



SXSW ECO
400 Bowie Street
Austin, Texas 78702

512.467.7979
sxsweco.com



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Contact:
Raphael Carty
CEO Callida Energy
raphael@callidaenergy.com

Callida Energy Selected to Present at SXSW Eco in Startup Showcase Competition.

September 28, 2015, NEW YORK, NY - Callida Energy, commercial building energy optimization solution provider, was selected as a finalist in the Energy category of SXSW Eco's entrepreneurial pitch competition, the Startup Showcase, taking place on October 5-7, 2015 at the Austin Convention Center in Austin, TX.

The Startup Showcase, now in its fourth year, is a rapid-fire pitch competition spotlighting innovative early stage companies in the areas of Energy, Internet of Things + Software, Reuse + Recycling, Social Impact, Supply Chain + Product Innovation, Water and International Innovations. Finalists in these categories were selected out of a pool of hundreds of applicants from around the world and will compete at SXSW Eco in front of a live audience and panel of Judges from companies such as of Target, Shell GameChangers, Kleiner Perkins Caufield & Byers, AMD, GE Energy Ventures and the United Nations Foundation. In the past three years, participating companies have gone on to raise close to \$40M in funding and acquire global brands as clients. For a complete list of SXSW Eco Startup presenters, visit the following site:
<http://sxsweco.com/program/startup-showcase/finalists>

SXSW Eco features a diverse range of programming and events around the following themes: Cities, Energy + Water, Policy, Corporate Social Responsibility, Communications, Design and Startup Central. The SXSW Eco 2015 schedule is now live and can be viewed at sxsweco.com/schedule.

“We are excited to be speaking at SXSW Eco 2015 to share how Callida is reinventing the way commercial buildings work,” said Raphael Carty, Callida Energy CEO. “Our solution helps facilities cut carbon emissions and energy costs while creating a comfortable, healthy workplace.”

About Callida Energy

Callida Energy is reinventing the way buildings work for everyone - occupants, Facility Management and Sustainability. Callida's learning software delivers optimal building control strategies based on unique facility needs, automatically. Callida was founded by software and building energy experts who are passionate about improving sustainability and efficiency in buildings.



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“Each year, we are honored to spotlight the startups offering the most innovative new solutions to our social and environmental challenges,” said Carolyn Harrold, SXSW Eco Head of Programming. “This year’s finalists are the most promising yet, and we look forward to the excitement they will bring to the conference and the change they will drive in the coming year.”

About SXSW Eco

SXSW Eco creates a space for business leaders, investors, innovators and designers to advance solutions that drive economic, environmental and social change. In its fifth year, the conference will feature collaborative events to facilitate direct connections, as well as focused panel sessions and exciting competitions that will introduce attendees to transformative products, technologies and ideas. Through provocative programming, strategic alliances and global participation, SXSW Eco supports the communities creating a positive impact. sxsweco.com

SXSW Eco 2015 is sponsored by the Austin Chronicle, Austin Energy, Austin Technology Incubator, Biomimicry 3.8, Biomimicry Institute, Bloomberg BNA, the City of Austin Resource Recovery, Direct Energy, Energy Thought Summit (ETS), Timberland, XPRIZE and City of Austin Resource Recovery.