

Meet GenSys Blue.



Smart energy for a blue planet.





## GenSys® Blue changes everything.

What is GenSys Blue? Simply stated, it is the future of mass-market, residential fuel cell systems. GenSys Blue utilizes high-temperature PEM technology to produce high-quality, usable heat and hot water—and electricity—in amounts well suited for residential and light commercial applications. It works in parallel with the grid to support the electrical load of the home.

Heat, hot water, and electricity. It all adds up to significant savings for the consumer—20%-40% off the total yearly utility bill—ensuring a practical payback on the capital and operating expense of the system. And that's before you consider the environmental benefits. With GenSys Blue, the carbon footprint of the home is considerably less than with furnaces and boilers, while the efficiency of the system drives a significant decrease in overall demand for grid power and the pollution that it generates.

## Technology that fits right in.

Nine years and five generations of research, development and testing have produced a high-temperature PEM system, which can meet the residential combined heat and power requirements that low-temperature PEM systems can't. Because GenSys Blue operates at 160°-180°C, it's completely compatible with existing home heating systems—working seamlessly with radiant, forced air or baseboard hot water. It just hooks right in.





## We keep it simple.

GenSys Blue's reliability and durability are in line with the incumbent technologies. Unlike low-temperature systems, the BASF-produced MEA is tolerant of a wide range of impurities in the reformat stream, which simplifies the fuel reforming process. Also, water management has been eliminated; that means no humidifier, water pump, tanks, valves or purification system. In addition, heat exchangers are smaller and more efficient. The result? A very dependable and simple system.

## Designed to be better.

Plug Power's nine-year commitment to the GenSys Blue program leverages considerable European and US field experience with earlier systems. By developing a high-temperature PEM fuel cell, Plug Power has solved an energy puzzle. With the technology now ready for product refinement, the next three years will offer an exciting opportunity for Plug Power's utility and industry partners to influence the final product specifications, ensuring that GenSys Blue will deliver on its promise for the mass consumer residential market.

## GenSys Blue. Smart. Efficient. Ready.

**Consumer Savings**—20%-40% reduction in home energy costs.

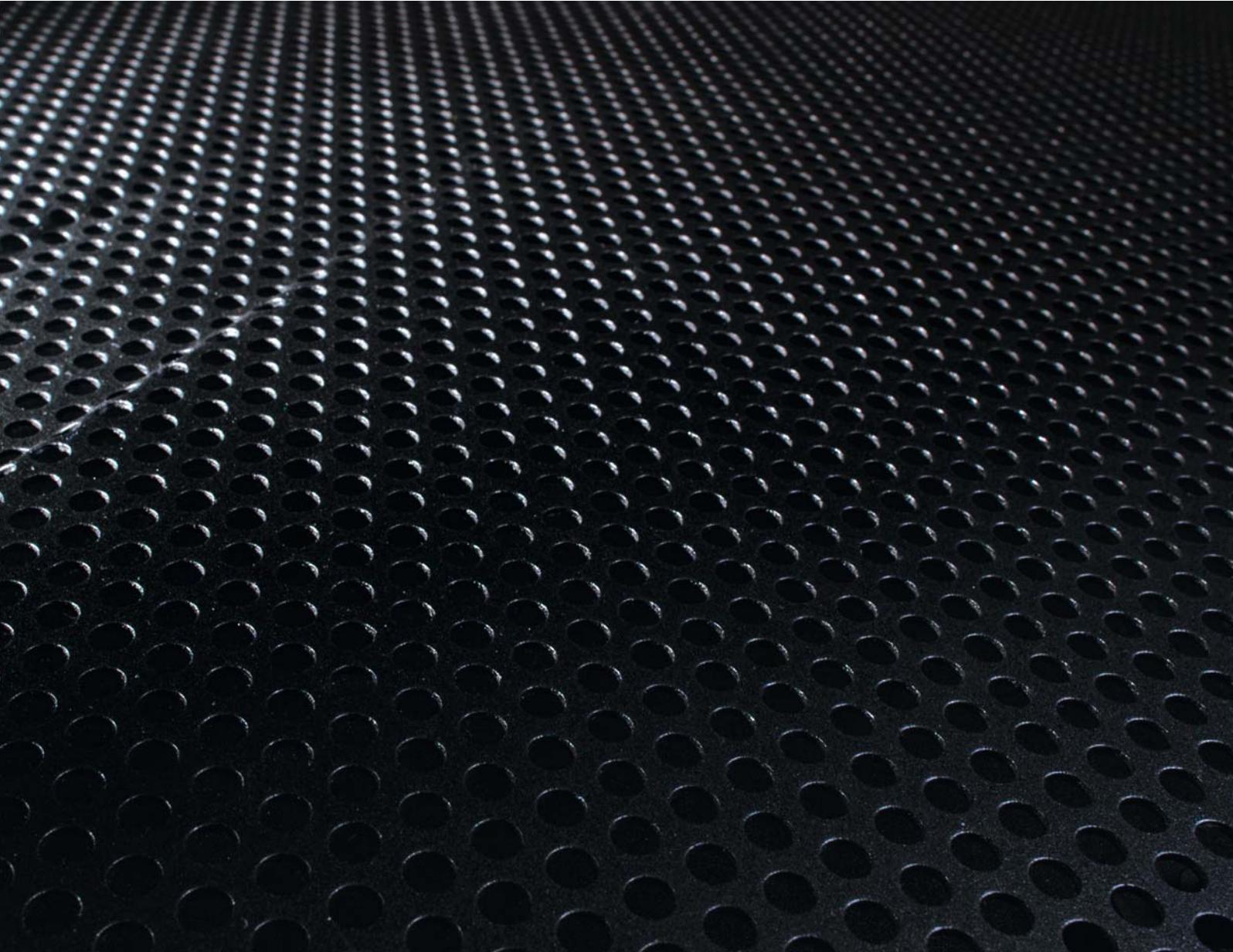
**Scalable**—Easily configured to the specific thermal and electrical demands of individual users.

**Compatible**—Easily integrates with radiant, forced air and baseboard hot water.

**Carbon Footprint**—Higher efficiency and ultra-low emissions—15%-25% reduction in home CO<sub>2</sub> emissions—compared with incumbent technology.

**Fast Start-up**—Integrated peak heater ensures comfortable heat on demand.





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