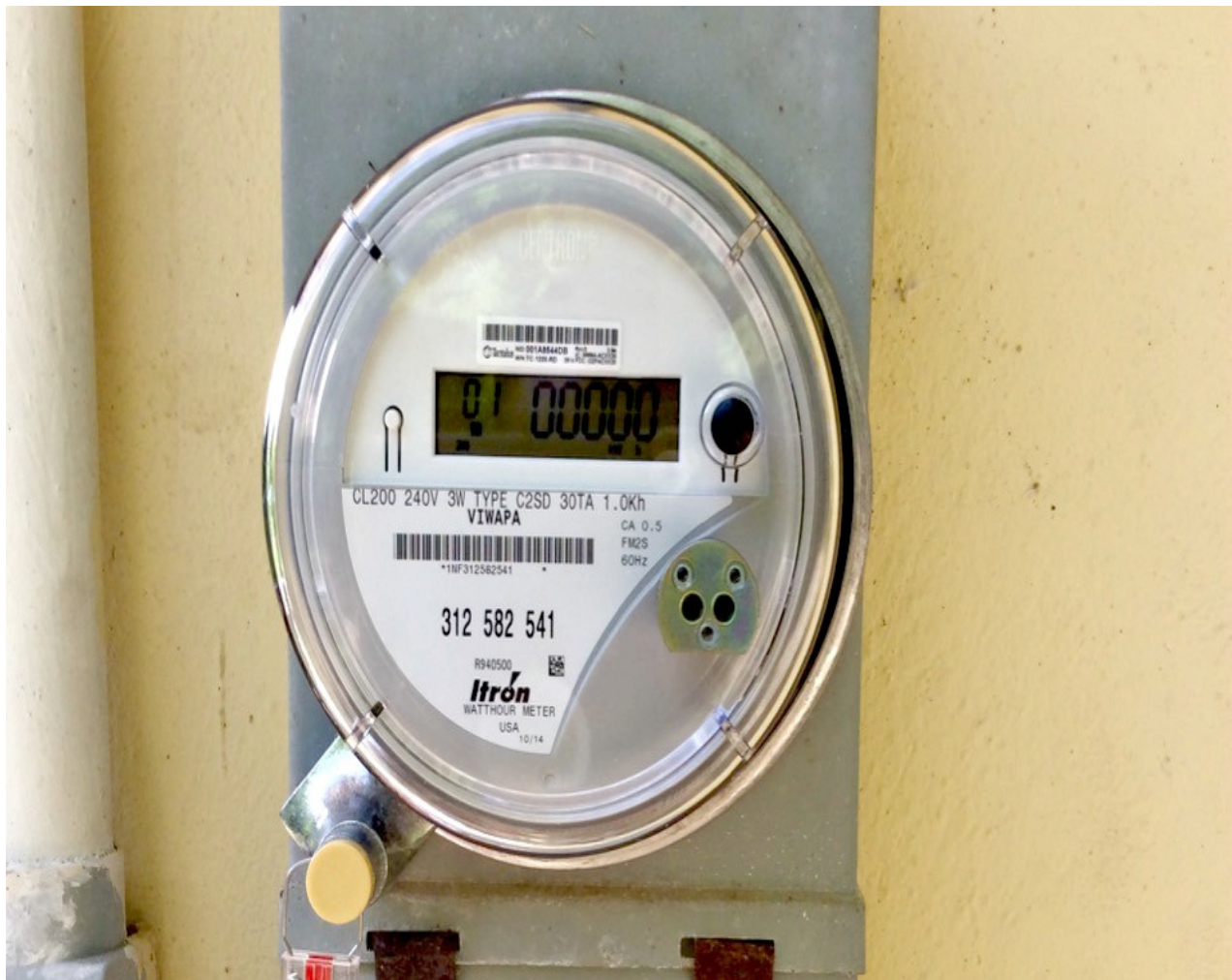


The Virgin Islands Consortium

W.A.P.A. Launches Campaign To Promote Benefits Of New Meters

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ST. CROIX -- The Virgin Islands Water and Power Authority this week launched a public messaging campaign to increase awareness of the benefits of W.A.P.A.'s new Smart Meter electrical consumption device. The territory-wide, multi-media campaign, according to a press release issued on Thursday, will run through mid-summer.

Print and on-line ads introduce and tout the benefits of the new smart meters. A broadcast and cinema commercial features a customer's first-hand introduction to WAPA's new Smart Meter.

“For the past year, the Water and Power Authority has been updating the technology used to calculate residential and commercial electrical consumption,” said W.A.P.A. Interim Executive Director Julio Rhymer. “In addition to making the public aware that we have implemented a new system, the advertising campaign provides our residential and commercial customers with the facts about the new smart meters and their overall benefits: accuracy, reliability and convenience.”

Mr. Rhymer noted that the smart meters are one component of [automated metering infrastructure](#) which is being implemented at WAPA.

“The smart meters have proven successful in other jurisdictions specifically as it regards their ability to bring about increased efficiency to the system. The meters facilitate accurate meter reading from WAPA’s offices and allows our customer service representatives real time customer account information,” he said.

When the [system is completed](#), customers will have the ability to control their consumption methods and costs by monitoring the real-time energy usage in their homes and businesses, according to the release. The system, Mr. Rhymer added, will reduce meter tampering, quickly identify faults and lays the foundation for the full implementation of a smart electric grid.

“The Authority is especially pleased that the recently installed technology now places the territory on par with communities on the mainland and around the world. Additional benefits of the new smart meters will be introduced to the Authority’s customers as various other facets of the Automated Metering Infrastructure are brought on line,” Mr. Rhymer said.