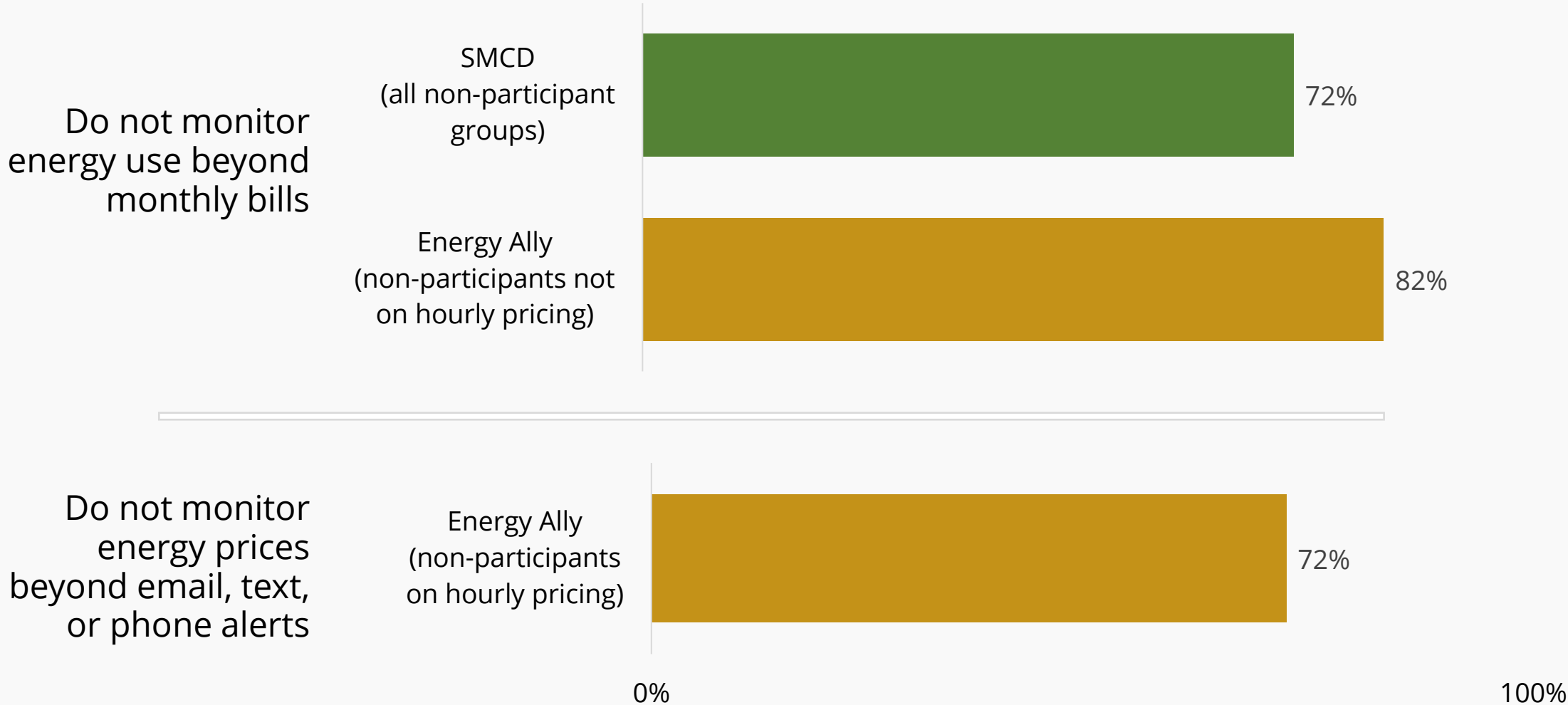
# Participant Details



# Participants are engaged and satisfied with their devices

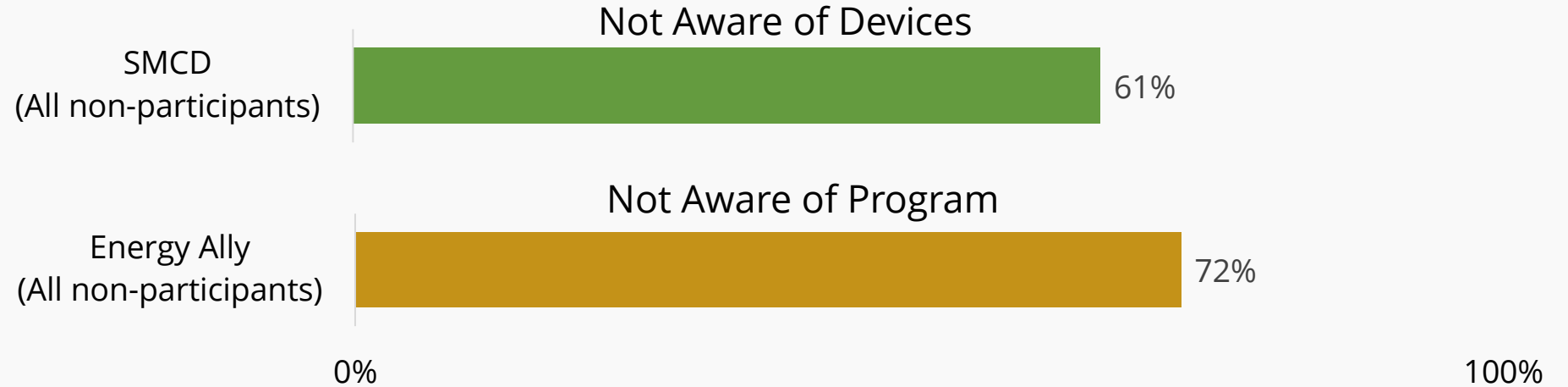


# Devices provide information customers otherwise lack...

