

RDS Technology for Demand Response in California

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Overview

FM RDS technology is a low cost and reliable method to communicate demand response signals to millions of customers right now.

- Pricing information and changes
- Grid and blackout status
- Thermostat settings
- Customer and community relations
- Emergency messaging and warnings

Technology Features

- RDS uses licensed FM radio with ubiquitous coverage
- Uses existing multi-billion dollar broadcast infrastructure
- Based on open global broadcasting standard
- Supports pricing programs and utility messages
- Allows remote PCT adjustment and customer override
- Wide market coverage and remote area access
- Secure and targeted message delivery
- Inside numerous consumer electronic devices and over 20 million vehicles

Technology Benefits

- Empowers consumer to control electrical energy costs
- Deployment in weeks not months or years
- High availability of low cost RDS receiver components
- Messages can be sent and received during blackouts
- One-way RDS preserves end user privacy
- No internet connection or home network required
- Thermostat can be installed by consumer

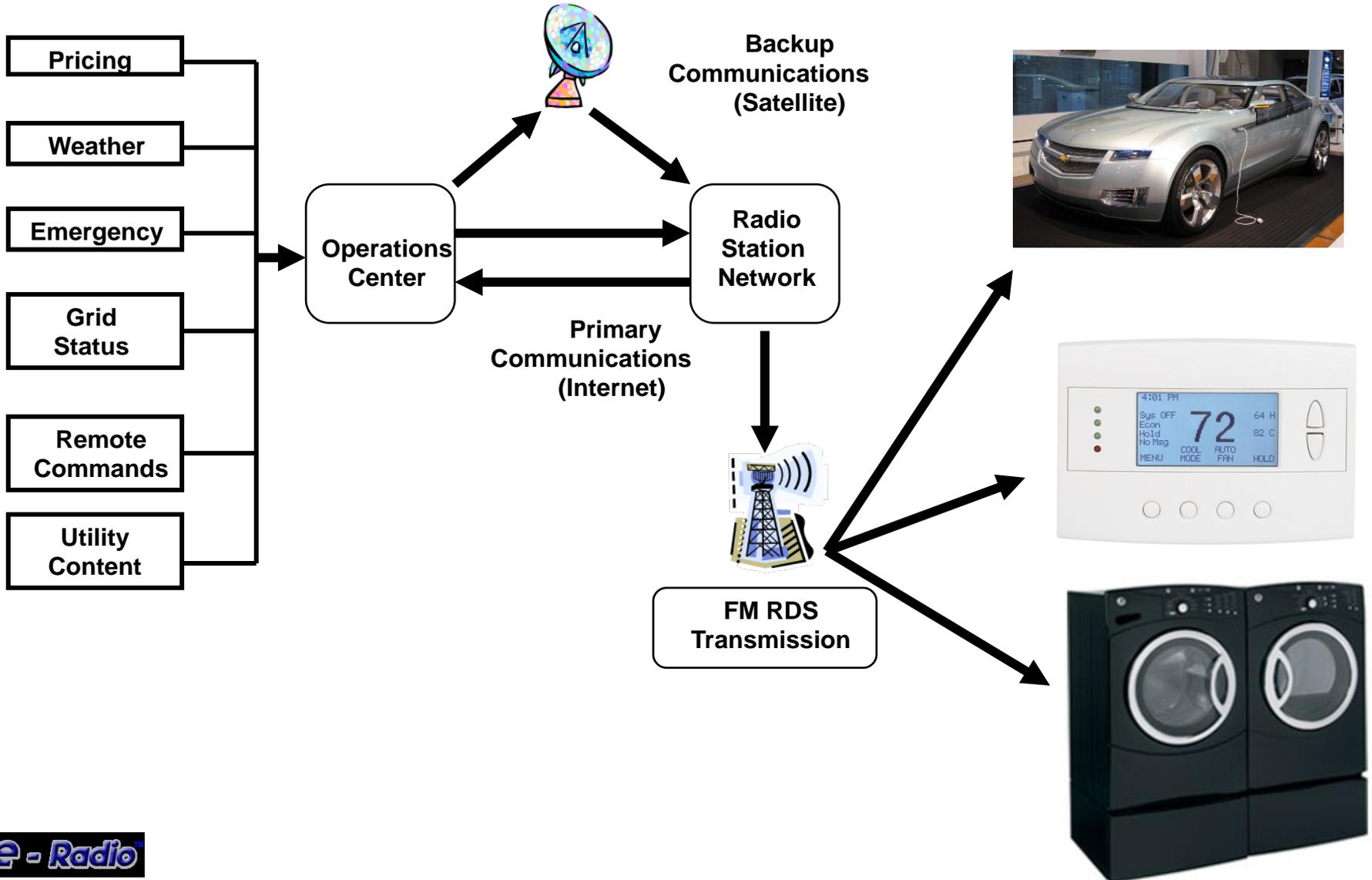
Messages



Network



Devices



Thank You

e - Radio

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