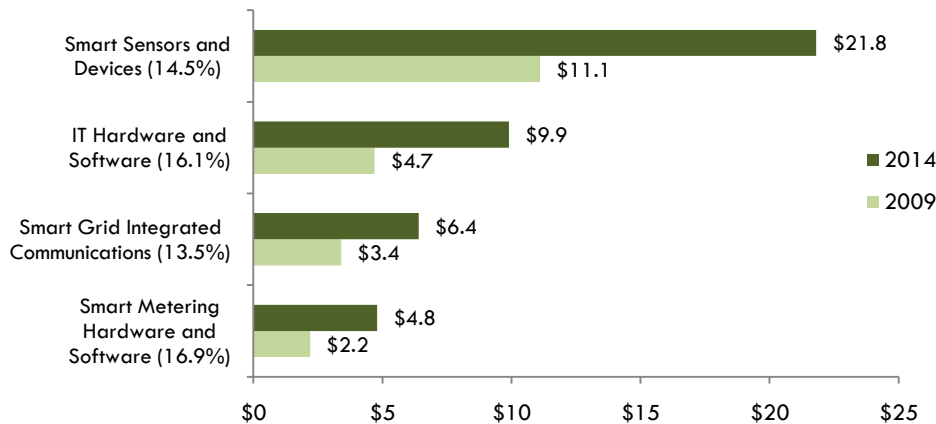


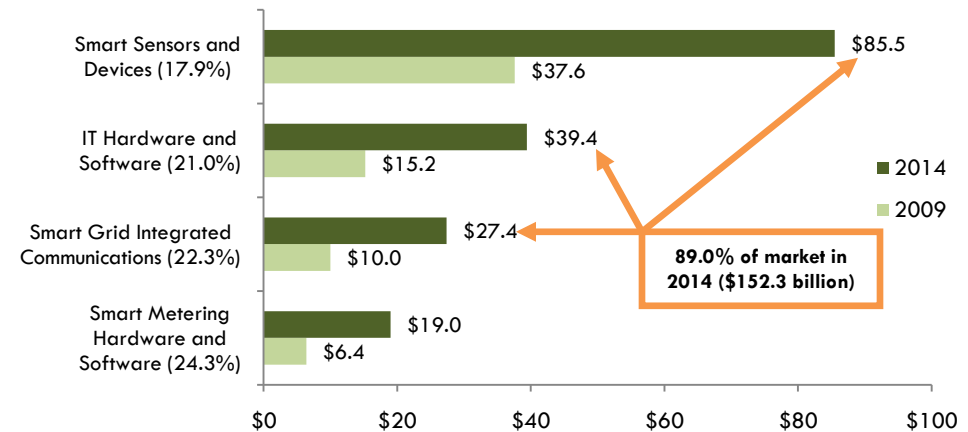


The major opportunities presented by the development of the Smart Grid are not just for utilities, power marketers, energy producers, investors and venture capitalists. In 2014, **89.0 percent or \$152.3 billion** of the global Smart Grid market is projected to be comprised of devices, hardware, software, and communications equipment. These products will form the infrastructure and critical communication systems which will build, link, monitor, manage and secure the Smart Grid. Of course not every hardware or software company will have the resources, technology or engineering expertise to compete in this market, but those with the resources and a flexible knowledge base should at the very least explore new product opportunities within the emerging Smart Grid market.

**Projected U.S. Smart Grid Market by Technology, 2009 and 2014**  
in U.S. billions | (compound annual growth rate in parentheses)



**Projected Global Smart Grid Market by Technology, 2009 and 2014**  
in U.S. billions | (compound annual growth rate in parentheses)



**Projected U.S. Smart Grid Market Size, 2009 - 2014**  
in U.S. billions | compound annual growth rate = 14.9%



**Projected Global Smart Grid Market Size, 2009 - 2014**  
in U.S. billions | compound annual growth rate = 19.9%



Data: SBI Reports

# About Zpryme

## Going Green Practice

### Smart grid services:

- Market insights and intel
- Advisory
- Business planning & strategy

### How well do you know your market?

Zpryme is a research-based advisory firm with smart grid services performed in two vital areas - business and consumer insights

### Business and consumer insights have evolved.

From market assessments and market sizing to advisory and feasibility studies, Zpryme is your go-to for delivering relevant, actionable insight and consultation specific to your individual needs. At Zpryme, we help smart grid organizations solve immediate business problems and achieve long-term success.



**Learn More about Zpryme @**

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