



18 October 2018

Katherine Harris and Ruth Saunders  
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Via email: [futureretailregulation@ofgem.gov.uk](mailto:futureretailregulation@ofgem.gov.uk)

Dear Katherine and Ruth,

### **Domestic supplier-customer communications rulebook reforms**

Chameleon Technology has been working with the wider energy industry for some years as part of the smart meter rollout, providing the vital customer engagement element of the smart metering solution to enable customers to visualise and act upon their real-time energy consumption and costs for the first time.

We believe that In Home Displays will help all customers manage their energy use better, and also help them to manage their bills, which is very important for those on low income and those living in sub-standard properties. To date we have delivered approaching 3 million units, with many more millions to be deployed throughout the remainder of the rollout phase.

We are now looking at what revolutionary applications can be developed using the energy data on behalf of consumers, when combined with other high velocity data such as weather prediction, geo positioning, connectable devices and EVs etc. This is a true Internet of Things application that will be accessible to all and will become an imperative as we approach the reality of a decarbonised, distributed energy solution for the whole of the country. The ability to remove complexity for consumers in order to encourage adoption of new technology is of paramount importance.

We have been following your consultation on the reforms of customer communications with great interest. The new generation of our IHDs can be used to send personalised and targeted messages from the energy retailer to their customers to promote engaged and informed consumers. We believe that the IHD, along with other forms of digital communications, are the ideal medium to provide customers with the information they require as we move into a smart energy world. We would be keen to meet to showcase our work to you, either at your office or in our office should you wish a trip to Harrogate soon.

Kind regards,

Frances Williamson  
Head of Communications and Industry Engagement