



St. Croix Institute for Sustainable Community Development • 143 Regional Development Institute • (715) 425-3479 • Fax (715) 425-4479

April 21, 2014

Re: STARS Innovation Credit Letter: MAMAC Systems – UWRF National Demonstration Project

Dear STARS Review Committee,

I am writing to reinforce the innovation credit value of the MAMAC Systems National Demonstration Pilot Project currently in process on the UW-River Falls campus.

This project demonstrates the disruptive technology and financial value in building performance dashboard systems. The MAMAC Systems, Maverick line of web-enabled appliances that provide real-time data (energy, water, carbon, and other contexts), to building occupants without BacNet protocol is revolutionary. It is also revolutionary in that it provides a highly adaptable and affordable user interface for the sake of influencing informed choices (i.e. behavioral change), around resource use, consumer and institutional utility costs, and contribution to environmental management objectives.

The Maverick line of appliances and its graphics interface (besides relative ease of installation), require no third party contracts, or software licensing beyond initial purchase. The new system and graphics being developed in cooperation with UW-River Falls, provides an alternative to the national industry leaders in dashboard systems for pennies on the dollar.

As a collaborative partner in the project, I am more than happy to answer questions or concerns you might have.

Sincerely,

Kelly D. Cain, PhD  
Director, St. Croix Institute for Sustainable Community Development  
Professor, Environmental Science & Management