

## press release

February 2014



*This release and image can be downloaded from:  
[www.nextstepmarketing.co.uk/press](http://www.nextstepmarketing.co.uk/press)*

### Online community for homeowners helps maximise the benefits of their solar PV installation

*A new partnership between British company 2 Save Energy Ltd and Tel Aviv based Generaytor helps homeowners make informed decisions about their solar PV installation and gain the maximum benefit from it.*

**25 February 2014** – A new partnership between British company 2 Save Energy Ltd and Tel Aviv based Generaytor will help homeowners make informed decisions about their solar PV installation and how to gain the maximum benefit from it.

2 Save Energy sell the award winning OWL Intuition-pv; described as the “smart way” to monitor solar PV installations, it helps homeowners gain real

time access to their household electricity consumption and solar generation data from any Internet connected PC, laptop, tablet or smartphone – from anywhere and anytime. The new partnership takes this to a new level by giving OWL Intuition-pv customers a free connection to the Generaytor solar community. Here they can team up with fellow solar homeowners from around the world to share data and knowledge, directly comparing solar performance and, importantly, learn how to exploit the full potential of their system.

Commenting on the collaboration, Paolo Tedone, VP Business Development and Co-Founder, Generaytor, said, “Existing and new OWL customers can now compare solar performance with other solar owners from around the world, helping them make energy-related financial decisions and gaining powerful insights brought to light by our solar community.”

David McTurk, Managing Director of 2 Save Energy, commented, “Through Generaytor, people worldwide are collaborating to spread solar knowledge and learn from other solar owners in a dynamic and fun way; many OWL customers have already begun interacting inside the Generaytor community, comparing production with fellow system owners and sharing record production days, green milestones, and giving and receiving advice on their own solar experience.”

2 Save Energy say that an estimated 90% of solar installations are unmonitored, which means homeowners have limited awareness of their system’s real potential or the knowledge necessary to gain more financial benefit from it, for example by verifying fair compensation for the solar energy they produce.

Homeowners that want to connect their existing solar system to the Generaytor solar community can visit: [www.generaytor.com](http://www.generaytor.com) and for more information on OWL Intuition-pv visit: [www.theowl.com](http://www.theowl.com).

Ends

### **Media Contacts:**

2 Save Energy Ltd: David McTurk **E:** dmcturk@theowl.com **T:** +44.1256.383430

Generaytor: Amit Rosner **E:** media@generaytor.com **T:** +972.54.250.4957

### **Notes to Editors**

#### About 2 Save Energy

2 Save Energy designs and manufactures the award winning OWL brand of energy monitors and cloud based monitoring and heating control products. OWL is recognised as the premium brand in the sector with 1.25 million units sold worldwide.

#### About Generaytor

Generaytor is an online community that helps people go solar. Generaytor's unique "try before you buy" solar shopping experience empowers people to make informed decisions. Potential savings with solar are simulated for a homeowner's roof, based on other nearby solar installations.