



For Immediate Release

For more information, contact:
Mark A. Indovina, COO
Tenrehte Technologies, Inc.
585.466.4882
info@tenrehte.com

**TENREHTE CEO & TED FELLOW
JENNIFER M. INDOVINA
PRESENTS TED TALK AT TEDXFLOURCITY 2012**

RocCity 2.0: Jennifer Indovina at TEDxFlourCity!

ROCHESTER, NY USA – June 01, 2012 – Tenrehte Technologies, a leading producer of wireless energy efficiency products, is pleased to announce that CEO Jennifer M. Indovina was selected to present her TED Talk, RocCity 2.0, at TEDxFlourCity 2012 in Rochester, NY USA.

A TEDx event, such as TEDxFlourCity, is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level and in the spirit of TED’s mission, “Ideas Worth Spreading”. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

The theme of TEDxFlourCity 2012 is “Where Ideas Rise”, and the goal of the conference a providing a forum for people to share what inspires them, but also to inspire others and to form connections that might enable great ideas to come to fruition.

“We are absolutely thrilled for our CEO to be selected to speak at TEDxFlourCity,” said Mark Indovina, COO of Tenrehte. “The RocCity 2.0 organization, which is not politically affiliated, and is motivated only by the notion that we must act now to embrace our future, seeks to leverage the wealth of creative and energetic potential in the greater Rochester area to envision a new city for a new generation of people. This is an idea Jennifer and Tenrehte is passionate about sharing,” said Mark Indovina, COO of Tenrehte.

Details about TEDxFlourCity 2012 are available on the [TEDxFlourCity Website](#).

About Tenrehte

Tenrehte Technologies, Inc. produces solutions to enable wireless connectivity in smart grid devices, ultimately improving people's lives and saving them money. Tenrehte creates products that will empower consumers to take a more active role in the grid, eliminate wasted energy costs and reduce their carbon footprint. The company is headquartered in Rochester, NY USA. More information can be found at www.tenrehte.com.

About TEDxFlourCity

TEDxFlourCity 2012 will be held Saturday, June 9th from 9am to 5pm at the Rochester Academy of Medicine. The theme for the conference is "Where Ideas Rise". Additional information can be found at www.tedxflourcity.com.

About TED

TED is a nonprofit organization devoted to "Ideas Worth Spreading". Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. More information can be found at www.ted.com.

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