



What's Up At Acorn:

- [EQUITIES Magazine Features Interview with John Moore](#)
- [Get a Seat at Acorn's Table at the National Summit on Energy Security 2008](#)
- [Mercury is a worry...musings from Acorn Energy](#)
- [Coreworx — Putting the Band Back Together!](#)
- [Summer Conference Calendar](#)

EQUITIES Magazine Features Interview with John Moore

Following is an excerpt from [the interview](#).

"We need every electron we can get — our consumption of electricity is projected to climb 40% in the next 25 years — I believe that there is low-hanging fruit and high-hanging fruit. Many alternative energy technologies are important because we are investing to improve economies of scale with those assets. I don't think we should neglect the low-hanging fruit, which means improving existing infrastructure."

— John A. Moore

[» Read the Full Interview](#)

I think that we are going to see an influx of new investment in infrastructure, which is really important to this country.

— Commissioner Nora Brownell

Get a Seat at Acorn's Table at the National Summit on Energy Security 2008



July 16, 2008 — Washington D.C. Call 302-656-1707 to register.

2020 Vision is dedicated to solving global challenges where national security, energy and environment come together. The primary focus is on finding real solutions to America's dependence on fossil fuels as it impacts our security and economy.

John Moore, CEO of Acorn Energy will be presenting the keynote address at July's summit with Former Federal Energy Regulatory Commission (FERC) Commissioner Nora Brownell. Nominated under the Bush administration, Commissioner Brownell has strategic knowledge of demand side management, smart grids, bulk power systems, electric reliability and regulatory policies. Brownell now serves as a member of the Board of Directors of Comverge, an Acorn subsidiary. She co-chaired the first meeting of the EU/US regulators in 2000 to foster a transatlantic energy dialogue.

Visit 2020 Vision at www.2020vision.org for more information or call us to join the Acorn table.

Mercury is a worry...musings from Acorn Energy



Mercury is a worry. It's a neurotoxin, the stuff that drove hatters mad. There are two big ways in which humans create unnatural and dangerous mercury concentrations. We don't properly dispose of retired and broken electronics (many laptop computers and all compact fluorescent light bulbs contain potentially dangerous amounts of mercury), and we burn vast and increasing amounts of coal. Our recycling habits can and will improve in the near term: we

can change them with education, a small amount of capital allocated to rewarding people for properly disposing of their high mercury waste, and the creation of waste mining businesses.

Dealing with coal fired mercury pollution, however, might be a bit trickier. In the US, we generate more than half of our electricity by burning coal. In China, that percentage is higher and growing. Luckily, there are effective mercury removal and remediation solutions. The US government is poised to take a leadership role in legally mandating the elimination of mercury from coal emissions and 18 states have passed significant mercury removal laws. CoaLogix has acquired the worldwide rights to a technology that will not only remove mercury from coal plants, it will also remediate it, so that it is safe for future generations as well. The time to start deployment is now.

Nuts! Note

With China adding 1,000 megawatts a week and the renewed emphasis on environmental, Acorn subsidiary, [CoaLogix](#) expects the market for regeneration of catalyst and mercury removal to be at least as large as the United States.

Julia Davis Joins Acorn Team



Julia joins Acorn fresh from LaunchSquad where she played a key role in Acorn's press efforts. As Marketing Manager, Julia organizes our national press effort, industry conferences, and Acorn's upcoming blog. A native of Dexter, Michigan, Julia lives in San Francisco, staffing our one-person West Coast office. Julia studied psychology and marketing, loves Michigan cherries and believes Acorn is changing the world one company at a time.

Coreworx — Putting the Band Back Together!



The last time Acorn's Chief Strategy Officer Hal Davis and Coreworx CEO Ray Simonson got together to start a company they created the internet bill payment revolution and sold their company BlueGill for \$250 million to Checkfree. Acorn's CEO John Moore was the first angel investor in BlueGill and was determined that the next time Hal and Ray wanted to change the world that he would be ready with a much bigger checkbook. Together John, Hal and Ray are putting the band back together, building Acorn and its subsidiaries as they do. Other BlueGill veterans are on the road as Acorn and its management team continue to recruit talent from past successes.

This time the opportunity that Hal and Ray are targeting is a real pinch point in the energy sector. We are in a new era of the energy megaplant and that means we are building projects on a scale and with a level of complexity never attempted before. An example is as we have to go deeper to drill for oil the cost of a deep sea drilling rig is over \$2 billion. These projects also typically involve thousands of suppliers on several continents. The biggest challenge facing energy companies today is not capital or opportunity but stretching their people across unprecedented numbers, size and complexity of projects.

When design and construction engineers build a plant, they throw a lot of documents around. Contracts. Warranties. Instruction manuals etc. A deep water oil rig will involve over 10 million documents. In the world before Coreworx, those documents got stapled, bound, and gluesticked together, buried in cardboard boxes and filing cabinets, and trucked (literally heaved into the backs of 18-wheelers and hauled) from design offices to construction sites and back and back again. The Coreworx toolset eliminates the stapling and trucking. Every last document goes into the Coreworx system. Every last document gets organized in relation to all other documents. And every last document becomes instantly accessible from anywhere in the world. Speed. Efficiency. Intelligence. Fewer staples, fewer trucks and connection everywhere you need it.

And that is not all...Hal and Ray have really big ideas about how to connect the documents used to design the new megaplants to help better maintain and operate them.

Summer Conference Calendar



July 2008

- July 15–16 [Nuclear Fabrication Consortium](#)
Columbus, OH
- July 15–17 [Oil Sands and Heavy Oil Technologies Conference & Exhibition](#)
Calgary, Alberta, Canada
- July 16 [2008 National Summit on Energy Security](#)
Washington, DC
- July 22–24 [Nuclear Information Technology Strategic Leadership](#)
Seattle, WA
- July 22–24 [ASME Power](#)
Orlando, FL
- July 29–30 [Fuel Flexibility Strategies & Tactics for Coal Consumers](#)
Baltimore, MD

August 2008

- Aug 10–13 [Nuclear Information & Records Management Association \(NIRMA\) Conference](#)
Las Vegas, NV
- Aug 12–14 [28th Annual Global Growth Conference](#)
Boston, MA
- Aug 13–15 [Coal Gen](#)
Louisville, KY
- Aug 24–29 [E&P Project, Facilities and Construction Technologies That Will Make a Difference \(R & D Meets Reality\)](#)
Kananaskis, Alberta, Canada

Questions or Comments?

Please contact Christianna Miller
Tel: 302.656.1707

Email: cmiller@acornenergyinc.com

Copyright 2008 Acorn Energy Inc. All Rights Reserved