

DOCKETED

Docket Number:	20-FDAS-01
Project Title:	Flexible Demand Appliance Standards
TN #:	236105
Document Title:	Presentation - Jacob Cassady Association of Home Appliance Manufacturers SB 49 Lead Commissioner Workshop December 14 2020
Description:	Presentation on connected appliances for flexible demand criteria, including an overview of the Connected Home concept.
Filer:	Messay Betru
Organization:	California Energy Commission
Submitter Role:	Commission Staff
Submission Date:	12/23/2020 8:56:25 AM
Docketed Date:	12/23/2020

Connected Appliances

Jacob Cassady
Director, Government Relations



Presentation Roadmap

- About AHAM
- Smart Appliance Historical Partnerships
- The Connected Home



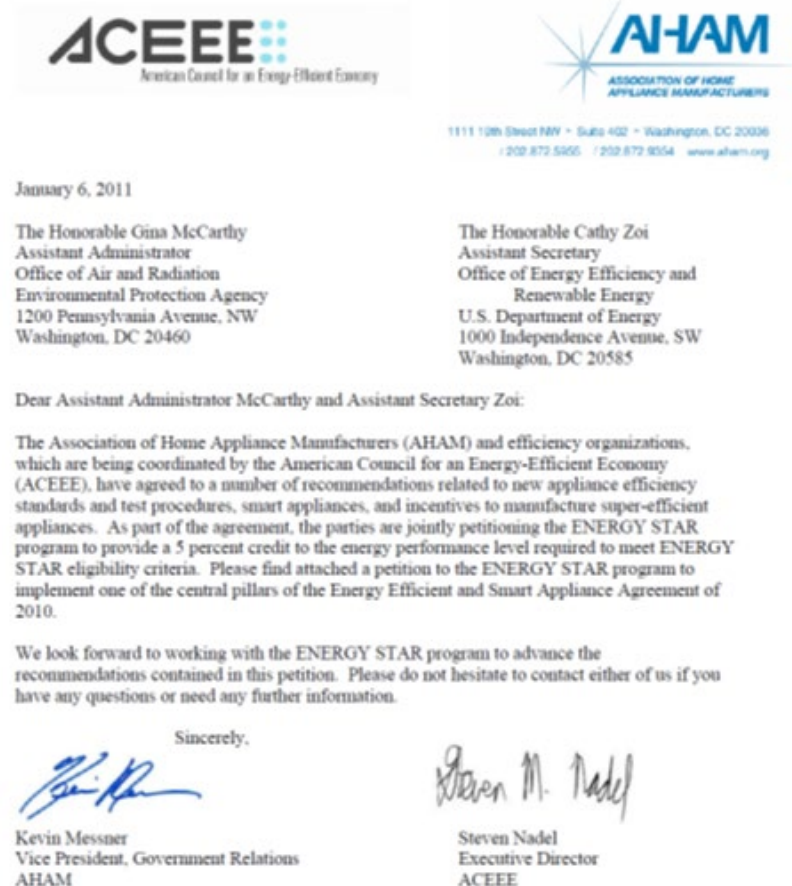
About AHAM

- Roots stretch back to 1915 when 60 clothes washer manufacturers formed the American Washing Machine Association
- In 1967 home appliance industry determined a single, unified organization would be stronger
- Today, AHAM represents manufacturers of major, portable, and floor care home appliances, and suppliers to the industry
- AHAM's membership includes over 150 companies throughout the world



Smart Appliance Partnerships

- Energy Efficient and Smart Appliance Agreement of 2010
- Supported by CEC & American Council for an Energy-Efficient Economy (ACEEE)
- Agreement included a petition to U.S. EPA & DOE which led to a 5% ENERGY STAR credit for connected appliances



Smart Appliance Partnerships

- Appliance industry remains committed to demand response-capable appliances
- Stakeholder engagement is vital
- All stakeholders hold the key to successful implementation of demand response technologies

