



IPERC Website Launch Press Release

IPERC, Intelligent Microgrid Controls Technology Innovator Expands Market Presence with a Newly Branded Digital Corporate Identity, Capabilities Brochure and Interactive Website

Fort Montgomery, NY – April 16, 2014 – IPERC (Intelligent Power & Energy Research Corporation), leading provider of intelligent microgrid controls solutions to the U.S. Military, local governments and commercial sector clients, has announced the expansion of its market presence with the launch of a revitalized digital brand and corporate identity, along with an interactive website (www.IPERC.com) designed to improve user experience and accessibility.

“At IPERC, we’ve been leading the microgrid revolution for more than a decade,” stated IPERC CEO Darrell D. Massie, PhD, PE. “Our systems provide mission-critical continuous power, eliminate single points of failure, and maximize integration of renewables like solar and wind in a robust cyber-secure network. Our solutions push boundaries and create smarter reliable power, and now our brand identity accurately reflects these advanced capabilities.”

IPERC’s [Gridmaster™](#) intelligent microgrid control system maximizes energy efficiency and has been proven to reduce overall energy consumption by up to 36%. IPERC’s cyber-secure collaborative intelligence software and compact, field-tested hardware combine for a complete distributed controls solution that is inherently more robust, more adaptable and more reliable than any alternative control technology on the market today. Applications include crisis islanding to provide weather-hardened continuous power, grid-connected optimization to maximize efficiency within existing utility grid, and intentional islanding to facilitate non-disruptive maintenance and integration of renewable sources.

“Our intelligent controls systems are ideal for providing continuous, economical power for facilities ranging from hospitals and universities to emergency operations centers and mobile power for military forces embedded overseas,” stated Massie. “By enhancing our digital brand identity, we’re helping our clients and potential clients engage with information that could help them benefit from smarter, safer, more affordable energy.”

IPERC is a trusted partner to utilities and municipalities nationwide, the Department of Energy (DoE), Department of Defense (DoD), Department of Homeland Security (DHS) and several National Laboratories, supplying a broad array of cyber-secure microgrid control solutions that ensure continuity of operations for domestic installations and abroad.

IPERC’s digital rebranding initiative centers on the new website www.IPERC.com, which features the latest advancements in responsive design techniques to ensure compatibility across all browsers and mobile devices. The site includes informative content, relevant [case studies](#) and interactive contact features. Visitors to the site can also find IPERC’s newest capabilities brochure available for download (<http://ipercsolutions.com/assets/brochure/IPERC%20Large%20Brochure.pdf>).

“We’re not changing who we are.” added Massie. “Our new digital presence is just one more way in which we’re advancing the power of energy.”

ABOUT IPERC:

IPERC provides intelligent microgrid technologies that maximize efficiency and reduce overall energy consumption. IPERC’s cyber-secure, collaborative intelligence software and compact field-tested hardware form a complete distributed controls solution that is inherently more robust, more adaptable and more reliable than any alternative on the market. The IPERC team is comprised of experts in control



systems, cybersecurity and essential microgrid elements, including generators, solar power and energy storage. With this diverse expertise, IPERC is able to tailor a solution to meet each client's unique needs. For more information, visit www.IPERC.com or contact John Carroll at **1-800-815-6183 x118** or info@IPERC.com