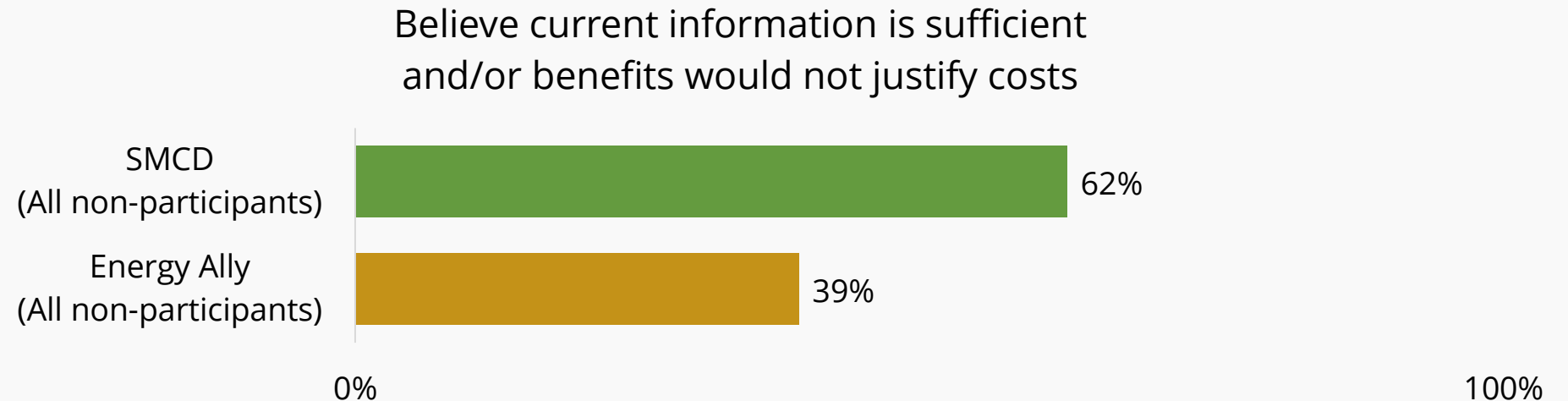


# ...But non-participants may not know they need

Most non-participants were not aware of the programs



Those who were aware and chose not to participate saw limited value in the information



