

# e-Radio Sets The Stage For Coast-to-Coast Transcontinental SmartGrid Communications Network

## ***e-Radio Enables FM-RDS Technology To Reach Over 300 Million People And Their Devices In Two Countries In About Two Seconds***

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### **Media Release**

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Ottawa, Ontario – e-Radio Inc. today had the rare honor of being invited to "the hill" in Ottawa to present a media event and real-time demonstration of its FM radio-based smart communications solutions ideally suited to the energy and automotive sectors. By combining the reach of the Canadian broadcasting industry and Public Radio Satellite System (PRSS) in the US, e-Radio enabled FM-RDS technology has the potential to communicate with over 300 million people and their devices in two countries in about two seconds.

Today's event, showcasing innovative technological solutions developed by e-Radio Inc., conducted in the East Block of The House of Commons in Ottawa, was co-hosted by the Honourable Terence Young (Oakville) and the Honourable John Carmichael (Don Valley West), who had issued personal invitations to all MPs and Senators. In addition to media representatives, invited guests were also drawn from federal government departments, regulatory agencies and industry stakeholders.

"In today's market, suppliers and users of electricity need a low cost and reliable communications method for pricing and grid status to make more informed power consumption with the additional benefit of reduced greenhouse gas emissions," said Jackson Wang, President and CEO, e-Radio Inc. "We, at e-Radio, believe the inherent characteristics of radio: vast coverage, stable, cost efficient, point to multi-point nature offers the proper fit to become the "trusted club in the bag" for the smart grid."

How does it work? A simple click of a button on e-Radio's secure web interface sends a message off to the company's server cloud for processing. From there, the message is directed securely via Anik satellite and terrestrial networks covering all 10 provinces and territories. The message is then down-linked to the FM-RDS encoder at the local radio station in Ottawa, a round trip journey of 72,000 kms/45,000 miles. The received data is injected into the broadcast signal covering the greater Ottawa-Gatineau area including the site of the demonstration in the East Block of the House of Parliament where the signal is captured by the e-Radio receivers within various load devices including a prototype power bar. The data path traveling from laptop to receiver device takes about 2 seconds.

e-Radio's technology harnesses the power of FM radio to wirelessly and securely inform smart-grid enabled devices and appliances like thermostats, washing machines, dryers, dishwashers and in-home displays. For example, a homeowner loads his or her dishwasher at 7:00 pm – peak demand time – and walks away. The e-Radio technology informs the dishwasher, which makes use of this information in accordance with the user settings to find the appropriate time of night to run the dishwasher. Set it and forget it. New Smart Appliances are currently being developed that make use of this type of technology.

e-Radio's current efforts are in the utility and OEM base in North America focused on manufacturing FM receiver modules for insertion into a variety of smart appliances including thermostats, hot water heaters, electric vehicles and other end-use devices. Consumers are looking for ways to reduce their utility bills and carbon footprint. Utilities are seeking improved ways to manage their resources to help strike a balance between growth in demand for electricity and impact on the environment.

The on-site presentation featured live demonstrations of e-Radio enabled IHDs (in home displays), smart power bars, and PCTs (programmable communicating thermostats) for Smart Grid and CRM (customer relationship management) messages. The event was undertaken to inform the public, federal legislators and political leadership of the “green tech” enterprise represented by e-Radio’s innovative smart-grid technology which leverages existing, built-out FM radio infrastructure as the transmission platform for its unique and powerful patented applications in electrical demand response, direct customer communications and location-based services.

**About e-Radio** e-Radio Inc. provides a complete smart-grid communications solution and operates wireless communications networks and designs and manufactures FM receiver modules that are integrated into a variety of smart grid devices. The company’s products are focused on residential, commercial and small industrial customer demand management programs using the global FM-RDS technology as the communications platform.

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**e-Radio Technology Highlights for Media Reference:**

- a. Single standard nation wide
- b. Complete nation wide transmitter network already in place and can be activated within months not years
- c. Optional connectivity to HEM (Home Energy Management)
- d. Real time DR (Demand Response) with little latency (a few seconds)
- e. No limit to communication capacity (no network congestion)
- f. End User Privacy is preserved
- g. Minimal installation procedure and easy to use: just plug it in; self-install
- h. Interoperable and Plug & Play - desired by the consumer
- i. Flexibility of “connected” solution – desired by appliance OEMs (Original Equipment Manufacturer)
- j. Less capital required, reduced costs for operating & program overhead
- k. Simplicity of the entire system