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## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **First Choice Power, Stellar Launch 3-D TelePresence in Texas**

*Revolutionary 3-D customer experience kiosk sells electricity in Mesquite mall via transmitted live agent*

IRVING, TEXAS (Jan. 5, 2012) – Three Dallas-area companies are partnering to provide customers a new, easy, and let’s face it, very cool way to fulfill a very basic need – turning on the electricity.

[First Choice Power](#) is expanding its customer outreach to include an innovative technology from [TelePresence Tech](#) that allows visitors to Town East Mall in Mesquite, Texas, to talk to a live agent to enroll for electricity service. The technology connects mall goers, via face-to-face live video, with customer service representatives at [Stellar](#), a contact center company based in Irving, Texas.

The enrollment kiosk will be available during mall hours and is located in the center of Town East Mall near the interior entrance to J.C. Penney.

The 3-D TelePresence Kiosk and transmission technology are provided by TelePresence Tech, the world leader in 3-D TelePresence, based in Plano, Texas.

“This is a revolutionary customer outreach solution,” said Duffie White, CEO of TelePresence Tech. “First Choice Power is the first electricity company to reach out to customers by transmitting their agents in the 3-D setting of a kiosk. Most importantly, the customers experience a true sense of presence by talking to the agent face-to-face, in life-size format.”

While the patented TelePresence technology has been used for corporate communications in 25 countries, Stellar is the first in North America to implement the solution in a public customer services application.

“We see the potential of extending our capabilities beyond traditional audio contact center services to offer personal face-to-face customer sales and support services through 3-D TelePresence,” said Peter Trowbridge, CEO of Stellar. “We are breaking new ground that could revolutionize our contact center industry.”

The 3-D TelePresence Kiosk is poised to gain significant international exposure as it will be featured at the Alcatel-Lucent and Verizon Wireless booths at the International Consumer Electronics Show 2012, Jan. 10-13, in Las Vegas.

Rather than physically placing a single agent in a shopping mall to promote electricity services, the 3-D Kiosk becomes a portal to all the available company agents. The network architecture by TelePresence Tech has the capability of switching video connections to the next available agent, or to an agent speaking a different language.

“We know that choosing an electricity provider can be intimidating, and we want to change that by incorporating technology like 3-D TelePresence to allow customers to have the personal connection of a face-to-face conversation,” said Will Huffman, director of customer experience for First Choice Power. “We are excited to partner on this innovative communications solution as First Choice Power, Stellar and TelePresence Tech share the value of putting the customer first and providing a superior enrollment experience for Texans.”

#### **About Stellar**

As a global expert in Managed Customer Relationships, Stellar provides quality customer interactions for leading global brands. Stellar U.S., based in Irving, Texas, is a division of Stellar Global, a privately owned company employing 5,000+ people across 14 locations, managing over 300 million customer interactions each year. Its offerings range from front office services, such as Customer Service Support, Sales and Information, to automated back office support services and solutions. For more information, visit [www.StellarBPO.com](http://www.StellarBPO.com).

#### **About Telepresence**

TelePresence Tech has patented 3-D TelePresence technology that they have refined to develop and manufacture a wide range of products, including the 4G Kiosk. TelePresence Tech products are currently in operation in 25 countries around the world. The company is based in Plano, Texas, in their 200,000 sq. ft. manufacturing facility. For more information see [www.TelePresenceTech.com](http://www.TelePresenceTech.com). For an insight into the future of 3-D Kiosks see [www.TelePresenceCenter.com](http://www.TelePresenceCenter.com)

#### **About First Choice Power**

First Choice Power is a part of the Direct Energy family of companies, one of North America’s largest energy and energy-related services providers with over 6 million residential and commercial relationships. Direct Energy with its First Choice Power, CPL Retail Energy and WTU Retail Energy brands, is the third-largest retail electricity provider in Texas. It owns three power generation facilities and a series of energy related services companies. First Choice Power provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE:CAN), one of the world’s leading integrated energy companies, Direct Energy operates in 46 states and 10 provinces in Canada. For more information, visit [www.FirstChoicePower.com](http://www.FirstChoicePower.com). Keep up to date on the latest energy news and join the conversation by following us on Twitter @firstchoicepwr, Facebook [facebook.com/FirstChoicePower](https://facebook.com/FirstChoicePower) or The Current blog, <http://www.firstchoicepower.com/blog>.

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