# A physical display is viewed more than an app-based display

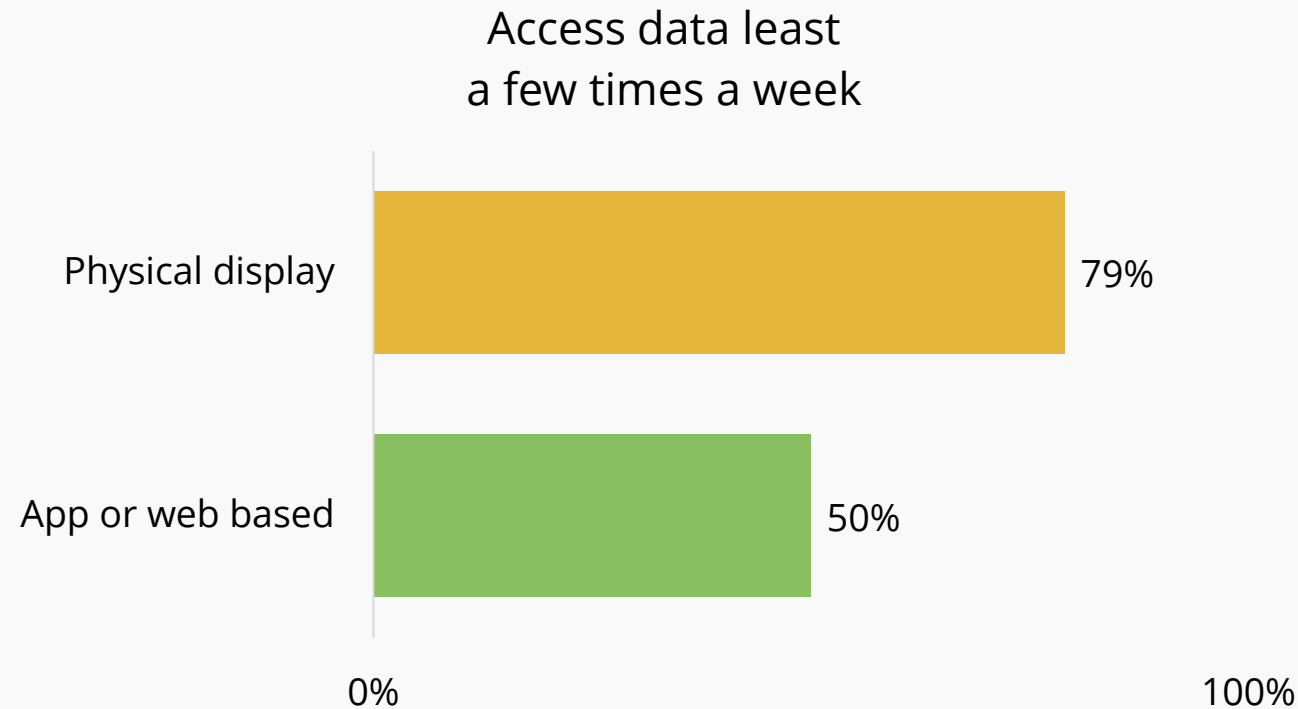
Participants placed devices with screen displays in high-traffic locations, where they would be integrated into existing routines.



"I watch it daily...Whenever I'm in the kitchen doing dishes or cooking, I can see where I am currently projected compared to last year's actual usage."

# A physical display is viewed more than an app-based display

Some SMCD participants had devices without a display that transmit data to an app or online portal. These respondents viewed information **less frequently** than those with physical screen displays.





# Conclusions

- In-home displays provide participants with information that they use, value, and would not receive other ways.
- Through passive glances, physical displays are seen more often than app-based data.
- Non-participants may not be aware of the value of up-to-date energy information.



# Thank You!

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