



---

For Immediate Release – Media Alert

---

## **Aircuity to Present on Achieving Net Zero Buildings through Superior Ventilation at the 2011 ASHRAE Annual Conference**

*Presentation to Focus on Best Practices in Safely Reducing Airflow to Significantly Improve Energy Efficiency in Labs*

**NEWTON, Mass. – June 22, 2011** – [Aircuity](#), the smart airside efficiency company, today announced details of its participation at the [2011 ASHRAE Annual Conference](#). Gordon Sharp, chairman and founder of Aircuity will be presenting in the seminar, “Are Net Zero Laboratories Even Possible, and if So How?” The session will provide attendees with best practices on how to leverage the latest technologies like Demand-Control Ventilation (DCV) to safely and cost effectively achieve net zero in laboratories. Joined by Paul Lemestre, P.E., Research Facilities Design, the session will also highlight a real-world case study of a large near net zero lab project in the United Arab Emirates. This year’s ASHRAE conference will be taking place June 25-29 in Montreal, Canada.

**WHO:** Gordon Sharp, Chairman and Founder, Aircuity

**WHAT:** As laboratory owners strive to build more and more energy-efficient laboratories, whether to achieve net zero buildings and campuses, or only to significantly reduce energy expenses, the most impactful approach for many labs is to reduce the volume of airflow moving through the building. In his presentation, “A Holistic Overview of Technologies and Strategies to Achieve Net Zero Labs,” Gordon Sharp will address the inherent challenges labs continue to face in trying to achieve net zero, and will provide best practices, leveraging multiple technologies like DCV, to show how labs can safely and cost-effectively achieve net zero, in the face of multiple building requirements and standards.

**WHEN:** The 2011ASHRAE Annual Conference will take place June 25-29, 2011 in Montreal, Canada. The “Are Net Zero Laboratories Even Possible, and if So How?” seminar is scheduled for Wednesday, June 29 from 9:45 a.m. – 10:45 a.m. in the Mont Royal room.

**WHERE:** The Hilton Montreal Bonaventure Hotel, Montreal, Canada

**HOW:** To register for the conference, please visit: <http://bit.ly/JDzbr>

For those interested in tracking news from the event, please follow @aircuity.

### **About Aircuity**

Aircuity is the smart airside efficiency company providing building owners with sustained energy savings through its intelligent measurement solutions. By combining real-time sensing and continuous analysis of indoor environments, the company has helped commercial, institutional and lab building owners lower operating costs, improve safety and become more energy efficient. Founded in 2000 and headquartered in Newton, MA, Aircuity’s solutions have benefitted organizations such as the University of Pennsylvania, Eli Lilly, Masdar City, the Bank of America Tower and the University of California-Irvine. For additional information on the company and its solutions, please visit: <http://www.aircuity.com>.

Media Contact:

###

Eleanor Crow

fama PR (for Aircuity)

Phone: 617-986-5018

E-mail: [aircuity@famapr.com](mailto:aircuity@famapr.com)