

# EERE NATIONAL LAB IMPACT SUMMIT



MAY 4, 2016  
GOLDEN, COLORADO

DR. RALPH T. MUEHLEISEN



# SonicIQ - Evolution of The Value

**Acoustic Building Infiltration Measurement System (ABIMS)**  
 Ralph T. Muehleisen, Argonne National Laboratory + Illinois Institute of Technology

**Technology/Approach Summary**

- ABIMS will measure infiltration on building envelope sections, before enclosure construction is complete
- ABIMS will quantify infiltration in many more building types than pressurization tests
- ABIMS will increase compliance rates with building energy codes, especially higher efficiency energy codes

**Technology/Approach Impact**

**Annual Savings Potential**

**Proposed Targets**

Metric	State of the Art	Proposed
Compliance rate with building energy efficiency code	Uncorrected air leaks limit code compliance to about 75% of buildings	Reduction of leaks enabled by ABIMS raises compliance to 90% of buildings

M&V; 2-Year Project; \$525K

DOE Proposal

## What is SonicIQ?

SonicIQ helps building air leakage testing by providing value-added testing insights and increasing compliance rates.

**Our customers are building air leakage testers who face obstacles and limitations in completing infrared testing options.**

**We solve these problems by:**

- Delivering a new testing technology using sound
- Expanding new business potential by allowing a new testing method
  - When buildings are occupied or during all parts of the day
  - During all seasons of the year
  - On parts of a building in isolation.

SonicIQ - Argonne National Laboratory

Mid Lab-Corps

## THE PROBLEM:

### for Building Air Leak Testers

## THE SOLUTION:

### SonicIQ

- Testing can be done anytime & anywhere
- Better data and insights
- Sell more testing jobs & reduce utility bills

**Benefits**

Post Lab-Corps



# How has Lab-Corps changed my

- Using Lab-Corps methods as part of T2M in my proposals
- New relationships within Argonne
- New relationships with industry

W

## Go-To-Market Strategy

### 1. Beta Test & Early Adopters

- Field test with influencers & target customers
- Convert some field test partners to early adopter customers

### 2. Marketing

- Thought leadership
- Trade shows
- Industry events
- Website
- Case studies
- Webinars
- Digital marketing
- Placement on industry websites

### 3. Specs & Codes

- Utility companies
- Architects/MEP/Consultants
- Inclusion in air leak testing building codes & standards

## Commercialization Timeline

### Phased Commercialization

Phase 1: Specialty Air Leak Testers  
Bldg forensics, Historic Bldg. Auditors,  
Contractors for Hospitals and Labs  
Phase 2: General Construction (QA/QC),  
Envelope Commissioners, and Military  
Phase 3: Residential



