

e-Radio Inc.

Primer

June, 2012



Company Overview

What We Do:

A California based company with offices in Ontario that builds private data networks and receiver devices using FM radio as the communications platform.

Competitive Advantage:

Low-cost, quick to deploy, long term, stable, vast coverage. Global, market-ready patented and patent pending software and hardware solutions that meet regulatory standards.

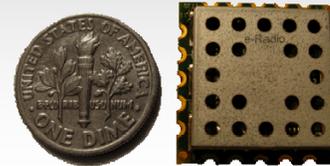
History:

Since 1999, working with automakers, government, utilities and strategic partners.

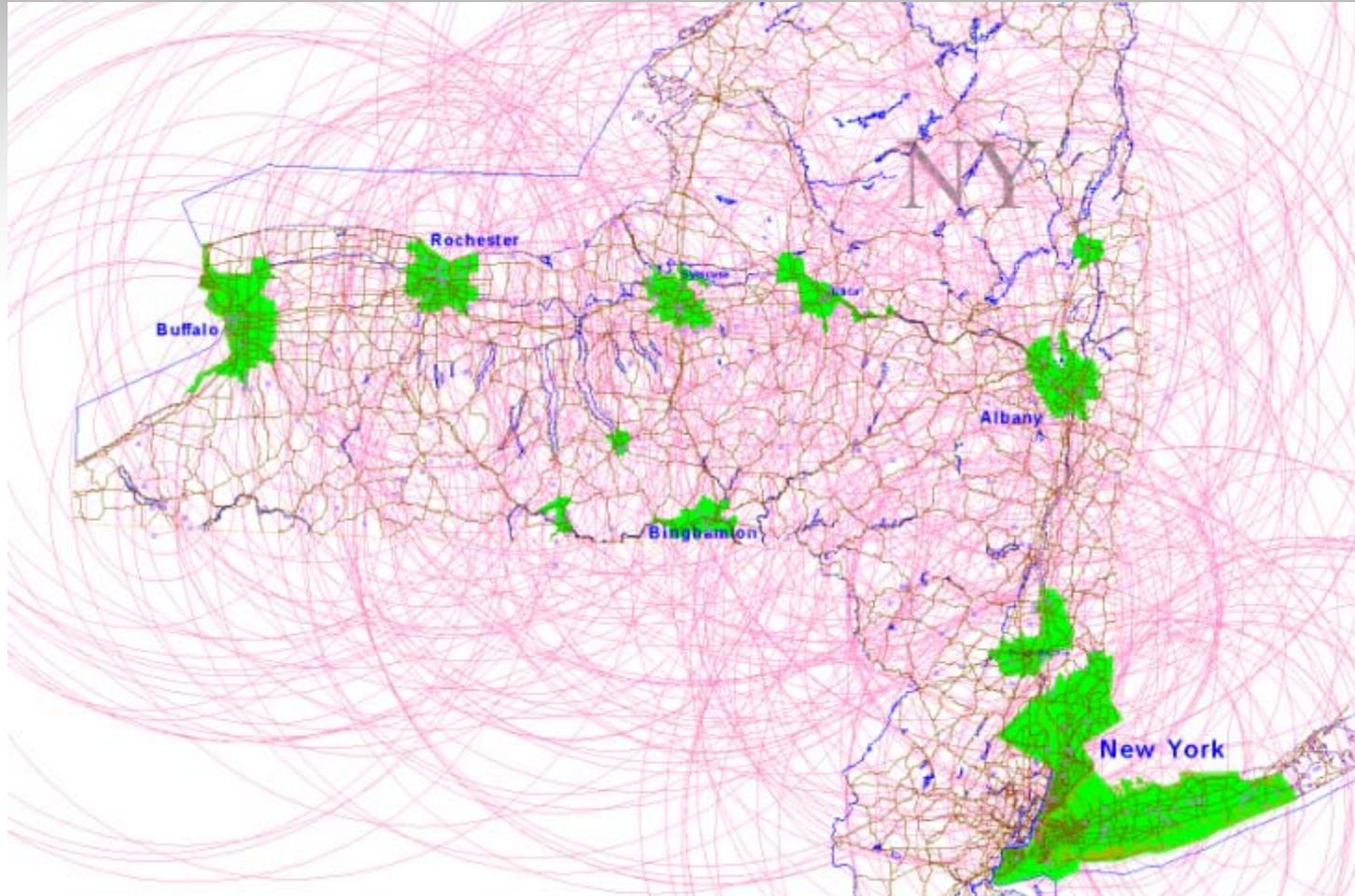


Receiver/ Transmitter pairing

- **Manufacture communications modules that are OEM embedded in a variety of devices.**
 - Thermostats
 - AC load control switches
 - Plug-in hybrid vehicles
 - High energy consuming appliances
 - Home Automation Systems
 - Current G2 (above), next gen G3 (ASIC)
- **Build and operate FM radio communications networks for customers**
 - Utility companies, grid operators, automakers/dealers and consumer electronics



