

## **BRET DIANICH FROM FREEWAVE TECHNOLOGIES TO DISCUSS SMART GRID LAYERS AND PLAYERS AT SMART GRID ELECTRONICS FORUM**

**WHO:**           **Bret Dianich**  
Business Development Executive, Western Region and Renewable Energy  
FreeWave Technologies, Inc.  
([www.freewave.com](http://www.freewave.com))

Dianich joined FreeWave in 2010 as a business development executive for the Western region and renewable energy. Dianich is responsible for business development for solar and wind energy markets, such as utility-scale concentrated solar power, concentrated photovoltaic, wind turbines and wind farms.

Founded in 1993, FreeWave Technologies is a world leader in the innovative design/manufacture of license-free spread spectrum, licensed band radios and wireless data solutions that are trusted for mission critical applications around the world ([www.freewave.com](http://www.freewave.com)).

**WHAT:**           **Smart Grid: Layers and Players**

Much has been written about the Smart Grid including a myriad of definitions and points of view. Communications has and always will allocate proper distribution of power needed. There are numerous communications players (technologies) that can be deployed across the Smart Grid applications layers. The “best fit” technology for any one layer or overall system depends on objectives for the system. Decision makers also should factor in the risk profile of the company and their communications requirements will start to take shape.

The entire Smart Grid success will depend on communications as a “backbone.” Reliable communications plays a major role insuring that the power generated is distributed properly. This presentation is intended to provide a point of view focused solely on the application layers, how they impact the distribution layer and support the communications technologies at each layer. Dianich will examine each layer of the Smart Grid, while focusing on the importance of communication at the distribution layer. He also will provide attendees with specific criteria to consider when selecting a communication technology.

**WHERE:**           **Smart Grid Electronics Forum**  
Crowne Plaza Hotel  
San Jose - Silicon Valley  
777 Bellew Drive  
Milpitas, CA 95035

**WHEN:** Plenary Session II – Monday, Oct. 24 from 1:30 p.m. to 3:30 p.m.

**CONTACT:** For more information on FreeWave, or to set up an interview with Mr. Dianich, please contact Christin Jeffers at Catapult PR-IR (303) 581-7760, ext. 19 or [cjeffers@catapultpr-ir.com](mailto:cjeffers@catapultpr-ir.com)