

# Implementation of thorough energy management in the household sector

## (Making use of HEMS and smart meters)

- Realization of more advanced “energy conservation in the household sector” taking the liberalization of electric power retail sales as an opportunity

### (3) Expansion of private sector-led services

Apple



Google



There are also movements by companies maintaining global platforms to enter into electric power visualization and household appliance control.

#### Movements to enter market by new electric power retail business operators

Investigation of set sales of mobile phones and clean electric power

SoftBank  
Purchase of IP Power Systems Corp. (IPPS)

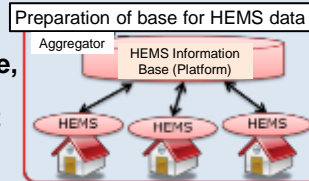


Expansion to offer services that are not limited to energy



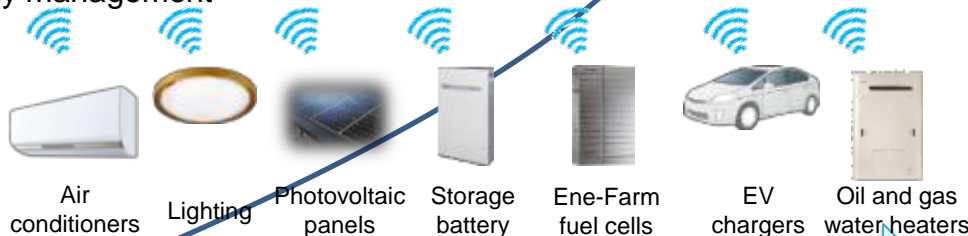
Complete liberalization of electric power retail sales

For the purpose of the constructing HEMS information bases, preparations were made, including data format unification and support for privacy in order to create new service business



### (2) Popularization of smart household appliances

Definition of control commands (more than 90 types) for the various equipment inside homes  
Start of market introduction from the eight priority equipment types having particularly large effects on energy management



### (1) Introduction of Smart Meters

Start of full-scale smart meter introduction, realizing installation in all households (approximately 50 million households) by 2024  
(e.g. Tokyo Electric Power Co. by FY2014 (1.9 million units))

Current situation

2030