

PRESS / MEDIA BRIEFING

THE GRID IS HALF-BUILT

**Electricity demand is exploding.
Most of it still cannot answer.**

Infrastructure Orchestration Core and the Missing Physical Operating Layer Beneath Ordinary Demand

**The next electricity crisis is not only a shortage of supply.
It is a shortage of governable demand.**

By Mehdi Doorandish

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HOW TO USE THIS BRIEFING

The story before the technical mountain.

This packet is designed for editors, reporters, podcast hosts, documentary researchers, conference organizers, and first institutional readers.

READING RULE

Use the story to recognize the category. Use the proof boundary to verify what has already crossed into matter.

IOC is larger than one lighting product, one property problem, one grid program, or one software platform. This briefing gives the shortest accurate path from the electricity crisis to the missing physical layer, the proof doorway, and the deeper reading routes.

Frame. Verify. Route.

CATEGORY	A common physical operating grammar for continuing responsibilities beneath ordinary demand.
PUBLIC PROOF DOORWAY	8600 Glenoaks: 256 common-area and exterior fixtures; more than 50% reported energy reduction; 2024 DOE Integrated Lighting Campaign recognition.
CURRENT PUBLICATION SYSTEM	Twelve books, including Book I - The Participating Building and Book J - The Steward Heart, plus Proof, Start Here, the White Paper, and free institutional introductions.

Copy-ready one-sentence frame: **IOC gives ordinary building demand a way to answer - not only be commanded.**

WHY THIS STORY MATTERS NOW

The electricity era is accelerating faster than ordinary demand can organize itself.

The figures below are external electricity context, not evidence of IOC performance.

9.5-15.3% Potential U.S. electricity share used by data centers in 2030 Berkeley Lab's 2025 update gives an 11.8% reference case and a 9.5%-15.3% range. Berkeley Lab - 2025 Update	420+ TWh Additional U.S. electricity use forecast over 2026-2030 IEA expects data centers to create about half of the increase, with cooling, heat pumps, industry, and EVs adding more. IEA - Electricity 2026 Demand
224 GW Forecast North American summer peak-demand growth over ten years NERC says resource-adequacy risks are intensifying and new data centers account for most of the projected increase. NERC - Long-Term Reliability	52,940 MW California ISO 2030 median-probability peak forecast CAISO projects peak demand rising from above 46,844 MW in 2026 while integrating major new generation and storage. California ISO - 2026 Assessment

The press question is not whether more generation, transmission, storage, efficiency, and charging infrastructure are needed. They are. The deeper question is whether the rest of the demand field can remain a blunt meter curve while the electricity system enters a period of historic growth.

THE EXTRAORDINARY IOC INSIGHT

Supply became a system. Demand remained a crowd.

The modern electricity architecture is powerful above ordinary demand and thin at the point where physical responsibility becomes real.

SUPPLY	Generation, transmission, storage, markets, balancing, protection, and dispatch
COORDINATE	Utilities, VPPs, DERMS, demand-response programs, portfolios, and operators
COMMUNICATE	OpenADR, APIs, networks, gateways, meters, and cloud platforms
OPTIMIZE	BMS/BAS, EMS, analytics, AI, schedules, and device controllers
MISSING IOC LAYER	Persistent physical identity, served purpose, lawful authority, differentiated answer, refusal, local continuity, restoration, memory, and proof
PHYSICAL WORLD	Lighting, cooling, ventilation, irrigation, charging, pumps, access, recovery, water, and ordinary equipment

The grid sees one meter. The building contains many responsibilities.

IOC restores physical meaning without requiring unlike responsibilities to become identical or surrender their local right to refuse.

THE PARTICIPATING BUILDING CAN ANSWER

A building is not one load. It is a society of physical responsibilities.

The breakthrough is not merely that loads can be changed. It is that each continuing responsibility can declare present capability truthfully and remain accountable after the event.

GARAGE LIGHTING I can reduce through approved stages and preserve a safe floor. Partial participation replaces blind binary shutoff.	VENTILATION I can participate only while air, equipment, and safety conditions permit. Present conditions can change the lawful answer.
EV CHARGING I can pause, sequence, or move later - but I still owe energy by a deadline. Timing becomes a governed obligation.	IRRIGATION I can honor the complete schedule locally even when the internet disappears. Local continuity preserves the property responsibility.
ACCESS / PROTECTED SERVICE I must remain available, so I refuse this request. Refusal is truthful participation when the served purpose requires protection.	RECOVERY DEVICE I interrupted the faulted equipment, restored it, and verified whether service returned. The event closes with evidence, not merely a command.

The truthful answer may be yes, smaller yes, later, alternative, recovery, monitor-only, or no with cause.

HOW IOC WORKS

Identify - Govern - Answer - Continue and Restore - Prove

IOC does not require one distant intelligence to command every device continuously. It places enough meaning and lawful judgment at the physical boundary for local participation without fragility.