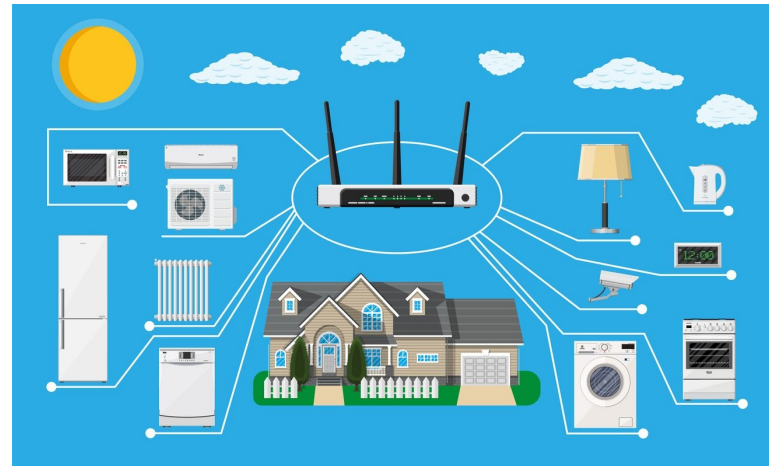


The Connected Home



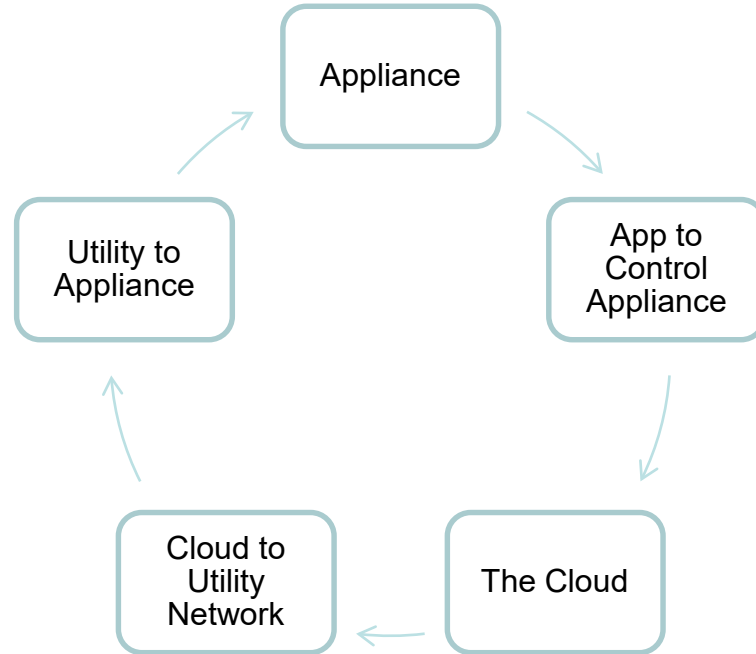
The Connected Home: Consumer Focused

- User Experience is Key
 - A product's functions must be functional
- Ease of Connections
 - Consumer to Appliance & Appliance to Electricity Source
- Innovative Solutions
 - Software updates to fix glitches and improve functionality



The Connected Home: Secured

- Multiple layers of security currently exist, reducing likelihood of success for a single hacker or hack



- On-premise connection vs cloud-based interconnection increases chances of successful hack



The Connected Home: A Variety of Options

- Like appliances themselves, flexible demand meters and consumer needs are not one size fits all



- Mandating a specific port technology risks consumers removing the module that is plugged into the port and difficult to install on appliances where aesthetics is important so locations can be problematic, i.e. behind a refrigerator or stove



The Connected Home: Cost Efficient

- Mandatory CTA-2045 port would require significant product changes that increase manufacturing costs
 - Cost increases impact lower income people the hardest
 - Increased likelihood to repair older less efficient products that are not connected
- Existing products and infrastructure provide cost efficiency and allow manufacturers to innovate



Conclusion

- Market alignment on a Wi-Fi and Cloud-based solution for appliances
- CTA-2045 may work for some but would stifle appliance innovations and be a step back for cybersecurity
- Appliance industry supports CEC's promotion of demand response-capable appliances
- CEC should support adoption of broad API standards that allow for manufacturer and appliance innovations and ensures security can be prioritized for the consumer



Thank you!

Jacob Cassady

Director, Government Relations

Association of Home Appliance Manufacturers (AHAM)

jcassady@aham.org

