



Advanced Telemetry

Enabling resource conservation through
Awareness. Automation. Access.

10670 Trenea Street
Suite 106
San Diego, California 92131
Phone: (858) 549-1083
Fax: (866) 254-1974
Sales@AdvancedTelemetry.com
www.AdvancedTelemetry.com

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CONTACT: Merilee Kern, Kern Communications, 858-577-0206, merilee@kerncommunications.com

Microsoft Selects Advanced Telemetry's 'EcoView' Energy Efficiency System to Showcase Real-World Benefits of the Windows Azure Platform

Advanced Telemetry's 'EcoView' energy management solution among a select group of best-of-breed applications chosen by Microsoft to demonstrate quantifiable benefits of the Windows Azure™ platform

SAN DIEGO, CA, November 17, 2009 – Advanced Telemetry (www.AdvancedTelemetry.com), developer of the EcoView™ smart energy and resource efficiency system, today announced it has been selected by Microsoft® to illustrate representative benefits of the Windows Azure™ platform in a real-world energy conservation application. Microsoft's Windows Azure team chose Advanced Telemetry among its select case study group to demonstrate how industry-leading companies utilizing the technology are realizing a myriad of benefits around agility, efficiency, focus and simplicity.

Among other benefits, Microsoft's EcoView-specific Windows Azure platform case study reveals how, since migrating over to the cloud-based application platform, Advanced Telemetry has realized increased system efficiencies, ease-of-use, data analysis capabilities, quantifiable business cost reductions, competitive advantages, and new revenue generation opportunities. It also details how Windows Azure is providing better, more scalable support for Advanced Telemetry's sustained growth.

"We're honored the Windows Azure Team selected us to be part of its coveted case study group," said Gus Ezcurra, CEO of Advanced Telemetry. "As the industry's most effective and economical energy efficiency solution for small to mid-size businesses, and with our value proposition and business model well proven, Microsoft's investment of its own time and resources to outline and promote our technology-driven successes is yet more welcome validation."

"With the Windows Azure platform, we're focused on delivering a cloud services platform that provides partners like Advanced Telemetry with the ability to build and manage highly scalable Web applications and services like the EcoView," said Doug Hauger, general manager of Windows Azure at Microsoft Corp. "By utilizing the Windows Azure platform, this real-world energy conservation application is able to improve efficiencies and easily scale to meet demand."

“Rapidly escalating demand for our EcoView solution fueled our need for an easy and cost-effective way to ramp up our computing architecture without having to purchase and manage a lot of extra hardware, invest in training and suffer through an extended learning curve,” notes Tom Naylor, Advanced Telemetry’s CTO. “Moving our hosted Web application and data storage to the Windows Azure platform not only enhanced our system’s functionality and scalability, but also allowed our developers to use existing programming skills and experience with Microsoft development tools, furthering our cost savings and minimizing opportunity loss.”

“We considered competing cloud services providers, but felt that Microsoft was the best bet,” continues Naylor. “It’s a big move putting our systems and data in someone else’s hands, but Microsoft has proven dependable. Indeed, with Windows Azure, our company has quickly achieved what, even just a year ago, would have taken more people, more money, and a lot more time, and we can also rest assured the platform will continue to be supported and enhanced by Microsoft over the long term.”

About EcoView Commercial

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 available to remotely monitor user consumption data to immediately detect and diagnose anomalies. This specialist-based remote monitoring can spot potential problems with HVAC and other resource-dependent mechanicals early on before costly 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

Visit http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000005893 to access the full Microsoft Windows Azure Advanced Telemetry Solution Case Study.

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 or call (858) 549-1083.

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