01	IDENTIFY	Know which responsibility exists, where it belongs, what it serves, and what history belongs to it.
02	GOVERN	Place authority, present condition, dynamic criticality, limits, timing, and stop conditions.
03	ANSWER	Act fully, reduce, delay, sequence, offer an alternative, recover, monitor, or refuse.
04	CONTINUE + RESTORE	Operate locally through disconnection and return normal service in the correct order.
05	PROVE	Record what happened, why, for how long, what restored, and what result followed.

PLAIN-LANGUAGE DISTINCTION

Control sends an instruction. Governance establishes a lawful operating relationship.

The question is not only whether something can be switched. It is what the responsibility is, what it serves, who may act, what present conditions allow, whether it must refuse, how it continues, how it restores, and what proof returns.

WHAT IOC IS - AND IS NOT

Existing systems keep their strengths. IOC governs the physical responsibility beneath them.

The category should not be flattened into another smart device, dashboard, AI optimizer, or demand-response program.

LAYER	MAIN JOB	WHAT IT CONTRIBUTES
UTILITY / VPP / DERMS	Coordinate	Resources, programs, markets, portfolios, events, and wider grid conditions.
OPENADR / APIS / NETWORKS	Communicate	Requests, information, state, and communications among systems.
BMS / EMS / AI	Analyze and optimize	Scheduling, prediction, supervision, analytics, and improved operation.
CONTROLLERS / VFDS / DEVICES	Execute	Physical mechanisms within their designed functions.
IOC	Govern and complete	Identity, purpose, authority, limits, refusal, continuity, restoration, memory, and proof.

A conservation alert is not an operating system.

A broad request does not reveal which responsibility is eligible, what must refuse, how long participation can continue, or how normal operation should return.

PROOF BEFORE SCALE

One field result supports the first claim. It does not certify the entire future.

IOC keeps measured proof, calculated estimates, avoided cost, qualitative improvement, and projected value in separate evidence categories.

PUBLIC PROOF ANCHOR

8600 Glenoaks

- Los Angeles multifamily building
- 256 common-area and exterior fixtures
- Circuit-level lighting control
- More than 50% reported energy reduction
- 2024 DOE Integrated Lighting Campaign recognition
- Project partner: Smart Light Management

Official DOE/ILC recognition page

MEASURED Directly observed result

Recorded from the deployed boundary, meter, controller, operating history, or agreed baseline.

ESTIMATED Calculated result

Derived from ratings, schedules, samples, tariffs, baselines, or stated operating assumptions.

AVOIDED Prevented cost or friction

Truck rolls, excess runtime, repeat diagnosis, interruption, emergency response, or other prevented consequences.

QUALITATIVE Operational improvement

Visibility, continuity, accountability, recovery, easier management, or reduced dependence on scattered human memory.

PROJECTED Future possibility

Potential value across additional properties, portfolios, utilities, water systems, cities, or institutions not yet independently demonstrated.

The lighting wedge proves that the first governed boundary crossed from recognition into matter. Wider cross-resource, utility, city, and institutional fields remain evidence-gated.

THE PHYSICAL AND INSTITUTIONAL COMPLETION

Book I enters the building. Book J reveals the heart required around the grammar.

The two newest books show why a common physical layer needs both a lived building architecture and a durable institution around it.

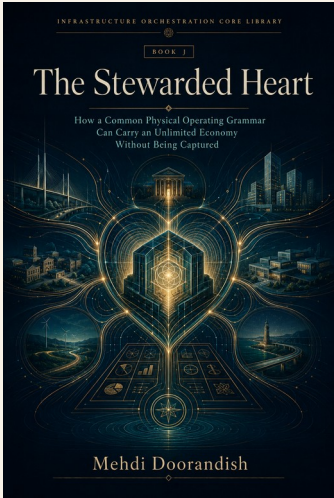


BOOK I - THE PARTICIPATING BUILDING

The physical interior of IOC

One operating day inside a composite building where lighting, ventilation, irrigation, charging, pumps, access, recovery, and other duties receive identity, served purpose, authority, refusal, continuity, restoration, memory, and proof.

\$12 [View book](#)



BOOK J - THE STEWARDRED HEART

The institutional exterior of IOC

The Stewardred Core, IOC Platform Institution, and Distributed Economic Field held together so capital, companies, institutions, manufacturers, workers, and entrepreneurs can create value without capturing the grammar.

\$15 [View book](#)

Book I shows the society of responsibilities inside the building. Book J shows the society of institutions required around the grammar.

The complete IOC Library now contains twelve deliberate books and 930 pages.

[View the Book I + J Pair](#)

EDITORIAL AND DOCUMENTARY ANGLES

IOC is one missing layer visible through several crises.

Different outlets can enter through different doors without changing the underlying architecture.