Ubiquitous coverage



NY state FCC licensed FM stations

Content

Delivery System

Devices

- CRM
- Traf/Weather
- Emergency
- Smart Grid
- LBS content
- Other apps

e-Radio Operations Centers

Secure Communication

National Radio Networks

PRSS & CBC satellite network



Local Transmitter w/ e-Radio monitor



V-LAN



HAN

(1) Customers & Partners

(2) e-Radio Operations

(3) Radio Stations

(4) End user devices

(5) Return Path



Managing Power Consumption Via Satellite & FM Radio Technologies

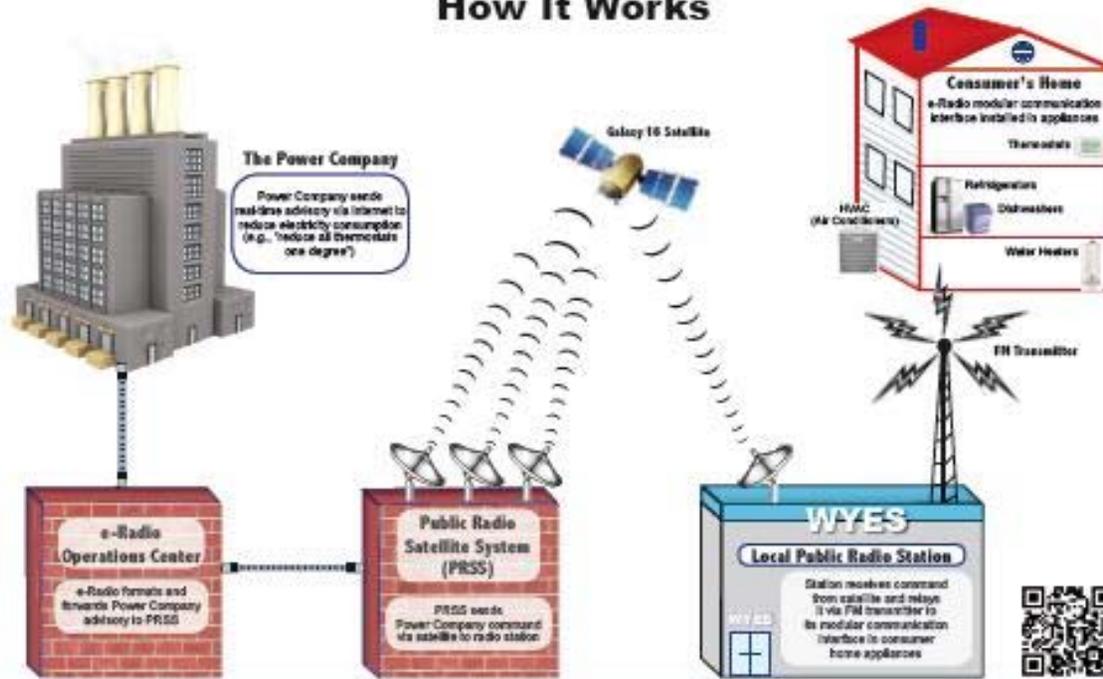
Products demonstrated:

e-Radio Development Prototype CEA 2045 UCM (AC Interface) for FM RDS WAN
e-Radio Pre-Production Prototype CEA 2045 UCM (DC Interface) for FM RDS WAN

Company perspective on ANSI / CEA 2045:

The CEA 2045 strategy – providing a modular plug-in interface with base support for demand response and optional capability to provide more advanced smart grid features – enables greater flexibility for communication providers. It provides a quick-to-market roadmap for simple and easy-to-use (consumer-centric) devices with the ability to enable future smart-grid requirements as they become important to customers.

How It Works



For More Information:

Demo and pilots

- Demo and pilots in CA, AL, AZ, DC, TX, IN, NV, OH and Ontario
- Youtube video of AZ demo
<http://www.youtube.com/watch?v=RGy0GTMLdYQ>