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FOR IMMEDIATE RELEASE

**SUSTAINABLE MANAGEMENT OF BUILDINGS  
USING MASHUPS:  
ADOBE SYSTEMS' USE OF  
INTEGRATED BUILDING INTERFACE SYSTEM (IBIS)**

*at the  
Luce Hall Auditorium 34 Hillhouse Ave  
Lecture 4:30-6:00PM, November 18<sup>th</sup> 2008*

Sponsored by the Industrial Environmental Management Program  
Yale School of Forestry and Environmental Studies

**4:30 - 6:00 p.m., Luce Hall Auditorium, 34 Hillhouse Avenue  
Free and Open to the Public**

Mr. George Denise, Global Account Manager for Cushman & Wakefield, will speak at the Yale University School of Forestry & Environmental Studies on Tuesday, November 18th, at 4.30 p.m. in Luce Hall Auditorium, 34 Hillhouse Avenue. His talk, entitled "*Sustainable Management of Buildings Using Mashups: Adobe Systems' Use of Integrated Building Interface System (IBIS)*," is sponsored by the Industrial Environmental Management (IEM) Program.

The talk is part of the 2008/2009 IEM Speaker Series sponsored by the Yale IEM Program. In its 19th year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year's lecture series explores Web 2.0 and its use in environmental management.

Web 2.0, applications of Internet technology that rely on interconnectivity and interactivity of web-delivered content—especially user-supplied content—include Wikipedia, Facebook, [del.icio.us](http://del.icio.us) and Second Life. Mashups, the subject of this talk, are [web applications](#) that combine data from more than one source into a single integrated tool.

Adobe, the well-known software company, Cushman & Wakefield, a leading global real estate services firm in the U.S. and Integrated Building Interface System (IBIS) partnered to develop a mashup to manage the environmental systems in Adobe's headquarters buildings.

IBIS has now been commissioned to expand this system to Adobe's properties worldwide. Other organizations, including E-Bay, Symantec, and the City of San Jose, have commissioned IBIS to develop similar systems for them.

George Denise provides facility management services for Adobe Systems Incorporated. Mr. Denise was instrumental in the certification of five Adobe headquarters buildings as green buildings through the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program, four at the platinum or highest level achievable. Adobe's West Tower was the first building certified at the platinum level in the permanent LEED for Existing Buildings program, and Adobe is the only organization in the world with four buildings certified at the platinum level.

The IEM Lecture Series is supported by the Joel Omura Kurihara Fund. For more information about the lecture series, please contact Melanie Quigley, program coordinator, at 203.432.6953 or [Melanie.quigley@yale.edu](mailto:Melanie.quigley@yale.edu).

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