

INNOVATIVE UK COMPANY INTRODUCES ENERGY -GENERATING FLOORING TO THE U.S.

New York to get the first look at flooring system that creates energy from footsteps

NEW YORK, 19th September 2016, Pavegen, the British clean-tech company intent on changing the world by generating energy from something as simple as your footsteps, is celebrating the launch of its revolutionary flooring technology, known as V3, in the WeWork office in Chelsea, New York alongside the Mayor of London.

The multi-functional V3 system has evolved into a bespoke flooring solution that provides multiple options to integrate renewable energy production into today's urban spaces that are starving for sustainable options. The technology works through the transformation of kinetic energy from people's footsteps into electricity through electro-magnetic induction. It is designed to seamlessly integrate into public spaces with high foot traffic, including retail and transport hubs. This can become a feasible solution for our smart cities, which grows at a rate of 1.5 million people globally every single week.

Pavegen's unique triangular design, high durability and ease for deployment, maximises energy output and data capture. With the development of a bespoke high-spec LED matrix using 90% efficient drivers, Pavegen powers lighting entirely through foot traffic. As well as contributing to increased sustainability within the urban space, the technology can also improve public safety with a 'Walk to Light' application, which illuminates your path while you walk.

CEO and Founder of Pavegen Laurence Kembell-Cook, said:

"Expanding into the USA is not only a huge step for Pavegen, but also for the renewable energy sector - spreading the importance of sustainability across the globe and providing with electricity when and where it is needed. Our technology allows people to fully interact with cleantech and influence others to convert to cleaner methods of energy generation."

With a vision of reaching a greater environmental goal all over the world, Pavegen aims to involve communities and people from all walks of life with the importance of renewable energy. Additionally, its features around illumination can aid cities in their attempt to curb violent crimes and have a positive impact on communities throughout the U.S. The unique combination of floor, energy and data contributes to the idea that Pavegen will pioneer the Smart Cities revolution, whilst also promoting the need for clean energy sources in cities all over the globe.

Pavegen is one of the only renewable energy technologies to utilise people as power stations, by harnessing their footsteps as a valuable resource. The engagement factor of Pavegen technology is what makes it unique, with its ability to make sustainability fun and educational. There is an automatic feedback response, it is their own energy generated to power lights and their footfall data collected to build rich information on movement patterns within the specific location. The everyday action of a footstep can contribute to solving the most important environmental issues challenging the world today.

NOTES TO EDITOR

ABOUT PAVEGEN

Pavegen is a pioneering clean-tech company, headquartered in London, aiming to redefine sustainability in the built environment. It is the invention of Laurence Kemball-Cook, 30, an industrial design engineer and graduate of Loughborough University. The CEO and founder of Pavegen developed the concept in 2009, whilst researching kinetic off-grid energy solutions in environments where low-carbon technologies like solar and wind are not practical.

Pavegen tiles can be used in both indoor and outdoor locations and work best where there is high footfall such as retail and transport hubs. The technology is integrated, discreetly, into the existing environment, underfoot. In 7 years, Pavegen has delivered over 100 commercial projects worldwide for some of the biggest global brands, including: Shell, Adidas, Coca Cola, Sunglass Hut, Schneider Electric, Samsung and Harrods to name a few. Working with celebrities such as [Will.I.Am](#), Akon and football legend Pelé, Pavegen has made a name on the global agenda.

To learn more, visit www.pavegen.com

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