



## Advanced Telemetry

Enabling resource conservation through  
Awareness. Automation. Access.

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## Leading Taco Bell Operator Embarks on Full-Scale 'EcoView Commercial' Energy Management System Rollout to Over 50 Locations

*Cotti Foods Corporation to install EcoView Commercial in over 50 of its Taco Bell restaurants throughout Southern California to reduce operational energy usage, utility bills and carbon emissions and capitalize on the system's rapid return on investment*

**SAN DIEGO, CA, September 16, 2009** – Advanced Telemetry ([www.AdvancedTelemetry.com](http://www.AdvancedTelemetry.com)), developer of the EcoView™ smart energy and resource management system for business and residential applications, today announced that Cotti Foods Corporation, among the nation's largest Taco Bell franchisees, is deploying the EcoView Commercial solution in all of its 50-plus Southern California locations. This contract follows recent announcements that multi-unit Taco Bell operator AIP Ventures is also rolling the EcoView Commercial System out to all twelve of its Seattle, Washington-area Taco Bell locations; RIO Management, a Portland, Oregon-based multi-unit Burger King operator, is deploying the solution in seven of its restaurants; FX4, a Scottsdale, Arizona-based multi-unit Arby's operator, is installing EcoView Commercial in its stores; and Jim 'n Nick's Bar-B-Q is also initiating a full-scale rollout of the system to its entire network of twenty-five restaurants across six states.

This leading multi-unit restaurant operator field tested the EcoView Commercial system in 15 of its Taco Bell restaurants for an average nine months per location. Steve Dees, COO of Cotti Foods Corporation, notes, "We are convinced of the benefits that the EcoView product offers us and are committed for the long haul. With such a large number of restaurants, the ability to remotely monitor, control, and limit access to our climate control systems will ensure that our facilities are comfortable while at the same time efficiently operated. And, while the system itself is affordably priced, this large-scale deployment will be even more cost-effective via rebate incentives we've qualified to receive from our local utility, Southern California Edison."

Dees continues, "We've also benefitted from Advanced Telemetry's remote Network Operations Center account specialists. If I'm at a restaurant and determine that a change needs to be made, I simply pick up the phone and the support team makes it happen immediately."

"Our recent succession of multi-unit restaurant installations demonstrates that EcoView Commercial maintains its stronghold as the industry's most effective and economical 'go-to' energy management solution," said Gus Ezcurra, CEO of Advanced Telemetry. "As economic pressures grow, energy costs rise, profit margins shrink, and the need for environmental responsibility escalates, businesses are in desperate need of a properly managed end-to-end solution that delivers on its promise of facilitating lower energy use and related utility bills. While other energy management systems on the market are largely designed for small residential or larger business facilities, aren't networked, are utility company-dependent, and/or require active system monitoring

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and management by on-site personnel, EcoView Commercial addresses the unique needs of small commercial owners and tenants with a fully remotely managed, cost-effective, end-to-end solution.”

EcoView Commercial transforms how electricity and other precious resources are conserved both at home and in business, resulting in considerable monetary savings and a smaller carbon footprint. Controlled through a simple-to-install wireless touch panel “dashboard” or Web interface and completely independent of a utility company, the system helps business users understand, track and control how they are consuming resources. Advanced Telemetry’s Network Operations Center account specialists are also available to remotely monitor user consumption data to immediately detect, diagnose and issue alerts regarding anomalies, such as a sudden temperature change when a freezer, walk in cooler or back door has been left open too long. This specialist-based remote monitoring can also spot potential problems with HVAC and other resource-dependent mechanicals early on before catastrophic failures occur.

### **EcoView Commercial Features:**

- On-site “dashboard” touch panel for local control of thermostat settings within limits predefined by Advanced Telemetry and the customer.
- Web-based interface for real-time reporting and remote thermostat control
- Centralized, remote control of thermostats including set points, schedules, and heating and cooling limits that eliminates suboptimal local control
- Dedicated Advanced Telemetry account specialists charged with monitoring customers’ locations for energy usage anomalies and continually examining thermostat settings for optimal performance and savings

### **About Advanced Telemetry, LLC**

With a corporate belief that energy and fiscal conservation begins with an awareness of wasteful consumption habits as *they occur*, Advanced Telemetry offers EcoView™ – a proprietary, smart energy and resource management system for both residential and small commercial applications. Server-based and Web accessible, EcoView is the most cost-effective, future-proof system available that enables users to easily view, manage and reduce their resource consumption - and thus utility bills and carbon footprint – in real-time. This is among the reasons why Advanced Telemetry’s technology is being utilized by General Electric as part of its Ecomagination™ SmartCommand™ program. Founded in 2007, Advanced Telemetry is headquartered in San Diego, California. For more information, please visit [www.advancedtelemetry.com](http://www.advancedtelemetry.com) or call (858) 549-1083.

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