



# Rockefeller Group

*The  
Rockefeller  
Group*

*"We are very proud to be one of the first companies in New York City to receive such a large rebate from Con Edison."*

—Kevin R. Hackett, President & CEO,  
Rockefeller Group

## Opportunity

For eight decades, the Rockefeller Group has engaged in some of the most significant real estate endeavors in the U.S.—beginning with the development of the Rockefeller Center business and entertainment complex. The Group counts sustainable development and energy management as integral to its core mission. In 2011, the Rockefeller Group wanted to dramatically reduce energy consumption in Rockefeller Center Building, 1271 Avenue of the Americas—The Time-Life Building—and sought a cutting-edge energy optimization solution to achieve this goal.

## Solution

The Rockefeller Group partnered with LVI Energy to choose an energy optimization provider. LVI Energy selected the OptiCx® platform and OptimumLOOP® to holistically optimize the central chiller plant of the Time-Life Building. The OptiCx platform, which also optimizes boiler and airside HVAC sub-systems, constantly monitors and dynamically tunes the building's chiller plant; the solution automatically and continuously adjusts operating parameters to dynamically reduce energy draw, while maintaining occupant comfort and delivering steep energy savings.

## Results

Projected emission reductions total nearly 3,000 tons of CO<sub>2</sub> annually—the equivalent of taking more than 550 cars off the road. As a result of implementing the solution, Con Edison awarded the Rockefeller Group a rebate of \$557,370. Con Edison's Energy Efficiency Program Manager, David Pospisil, is "extremely happy" with the outcome of the Rockefeller Group project and encourages more customers to take advantage of incentives. The efficiencies attained with the Optimum Energy solution helped enable the Rockefeller Group to receive LEED-EB certification for 1271 Avenue of the Americas.

## ABOUT OPTIMUM ENERGY

Optimum Energy provides a proven solution that delivers significant and sustained efficiency gains of up to 50% in HVAC systems. The OptiCx® platform combines technologically advanced HVAC optimization software with world-class expertise in system design and operations. It's a proven, systematic, and scalable approach that reduces resource usage—water, electricity, and people—while providing detailed insights into how building systems operate in real time. The result is vastly improved operating efficiency, which further increases savings, and importantly reduces overall carbon emissions. For more information please visit [optimumenergyco.com](http://optimumenergyco.com).