

September 2, 2011
Sumitomo Forestry Co., Ltd.

Sumitomo Forestry to Launch *Smart NAVI*

New House Product Uses HEMS to Make Energy Monitoring Simple and Fun
—Showing the Way to Smarter Energy Use—

Sumitomo Forestry Co., Ltd. (Head office: Chiyoda-ku, Tokyo; President and Representative Director: Akira Ichikawa) on September 5 will launch *Smart NAVI*, a new house product that uses a home energy management system (HEMS) to display electricity supply and demand within the home and help homeowners reduce their electricity use and also protect the environment.

The new product uses a dedicated tablet device¹ to display electricity use in each room and for each home appliance that is connected to a plug-in electricity meter,² as well as the amount of electricity being generated and supplied to the grid by the home's photovoltaic system. This encourages homeowners to become aware of activities that use electricity excessively or inefficiently and to behave in ways that conserve energy. *Sumitomo Forestry Home* houses, which boast performance levels exceeding next-generation energy conservation standards, incorporate the *Ryounbou* natural heating and cooling design concept, which helps reduce annual utility costs and CO₂ emissions, and also employs a solar photovoltaic system, making *Smart NAVI* houses easy on family finances. By showing how energy is used in the home, *Smart NAVI* makes it simple and fun to conserve electricity and is also a smart way to learn about and contribute to the environment.

Concern over the supply and cost of electricity spread across Japan last July when the Japanese government used Article 27 of the Electricity Business Act to mandate a restriction on the use of electricity. The mandate requires large electricity users to cut their maximum electricity use each hour by 15% from maximum electricity use during the same summer period in the previous year, and also asked households to cooperate in the effort to save electricity. The residential sector accounts for approximately 30% of all electricity demand in Japan. By bringing *Smart NAVI* to market, Sumitomo Forestry offers homeowners a way to reduce their electricity consumption and use energy more efficiently, contributing, meanwhile, to a more effective use of the Earth's resources and environmental conservation.

The HEMS employed by *Smart NAVI* is a standard feature of all houses equipped with a photovoltaic system made by Sharp Corporation. It uses a Sharp tablet terminal³ to display electricity use for each room and each home appliance connected to a plug-in electricity meter as well as the operating status of the photovoltaic system. In addition to its HEMS capabilities, the Sharp tablet can also be used to browse the Internet, use e-mail, record and play videos, listen to music, and download apps just like any other tablet device.

1. The dedicated tablet device only displays data it obtains from home appliances that are connected to a plug-in electricity meter and the photovoltaic system. It does not display any other electricity use within the house.
2. Primary components of the *Smart NAVI* monitoring system include plug-in electricity meters, a transponder, and a dedicated tablet device. The *Smart NAVI* system connects only to the dedicated tablet device.
3. Requires a broadband router and other peripheral equipment.

■ Product Overview

Name:	<i>Smart NAVI</i>
Launch date:	September 5, 2011
Sales area:	Nationwide (not including Okinawa Prefecture)
Construction:	Multi-balance, big-frame, and two-by-four construction homes
Body price:	From ¥580,000/3.3m ² (tax included)
Sales target for first fiscal year:	3,000 homes