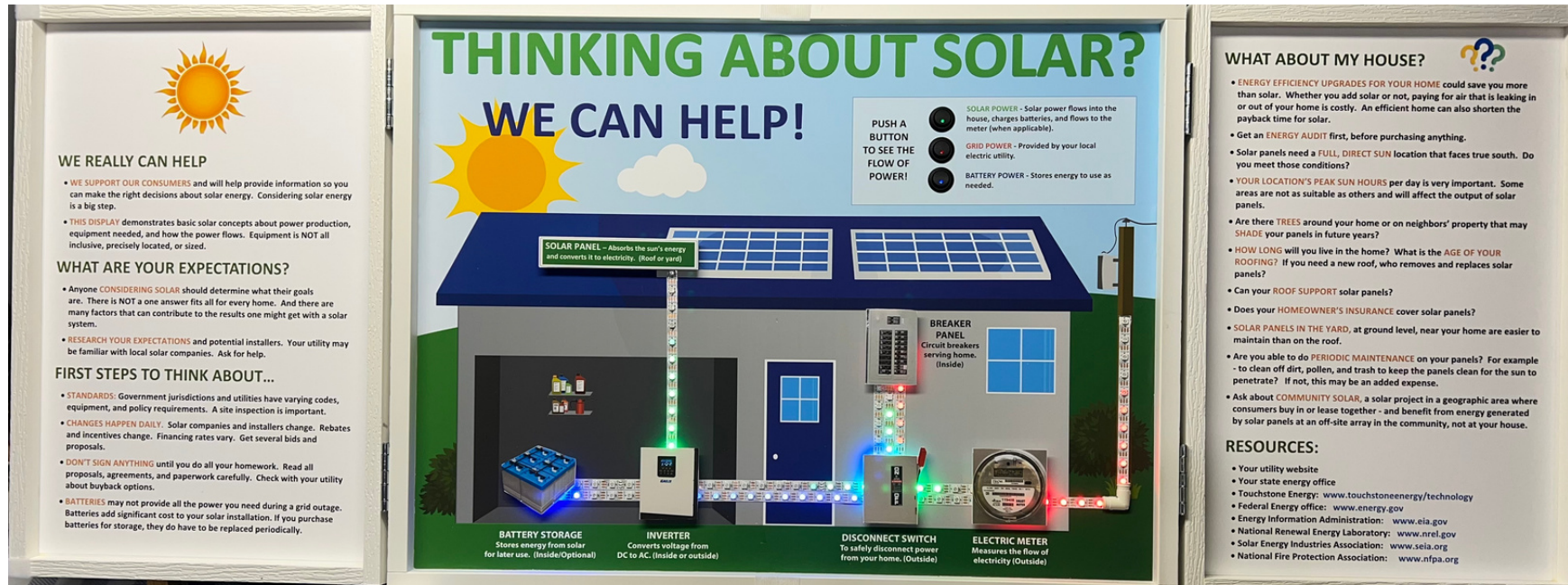


Energy Efficiency & Educational Displays

McKnight Associates



We CAN help our consumers!! Looking for something to better discuss solar when consumers ask questions? Something to use prior to them making a big mistake that wasn't what they expected – instead of afterwards when it's too late? Something that has a list of discussion topics that deserve thought before deciding?

After several years of research to design a practical display to help discuss the use of solar panels, it's finally available. It is designed to be neutral on solar - to be a conversation starter with consumers who may be THINKING ABOUT SOLAR. This display demonstrates basic solar concepts about power production, equipment needed, how the power flows and many other topics to consider. Equipment is NOT all-inclusive, precisely located, or sized.

- The center section is 22" x 29", similar to our other existing display modules. Overall with the panels open, the display is 22" x 58".
- It is very eye catching and pulls in an audience wherever used. Three control buttons at the top turn on colorful LED chasing lights – to show the flow of power at the house (Solar, Grid and Batteries). They can be displayed individually or all at the same time.
- A video is available on our website, or we can send it to you by email or text.
- The fold out panels are each 14.5" x 22" and serve as the cover when closed and also serve as extra space for information about solar – things to think about.
- The introductory price will be \$600. This display has a total of 1270 square inches of display area, compared to the existing modules which have just over 500 square inches.
- Some customization is possible at reasonable cost. Some who have purchased this display already have done edits such as replace the sun clip art on the top left panel with their company logo, and/or added more or less resource listings at the bottom right.

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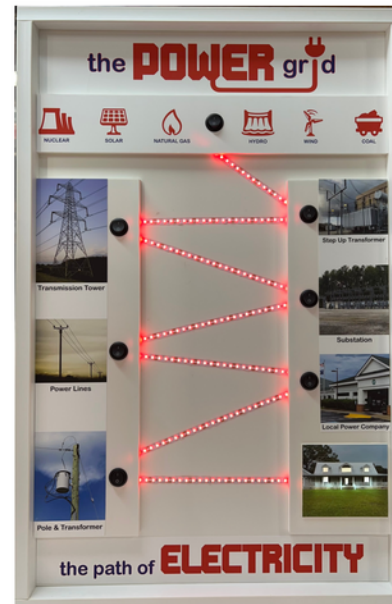
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ALL MODULES \$529 (EXCEPT SOLAR - \$600)



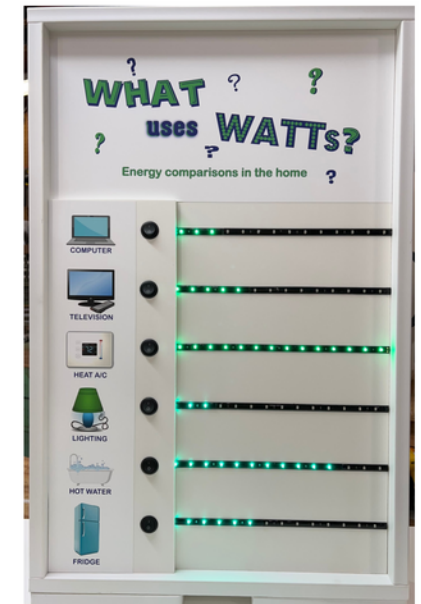
ENERGY USE ALL AROUND THE HOME

Multiple photo depictions of items in the home that use electricity. Each has a switch that lights up when flipped on by children or adults. When all switches are on, it's incredibly impressive how many different ways electricity is used in the home.



