



## Advanced Telemetry

Enabling resource conservation through  
**Awareness. Automation. Access.**

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## **Advanced Telemetry Appoints HVAC&R Industry Veteran Davis Watkins as VP of Commercial Sales for its 'EcoView' Energy Management System**

*20-year industry veteran and recognized authority in the U.S. sustainable building segment Davis Watkins now spearheading Advanced Telemetry's emerging HVAC&R wholesale distribution channel; Watkins charged with cultivating wholesale distributor sales for EcoView Commercial to help the HVAC&R industry best meet – and derive profitability from – the massive marketplace demand for affordable, proven effective energy management systems that deliver rapid ROI*

**SAN DIEGO, CA, March 16, 2010** – Advanced Telemetry ([www.AdvancedTelemetry.com](http://www.AdvancedTelemetry.com)), developer of the EcoView™ smart energy management system for light commercial and residential applications, today announced the appointment of Davis Watkins as its vice president of commercial sales. In this capacity, Watkins is charged with cultivating the company's emerging HVAC&R wholesale distributor sales channel for its industry-leading EcoView Commercial solution.

"Davis Watkins is a 20-year industry veteran with a litany of successful blue chip eco-product market launches to his credit, also widely regarded as one of the preeminent leaders in high performance climate conditioning systems in the U.S.," said Tom Naylor, CEO and CTO of Advanced Telemetry. "Davis has been a driving force behind many successful technology-based start-up and fast-growth organizations capitalizing on niche markets. All combined, he's a perfect fit for our organization and we're thrilled to have Davis officially on board in this significant executive-level role."

"I look forward to positively impacting top-line revenue growth and bottom line profitability for Advanced Telemetry through strategic wholesale distribution partnerships that, until now, have not been aggressively pursued," Watkins notes. "My specialty is creating innovative partnership-based business models that dynamically position technology brands in specific marketplace leadership roles, and I intend to do just that as I spearhead the company's distribution sales channel. Advanced Telemetry's EcoView Commercial is truly a best-of-breed business energy efficiency solution, and represents tremendous opportunity for the HVAC&R industry to meet massive marketplace demand for affordable and proven effective Energy Management Systems that will also boost their own bottom lines."

From contracting to wholesale supply to manufacturing sales, Davis brings a 360 degree view to all of his strategies and business dealings. Prior to joining Advanced Telemetry, from 2006-2009 Davis Watkins served as vice president of applied products for Sanyo North America HVAC Solutions. There he established a new and competitive commercial air conditioning division that expanded the multinational company's penetration into the U.S. HVAC market. From 2004-2006 Davis was the national sales director for the HVAC Division of Daikin Industries Limited, where he launched a new HVAC sales organization for this multinational segment

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leader. Upon his departure, division sales were outpacing prior launches in less mature markets. Prior to assuming the national sales manager role, Davis joined Daikin as an industry consultant to help develop the initial launch plans for Daikin to enter the U.S. HVAC market. From 1995-2003 he was a regional sales manager for Mitsubishi HVAC Advanced Products - A division of Mitsubishi Electric & Electronics America. During his term, Davis transformed a stagnant Central U.S. 20-state region into a sustained growth market for the company for seven consecutive years. Prior to his involvement on the manufacturing sales side of the HVAC industry, Davis was a parts department manager for a residential/light commercial Carrier dealer, and also a territory manager for a regional HVAC&R wholesaler.

### **About EcoView Commercial**

EcoView Commercial, which is revolutionizing technology-based energy management for small to medium-sized facilities, transforms how electricity and other precious resources are conserved 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 is currently deployed at hundreds of locations across the country, helping users realize significant utility cost savings.

### **EcoView Commercial Features:**

- On-site “dashboard” touch panel for local control of thermostat settings within limits predefined by Advanced Telemetry and the customer
- Components communicate wirelessly enabling easy retrofit
- Web-based interface for real-time access, monitoring, reporting and remote thermostat control
- Centralized, remote control of thermostats including set points, schedules, and heating and cooling limits that eliminates suboptimal local control
- Resource Controller to manage lighting, ventilation and any other kind of energy-consuming electrical load that would benefit from scheduling and remote control

### **About EcoView Residential**

Launching in the spring of 2010, EcoView Residential provides real time information on a home’s energy and resource usage, allowing owners and tenants to pinpoint consumption from devices ranging from flat screen televisions to computers to light bulbs. EcoView Residential can be readily connected to wireless control devices, such as thermostats and light switches, enabling users to quickly, easily, and even remotely make adjustments to a home’s energy consumption. EcoView Residential’s high resolution, flat screen touch panel communicates wirelessly with metering devices that measure a home’s electricity and water consumption, providing real-time, graphical illustrations of energy usage or generation for viewing while at home. EcoView Residential also takes advantage of an existing broadband Internet connection to enable remote monitoring and management of household energy use from any Web-enabled device when away from home.

### **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 entirely Web accessible, EcoView is the most cost-effective, future-proof system available that - completely independent of a utility company - enables users to easily view, manage and reduce their resource consumption - and thus utility bills and carbon footprint – in real-time. These are among the many reasons Advanced Telemetry’s has been chosen as a Microsoft® partner and its technology is being utilized by General Electric Co. as part of its Ecomagination™ SmartCommand™ program. Founded in 2007, Advanced

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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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