

# **EES North America 2019: Where Electrical Energy Storage Stole the Spotlight**

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Remember 2019? Back when "Baby Shark" haunted every parent's dreams and avocado toast still dominated brunch menus? While most of us were debating TikTok trends, energy nerds were having their own viral moment at EES North America 2019 Electrical Energy Storage conference. Spoiler alert: lithium-ion batteries became the Beyonc? of this show - everyone wanted a piece.

### **Why EES 2019 Was the Coachella of Energy Storage**

The San Diego Convention Center transformed into a playground for grid-scale dreams that November. With 150+ exhibitors and 5,000+ attendees, this wasn't your uncle's boring energy symposium. Think Burning Man meets MIT lab - complete with battery-powered beer coolers (true story).

### **3 Game-Changing Tech Trends That Emerged**

The "Swiss Army Knife" Battery: Tesla's 1.2MWh Powerpack installation demo could power 500 homes... or charge 20,000 iPhones simultaneously

Vanadium Flow Batteries 2.0: StorEnTech's new design cut costs by 40% - basically the Tesla Model 3 moment for flow batteries

AI-Powered Storage: Fluence's new software could predict grid demand better than your local weatherman forecasts rain

### **Real-World Wins: When Theory Met Parking Lots**

California's infamous rolling blackouts became the conference's running joke - and prime case study material. AES Corporation shared how their 100MW Alamitos system saved enough energy during peak hours to power every In-N-Out Burger grill in Southern California (priorities, right?).

"Our storage systems prevented 12 potential blackouts last summer - that's 12 fewer times I had to explain to my kids why Fortnite servers crashed." - AES Project Lead, Panel Discussion

### **The Numbers That Made CFOs Smile**

Utility-scale storage costs dropped to \$187/kWh (down 76% since 2012)

New tax credit extensions created a 200% ROI bump for commercial installations

85% of attendees reported planning storage projects within 18 months

### **Startups vs Giants: Storage Wars 2019 Edition**

The exhibit hall felt like a tech version of "Shark Tank." In one corner: GE's massive turbine display. In the

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other: a plucky startup demoing bamboo-based batteries (yes, really). The crowd favorite? A German company's battery-powered espresso cart that never ran out of caffeine - revolutionary in more ways than one.

### **Policy Talk That Actually Stayed Interesting**

When FERC Chair Neil Chatterjee compared energy storage regulations to "herding cats on Red Bull," you knew this wasn't typical bureaucrat-speak. The big reveal? New rules allowing storage assets to compete in wholesale markets - essentially creating an energy storage Olympics.

### **What We Almost Missed in the Hype**

Between flashy battery demos and free charger giveaways, few noticed the quiet revolution in thermal storage. Malta Inc's "reverse fridge" technology (storing energy as heat and cold) could potentially outlast every lithium battery in the room. As one engineer joked: "It's like discovering your grandma's casserole recipe beats molecular gastronomy."

As sun set on the Pacific-themed networking party (complete with battery-powered tiki torches), conversations turned to 2020 predictions. Little did we know a global pandemic would soon change everything - but that's a story for another conference. For now, the energy storage genie was out of the bottle, and nobody wanted to put it back.

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