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**Smart Grid Visionaries Gather to Chart the Future of The Networked Grid**

*Greentech Media Announces Smart Grid Event at PG&E Auditorium*

CAMBRIDGE, Mass. – Oct. 1, 2009 – Greentech Media Inc., the industry-leading online media company covering green technology news and analysis, announces the company's first full-day seminar on the smart grid, "[The Networked Grid: The Future of Smart Grid Communications and Applications.](#)" The event will take place at the PG&E Auditorium in San Francisco on November 4, 2009.

The Networked Grid has assembled the most relevant, influential and diverse set of speakers to date on the topic of intelligently networking the electric grid. Innovative technology providers, thought-leading utilities, influential policy makers and leading industry analysts will be on hand for an informative, balanced and forward-looking day of information on trends surrounding infrastructure, architecture, standards, applications, policy, security, deployments, funding and consumer adoption of smart grids.

Luminaries from organizations such as Cisco, California PUC, EPRI, Google, PG&E, Silver Spring Networks, Siemens, Southern California Edison, Verizon Wireless and many more will be on hand. The discussions and presentations will provide a reality check of early smart grid deployments and a roadmap for the future of this rapidly evolving market.

Topics to be covered at The Networked Grid include:

- North American Utility Smart Grid Outlook: 2010–2015
- Real-World Deployments and Policies: 2010–2020
- Intelligent Smart Grid Network Infrastructure, Standards and Security
- Energy-Aware Home Area Networks and Applications
- Integrating Utility-Scale Renewables, Storage, PHEVs and Distributed Generation Resources at Mass Scale

"The next phase of the smart grid is upon us. From the growing addition of intermittent, often distributed, renewable energy sources to new and efficient ways that residential, commercial and industrial users are consuming electricity, the underpinning grid infrastructure is transforming on an epic scale to that of a networked grid," said Rick Thompson, Co-Founder and COO of Greentech Media. "We are honored to have assembled many of the industry's thought-leaders to help guide the market forward with this groundbreaking event."

For more information about The Networked Grid, visit  
<http://www.greentechmedia.com/events/live/the-networked-grid/>.

**About Greentech Media**

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., with operations in New York City, San Francisco and Munich. For more information, visit <http://www.greentechmedia.com>.

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