

Press Release

Agreement to develop pay-per-use for household appliances and experiment new forms of payment for electricity

Three companies join forces at the SMAU to present [Sm@rtUse](#)

Milan, October 19, 2000 – Merloni Elettrodomestici, Enel Distribuzione and WRAP, a company formed as a result of a spin off effected by Merloni Elettrodomestici, are to conduct joint experiments regarding new uses and forms of payment for electricity as applied to household appliances.

The three companies are working on the creation of a pay-per-use system for household appliances that will allow users to be charged on the basis of effective usage. Users would no longer buy appliances but each single wash, including the cost of electricity and other additional services.

The SMAU will see Merloni Elettrodomestici, Enel Distribuzione and Wrap present [Sm@rtUse](#), the first concrete example of the rational use of electricity applied to the new Ariston Digital range of “intelligent” household appliances.

Thanks to the Smart Adapter, a device created by WRAP, it will be possible to measure the quantity of electricity consumed by any household appliance, whether digital or otherwise. The information will be available to the consumer, who will be more aware of how much they use their appliances. The figures regarding consumption may be transmitted over the electricity network, through which it will be possible to activate or deactivate the appliance.

[Sm@rtUse](#) will enable the development of new forms of payment for the products and services offered, such as prepaid cards, which are already in widespread use among mobile phone users.

Pay-per-use will be just one of the new opportunities offered by the technology devised by WRAP and Enel Distribuzione. The electricity network will give consumers access to innovative information, communication and household appliance management services.

“Merloni Elettrodomestici and Enel Distribuzione share a common vision of the future potential of services offered to households,” declared Andrea Guerra, Managing Director of Merloni Elettrodomestici. “We are certain that the intelligent management of consumption and the offer of new services can be combined under a common strategy.”

“Electricity becomes intelligent,” stated Guglielmo Gandino, Enel Distribuzione’s Marketing and Commercial Director. “This is just the first step towards responding to the needs of customers, who expect increasingly personalized services capable of satisfying their everyday requirements. The joint venture between Enel Distribuzione and Merloni Elettrodomestici is ahead of its time.”

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