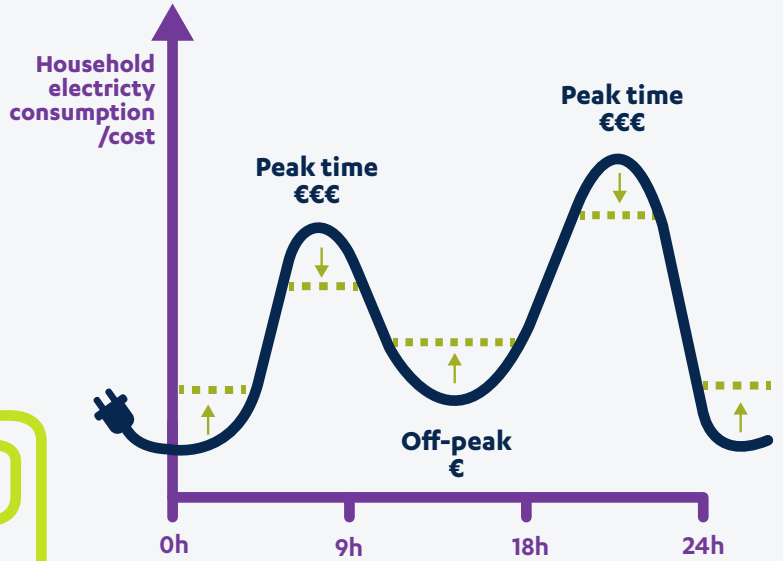


What is demand response ?

Shifting some electricity consumption from peak to off-peak hours

How ?



1. DYNAMIC PRICING

The consumer responds to price signals



2. AGGREGATION

A company manages consumption for a group of households

