

# Futuristic Digital Homes Burden Power Grid

## *Generac offers a safety net for the new standard of technological households*

(NAPSA)—It's not the year 2062, but Jetson-esque, digital homes have become a residential building standard (think automated controls and home theater systems). Digitally updated homes are dependent on a reliable power grid, along with our modern digital lifestyle.

Realizing our “futuristic” amenities are only as good as the electricity that powers them, Generac, a leading manufacturer of generators, has a solution. Home standby generators turn on automatically the moment the power goes out, meaning the digital comforts of home will continue to work even during a power outage.

### **Digital Dependence On The Rise**

- **More electrical appliances:** Consumers enjoy an increasing number of electrical appliances with each passing year, but power quality has been declining steadily since the 1990s. Along with the higher frequency and severity of storms and hurricanes, the digital luxuries that consumers rely on (even for simple daily tasks) are increasingly vulnerable to damage that can render them useless.

- **Digital building trends:** 2015 building trends show that homes today are outfitted with advanced technology the moment the foundation is poured. According to the U.S. Census Bureau, homes built in the 2000s have more amenities and security features than ever before.

- **Staycations with all the amenities:** With the rising popularity of the “staycation,” families are investing in media rooms and home theaters, which are often wired and installed as the home is built. Automated controls and smartphone monitoring are the new standard for entertainment, lighting and appliance operation. Even modern home health care, like chairlifts and heart monitors, is becoming a design standard—especially for homes built for retiring couples and aging families.



### **A standby generator can help keep your digital home humming.**

- **Increased household energy consumption:** Energy consumption of household appliances has nearly doubled between 1978 and 2005, and the energy demand of the home itself has increased 25 percent. The majority of homes built in the 2000s have higher than average ceilings and average 2,465 square feet. Eighty-nine percent of those homes also have central air. That's a lot of space to cool—and a lot of energy to burn.

### **The Solution**

Many new homes are so advanced and reliant on power that the aging and vulnerable power grid is struggling to support them. Home standby generators are the solution to guaranteeing power reliability when power is the crutch that daily life rests on. Generators should be a natural consideration for home builders and consumers building, designing and living in digital homes.

Generac's home standby generators offer advanced protection for digital homes. They kick on within seconds of a power outage and can be wired to power a few appliances or the whole house. Remote monitoring is now standard on all models, and 2015 models are quieter and require less maintenance, so homeowners can protect their homes despite any outside power disruptions.

The use of technology is guaranteed to grow, and power consumption will rise along with it. Investing in home standby generators ensures the power will continue, uninterrupted, so digital homes won't be a thing of the past.