POWER GRID

Designed for kids, but adults can benefit, too. Shows the path electricity takes (LED light strips) from the generation source to the home. Demonstrates with switches at each point that when any part of the path is interrupted, your power goes out.



COMPARING ENERGY USE

Also designed for kids and adults. Compares six major power users in the home. Each switch illuminates a relative length on an LED strip. Kids and adults can guess which uses the most and then flip the switches to see.

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INSULATION COMPARISON

- Designed to demonstrate the effectiveness of various insulation types, and also to show the effect of infiltration through insulation.
- The module shows how fiberglass, foam, and cellulose insulation looks and indicates average cost.
- The R-Value labels indicate how well insulation resists the conduction of heat.
- Demonstrates how air movement in wall, floor, and ceiling penetrations allow conditioned air to exit by convection through some insulation.
- Proper sealing helps the insulation do its job and saves energy and money.



LIGHTING WATTAGE COMPARISON

- Designed to compare the wattage of incandescent bulbs versus CFL or LED bulbs.
- The module can accommodate up to four CFL and/or LED bulbs versus one Incandescent. Five bulbs are included.
- The watt meters clearly show that a combination of four CFL's or LED's can operate with less wattage than one incandescent bulb and furnish more than four times as much light (lumens).
- Bulbs can be easily exchanged to demonstrate various types, sizes and wattages.
- Each bulb is controlled by an individual switch to demonstrate the Wattage of each or the total of all four.



LIGHTING COLOR COMPARISON MODULE

- Designed to compare the color of various bulbs.
- The module accommodates three bulbs of any type.
- The bulbs and labeling demonstrate three colors (Kelvin temperature ranges) of bulbs: warm white, bright white, and daylight.
- A sample bulb label is shown to explain all the specifications included on bulb packaging (life, color, lumens, Wattage, etc.).
- Each bulb has an independent switch to demonstrate individual colors.

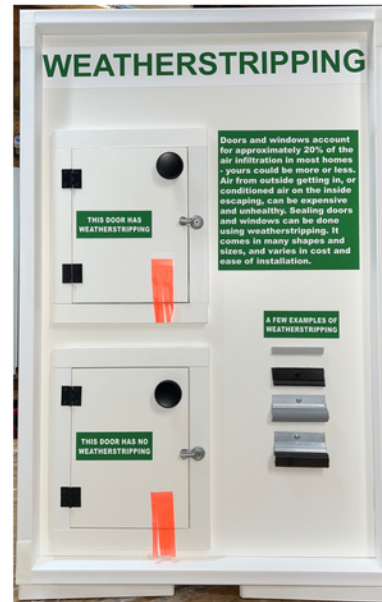
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WALL SECTION MODULE

- Designed to demonstrate what the inside of a wall looks like and proper methods of sealing against infiltration.
- This module is made to show what a typical wall cavity actually looks like and how wall penetrations should be sealed.
- A low-speed fan simulates an infiltration source to demonstrate how unsealed penetrations can allow infiltration into the walls and into or out of the home.
- Though all possible penetrations cannot be shown, the module clearly demonstrates that all penetrations should be checked for possible infiltration.



WEATHER STRIPPING

- Designed to show what happens when proper methods of sealing against infiltration are used or not used around doors.
- Two doors are used to demonstrate the effectiveness of weatherstripping. There is a properly sealed door at the top that you can open and observe proper weatherstripping (foam strips are used in the module but other kinds may be used). The bottom door has NO weatherstripping.
- There are flagging strips at the bottom of each door to demonstrate air movement through the doors when the fan is turned on with the switch on the back of the display.



DUCT SEALING

- Shows the effects of properly sealing a duct system. Air flows through a duct system with two take offs from a main trunk line.
- The top take off from the main supply is sealed with mastic and UL181 and the bottom one isn't.
- To demonstrate the difference between the sealed and unsealed "boots" on the side of the module, you can remove each register cover - and point out the difference between the sealed and unsealed boots.
- To demonstrate the difference between the sealed and unsealed ducts, turn the fan on and hold the fog generating device (included) near the seams on the sealed and unsealed take offs.

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BASEMENT WALL INSULATION

Shows with drawings and real products – several options on how to insulate a basement wall.

McKnight Associates is a utility consulting firm specializing in energy efficiency and customer service. We provide on-site employee training as well as custom-built educational displays that cover a wide range of consumer-oriented topics to all sectors of the utility industry.

Eddie McKnight, owner of McKnight Associates, LLC, is a 40+ year veteran of the electric industry. His experience ranges from the distribution level to national level organizations with specialization in the electric cooperative community. Additionally, Eddie has chaired two of Touchstone Energy's Advisory Committees during his career.

Through his extensive experience in serving cooperative members, McKnight Associates is able to offer products and training relevant to utilities of all sizes.



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