



CLIENT

The U.S. Department of Energy
Office of Electricity Delivery & Energy Reliability

PROJECT

The Smart Grid: An Introduction
48-page book on the state of our nation's electrical grid and the need for its modernization.

CHALLENGE

To convey to a wide range of stakeholders - in layman's terms - the absolute necessity of modernizing our nation's electric grid while it is running full-tilt by means of technologies, tools and techniques similar to those that gave rise to the internet.

SOLUTION

In tackling a topic rife with complexities, "The Smart Grid: An Introduction" keeps it simple, making it more accessible and meaningful to a broad audience which can perhaps speed Smart Grid adoption.

RESULTS

The good word is getting around. "The Smart Grid: An Introduction" was distributed to all attendees at GridWeek 2008 in Washington, DC. It has been posted on DOE's website. And thousands of additional copies have been requested by interested companies and individuals.

"As the Director of Smart Grid Task Force, we have plenty of work ahead of us. Litos Strategic Communication has helped us reach a key milestone in developing *The Smart Grid: An Introduction*."

Eric Lightner, U.S. Department of Energy,
Office of Electricity Delivery & Energy Reliability
Director, Smart Grid Task Force

