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SmartSynch Introduces 3G Communications Platform and Smart Grid Application Environment

*Solution Leverages Qualcomm's Proven Technology and Opens
Door for Developers to Create Innovative Smart Grid Applications*

JACKSON, Miss. — February 2, 2011 — SmartSynch, Inc. today announced the availability of its groundbreaking communications platform for smart meters that supports 3G wireless technology. The communication platform based on Qualcomm's 3G technology will enable SmartSynch to offer the world's first integrated, over-the-air application portfolio for the smart grid. The system is designed to save utilities time and money by giving them greater flexibility and control over the applications they deploy in the field today while also enabling them to use the same platform to remotely download new smart grid applications as they become available.

This unprecedented communications platform represents the first time that Qualcomm's Brew MP[®], optimized for the smart grid and M2M space, will be used for wide-scale, full-system smart grid deployments. SmartSynch is utilizing this existing IP-based framework used worldwide to standardize its SmartMeter[™] platform. With the Brew MP SDK open development environment, developers and designers can easily create innovative, new smart grid applications in a secure environment. These applications will allow the fulfillment of smart grid objectives, including pre-paid metering, advanced demand response, virtual peak power plant, electric vehicle charging, renewables monitoring, home energy management, lighting control, voltage conservation, premise load management, distributed generation control and consumer-focused smart grid applications.

"This solution will allow utilities to create the smart grid we have all been envisioning and make it so much faster and easier. Utilities will now be able to offer an ever-expanding portfolio of new applications to their customers with a touch of a button," said Stephen Johnston, chief executive officer of SmartSynch. "It will fast-forward smart grid deployments by utilities because they will be able to easily custom-tailor smart grid applications on a per customer basis. This also demonstrates the value for



utilities to adopt high-speed, cellular-based solutions for smart grid deployments, as there is no other economically feasible way to strategically deploy applications remotely on this scale.”

Johnston said through their integrated, 3G-based platform, SmartSynch has taken its vision for the smart grid to the next level by enabling approved applications to be remotely distributed by utilities through this first-of-its-kind, 3G-based communications platform in a secure environment. Additionally, SmartSynch looks forward to working with the ecosystem of application designers utilizing the Brew MP platform to create exciting new applications for the smart grid.

“The real-time, high-speed applications enabled by Qualcomm’s 3G technology are critical for utilities to meet the expanding requirements of the smart grid,” said Jack Steenstra, vice president of engineering at Qualcomm. “We are committed to enabling smart grid solution providers like SmartSynch to benefit from the coverage, scalability, security and reliability provided by cellular networks and platforms such as Qualcomm’s Brew MP.”

Johnston said SmartSynch will make this smart grid technology available to every meter manufacturer and enterprise software provider.

About SmartSynch

SmartSynch is a company that creates smart grids for the utility industry. Since 2000, we have been the only provider of open standards, IP-to-the-endpoint smart grid solutions that utilize a cellular network as the communications backbone. Our clean-tech innovations in the two-way delivery of real-time energy usage data over cellular networks, in lieu of proprietary networks, have to-date simplified deployments for 150 major North American utilities, while enabling their clean-energy initiatives and delivering greater Returns on Resources. Our products and services include SmartMeters™ and SmartBoxes™ that immediately IP-enable the grid, software solutions, and network management services for utilities and their customers.

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