AI AND THE GRID The demand explosion is exposing an architecture gap. Why more supply is necessary but ordinary demand still needs a coherent way to answer.	HEAT WAVES AND RESILIENCE A conservation alert is not an operating system. What changes when local responsibilities can declare present capability, protect critical service, participate partially, and restore in order.
EV CHARGING AND ELECTRIFICATION The challenge is not only charger count. Governed timing, energy obligations, deadlines, sequencing, local constraints, and recovery.	BUILDINGS AND REAL ESTATE The meter hides a society of responsibilities. Recurring waste, reset calls, irrigation, cooling, lighting, charging, NOI, and portfolio memory.
WATER AND FIELD WORK The same absence appears beyond electricity. Zones, valves, pumps, weather holds, local schedules, contractors, office visibility, and proof.	CAPITAL AND STEWARDSHIP Can a common grammar scale without being captured? The protected Core, strong Platform Institution, open economic field, and capital as participant rather than sovereign.

Suggested headline frames

The Next Electricity Crisis May Be a Shortage of Governable Demand	Supply Became a System. Demand Remained a Crowd.
The Grid Sees One Meter. The Building Contains Many Responsibilities.	A Conservation Alert Is Not an Operating System.
AI Is Forcing the Grid to Confront the Demand Side It Never Organized.	Can an Infrastructure Grammar Scale Without Being Captured?

FOUNDER, COMPANY, IP, AND PUBLIC RECORD

Mehdi Doorandish

Founder, originator, architect, inventor, author, field deployer, and current steward of Infrastructure Orchestration Core.

FOUNDER BIO Mehdi Doorandish is the originator and architect of Infrastructure Orchestration Core, the author of its twelve-book public architecture, and the inventor behind its first patented lighting and circuit-management foundation. The work emerged from direct exposure to drifting timers, lighting waste, fragmented controls, manual resets, irrigation gaps, weak connectivity, delayed evidence, and physical systems that depended on scattered human memory. He built the first physical nodes, created the firmware and operating logic, deployed them in real properties, established measured savings and recurring service, secured the first issued patent, developed the broader patent-pending architecture, and translated the field recognition into the governed-boundary, participating-building, First Domino, Platform Institution, and Steward Heart frameworks. Executives, investors, manufacturers, institutions, and field participants may become powerful contributors. Their participation does not make them the authors or sovereigns of the common grammar.	OPERATING COMPANY Smart Light Management, Inc. ISSUED PATENT U.S. Patent No. 11,825,583 B1 BROADER ARCHITECTURE Infrastructure Orchestration Core - patent pending PUBLIC PROOF 8600 Glenoaks - 256 fixtures - more than 50% reported reduction - DOE/ILC 2024 recognition CURRENT LIBRARY Twelve books - 930 pages PUBLIC WEBSITE infrastructureorchestrationcore.com MEDIA CONTACT contact@internetofcircuits.com
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Fortunes may be built on IOC. The IOC grammar itself is not for sale.

ONE-PAGE SUMMARY FOR EDITORS

The electricity story is changing. The demand side still needs a language.

Use this page as the final editorial map, then route to the exact source depth required by the assignment.

HEADLINE FRAME	Electricity demand is exploding. Most of it still cannot answer.
WHY IT MATTERS	AI data centers, cooling, heat pumps, EVs, electrification, and extreme heat are accelerating electricity demand while ordinary buildings remain operationally blunt beneath the meter.
WHAT IS NEW	IOC defines a common physical operating grammar for continuing responsibilities: identity, served purpose, authority, dynamic criticality, differentiated response, refusal, local continuity, restoration, memory, and proof.
WHAT IS ALREADY REAL	The public lighting anchor at 8600 Glenoaks applied circuit-level control to 256 fixtures, reported more than 50% energy reduction, and received 2024 DOE Integrated Lighting Campaign recognition.
WHAT REMAINS DEVELOPING	Cross-resource buildings, irrigation and water forms, EV sequencing, ventilation, utility-visible fields, cities, the Platform Institution, and wider institutional validation require their own evidence.
WHY THE STORY TRAVELS	It begins with a drifting timer in a utility closet and expands into AI, the grid, buildings, water, EVs, property value, work, capital, and civilizational infrastructure.

MEDIA ROUTES

FASTEST ORIENTATION	MECHANISM	EVIDENCE
Start Here	How IOC Works	Proof
LIVED BUILDING	INSTITUTIONAL INTRO	COMPLETE ARCHITECTURE
Book I	Book J - Free Introduction	IOC Library

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This briefing provides media background, not electrical, legal, regulatory, financial, investment, safety, engineering, utility, or site-specific advice. Current electricity-demand statistics are external context and not evidence of IOC performance. Patent status, publication, recognition, measured proof, developing embodiments, and proposed institutional value remain separate claim categories.