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Marathon Introduces “[smartgrid.systems](#)”

Las Vegas, Nevada, January 4, 2016 – Marathon Laundry Machines is a Silicon Valley startup opening up new frontiers in home energy use and the smart grid.

Marathon is working with industry experts and seeking to develop working partnerships with hand-picked utilities: Pacific Gas & Electric, Commonwealth Edison, Kansas City Power & Light and Austin Energy – four progressive utilities selected for their commitment to the advancement of the smart grid and efforts towards overall energy reduction.

To complement its innovative laundry machine, Marathon is building a server cluster called **smartgrid.systems** that serves a clearinghouse for transactions between home and business power loads and the existing brokers for electrical power grid supply.

Marathon Founder and engineer Glenn Reid said, “The smart grid is a real-time conversation between supply and demand. So far it’s not particularly real-time, and it’s not a conversation. We intend to show the way to more dynamic load shifting in home appliances.”

Marathon is the first major appliance to have the smarts built in to truly negotiate start times and load balancing in real time, or within the 4-minute window that the power grid allows. Rather than just using electricity “off peak”, it uses API calls to servers on [smartgrid.systems](#) to report loads and run times, ask for windows to power up, and offer multiple energy use profiles.

Marathon is committed to engineering its machines with an energy conscious mindset. The company recognizes that truly functional smart grid communications allow the machines to perform more than just real-time pricing negotiations. For example, a Marathon will utilize its capabilities to store and analyze data and can even take into account weather patterns to understand the impact on your home energy usage to project future costs of energy.

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About Marathon Laundry Machines

Marathon is a startup in Silicon Valley bringing high technology to the laundry industry. The Marathon laundry machine both washes and dries your clothes, has a sophisticated touchscreen interface, and incorporates big data and smart algorithms into the hum-drum world of home laundry.

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