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Configura joins EMerge Alliance™

Organization promotes adoption of DC power distribution and use in commercial buildings

GRAND RAPIDS, MICH., USA—June 10, 2009—Configura Inc., maker of Best of NeoCon Gold Award-Winning CET Designer® software used by Haworth, Spacefile, Steelcase and Teknion dealers, has joined the EMerge Alliance™, bringing total membership to more than 40 organizations.

The EMerge Alliance is an open industry association established in 2008 to promote the rapid adoption of safe, low-voltage direct-current (DC) power distribution and use in commercial building interiors. DC provides new options to reduce energy usage. The EMerge standard will give commercial building owners a way to maximize room and floor reconfigurations and stop the cycle of one-time fixture and device use.

“Configura has joined the EMerge Alliance in a strategic relationship to help streamline incorporating DC power into commercial interior designs,” Configura CEO Johan Lyreborn said. “EMerge applications will have more flexibility to be reconfigured as a building’s (or an occupant’s) needs change. It’s the next logical progression toward sustainable buildings.”

Configura plans to work with EMerge members and their customers who need a simple tool to specify configurable lighting systems, ceilings, walls and floors, and related electrical devices and power infrastructure.

“We plan to build a generic tool with generic representative symbols— open for everyone to use — and, as requested, software that includes EMerge member companies’ specific products — just like we do for current customers Steelcase, Haworth, Spacefile and Teknion,” Configura Vice President Peter Brandinger said.

The benefits will include:

- Helping customers to conceptually visualize applications of the EMerge standard
- Promoting registered member products
- Assisting with effective sales and design processes for EMerge members
- Incorporating the intelligence of the standard in toolset
- Integrating with AutoCAD, Revit, ERP, and CRM

According to EMerge Alliance Chairman Brian Patterson, the growth in membership and significant progress in the development of the EMerge Standard brings the organization a step closer to its goal of increased flexibility, efficiency and sustainability in commercial buildings.

“We have nearly completed our first baseline standard that will integrate interior infrastructures, power, controls and a wide variety of peripheral devices, such as lighting, in a common platform,” said Patterson. “As we continue to grow our membership, adding leaders



like Configura to create standard-based sales and design tools brings essential support for future EMerge applications in the marketplace.”

Configura, which wrote the book *The Strength of PGC: Parametric Graphical Configuration*, has been developing PGC-based software since 1990 and leads in Europe and North America with configurable software solutions. The software is based on CET – Configura Extension Technology – a core software platform. Utility- and customer/product-specific Extensions are then created and “extended” onto the core platform.

The Configura CET Designer software integrates with AutoCAD as well as enterprise resource planning (ERP) and customer relationship management (CRM) systems. The software will also integrate with Autodesk’s Revit® through a new Extension launching this fall.

One of Configura’s clients, Steelcase, is also an EMerge member. Configura produces the CET Extension SmartTools powered by CET Designer®, software that helps Steelcase dealers design and specify office space.

EMerge demonstration at NeoCon – Booth 8-1094

A demonstration of the proposed EMerge standard will be on display at the NeoCon World’s Trade Fair 2009 at the Merchandise Mart in Chicago, June 15-17. The presentation, which will take place at the booth of EMerge Founding Member Armstrong Ceiling Systems (8-1094), includes a working model of a ceiling-based low-voltage DC system and provides insight into the EMerge vision to bring sustainability and savings to commercial buildings.

Configura also will be exhibiting at NeoCon (Booth 7-7046), along with other Alliance members Steelcase, Herman Miller/CONVIA and Kanepi Innovations.

Seminar at NeoCon on DC power

Several EMerge Alliance members are speaking on *DC Power from the Inside Out: Changing How We Design & Use Buildings* [T254] – see http://www.neocon.com/show_info/seminars.cfm.

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Configura Inc., a wholly owned subsidiary of Configura Sverige AB, is the market leader in Parametric Graphical Configuration technology. The company’s software products are used by more than 8,000 people in leading companies around the world. Configura’s mission is to set the industry standard in software tools for automating, simplifying and speeding the sales and order processes. Well-known brands in the European office furniture industry, such as Kinnarps and Martela, already use Configura software, as well as North American companies Haworth, Steelcase, Teknion, ProjectMatrix, Spacefile, Spacesaver, Borroughs and TAB. <http://www.configura.com/>

The **EMerge Alliance™** is an open industry association promoting the rapid adoption of safe, low-voltage DC power distribution and use in commercial interiors. EMerge is focused on developing a global standard that integrates interior infrastructures, power, controls and a wide variety of peripheral devices, such as lighting, in a common platform. Building owners can gain unprecedented design and space flexibility along with reduced energy usage and improved sustainability. Alliance membership is broad-based in nature, comprised of entities such as architects, interior and lighting designers, consultants, engineering firms, government and code groups, academic and industry groups, product manufacturers, and building owners. The Alliance is accepting new members interested in supporting the development and application of the EMerge Standard. For more information, please visit www.EMergeAlliance.org.



Facts about the EMerge Alliance

Source: www.emergealliance.org

Flexibility

The EMerge standard will bring unprecedented design and space flexibility. It will provide new options to reduce energy usage, along with improved sustainability. Commercial building interiors will never be the same when they begin delivering low-voltage DC power. EMerge will:

- Allow direct access to safe power (low voltage, DC)
- Make it easier to install lighting fixtures, sensors, and other devices
- Enable easy repurposing and reconfigurations without re-wiring
- Help future-proof a space for new technologies like LED lighting

Sustainability

The EMerge standard will give commercial building owners a way to maximize room and floor reconfigurations and stop the cycle of one-time fixture and device use. EMerge will promote green construction and facility management practices by enabling the use of simpler, reusable devices that can change as quickly as occupants' needs change. Its connection to on-site alternative power generation and use can reduce energy costs, and improve your building's environmental footprint. EMerge will:

- Promote interoperability through reuse of system devices that plug-and-play mobility and simplicity
- Promote sustainability with simpler system devices that have less materials (no AC-DC conversion components)
- Reduce energy consumption through state-of-the-art device controls and solid-state lighting
- Facilitate the direct connection and use of energy from solar, wind, or other alternative energy sources
- Provide improved energy efficiency through integrated load and source management

Savings

Optimizing reusable components with device interoperability is a mandate for an energy-constrained future. The economic and environmental benefits of eliminating one-time device use and enabling faster moves, adds, and changes by facility staff are clear. Using energy-



efficient devices that can immediately use power from on-site alternative energy sources like wind and solar will provide savings like never before. EMerge will:

- Significantly ease reconfiguration costs with plug and play capability to get buildings back in operation sooner
- Allow facility technicians to quickly and safely move or re-install fixtures and devices
- Offer backward and forward compatibility eliminating or dramatically reducing technology upgrade costs
- Optimize various types of electrical energy use to enable higher resolution control, metering and demand response