

SPEEDREAD

the **Signal**

E-NEWSLETTER

Welcome to our first issue



The EPA Considering Relaxing Water Testing Standards for Submetered Properties.

Change could remove major obstacle to Manufactured Housing water submetering.

EPA needs to hear from submetering industry by March 14, 2005. See Page 2 for details

Catch the Signal

As an authorized SpeedRead distributor you are part of a growing family of businesses operating on the leading edge of AMR technology.

You need up-to-date data in order to be effective and successful. The purpose of this E-newsletter is to fill that need.

In the same way that SpeedRead transmitters deliver the signal reliably and consistently – so do we plan to deliver The Signal to you on a regular installment basis.

But unlike an STx device, this Signal goes both ways. If you have information to share with the SpeedRead family, send it to brian@speedreadtech.com or give us a call.

We will try diligently to maintain the integrity of The Signal and make it your ongoing source of valued information. So, be sure to catch The Signal from now on and always give it a good reception.

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Trade Show and Convention Timetable

Trade Show Co-op \$upport Available. CALL US!

Name	Location	Date	SpeedRead Participation
Oregon MH Show	Oregon State Fair, Salem, Oregon	March 2nd	Attending
MHI National Congress & Expo	Paris Hotel, Las Vegas, Nevada	March 29 – 31	Exhibiting
Home Expo 2005	Giant Center, Hershey, Pennsylvania	March 30 – 31	Exhibiting
Multifamily Brainstorming	Orlando, Florida	May 18 – 20	Exhibiting
ICSC Shopping Center Conference	Las Vegas, Nevada	May 22 – 24	Exhibiting
WMA (Western Mnfr. Housing Assoc.)	Indian Wells	Oct. 18 – 20	Exhibiting



If you service, or plan to service manufactured home communities, you need to contact the EPA today.

MH Community Providers Need to Contact EPA Before 3/14 Deadline

On December 23, 2003 the Environmental Protection Agency announced proposed changes in the Safe Drinking Water Act for properties that submeter residents' water usage. These changes, enacted thanks to the efforts of several industry trade groups, would relax or eliminate the water testing requirements that have posed an obstacle to submetering for many apartment community owners.

Final approval of these new regulations seems certain. However, they only apply to apartment and condominium communities. They do not extend to the fast-growing Manufactured Housing segment of our market.

It is for that reason that the the Manufactured Housing Institute is working hard to extend these new regulations to include all MH communities. If your company has completed installations at an MH development or hopes to, it is in our interest to see that these regulations are broadened.

We are aware of numerous reports of MH community owners stating that their primary reason for not installing a submetering system, is the fear of having to fulfill onerous water quality testing requirements. If the regulations are extended, this objection will be dissolved.

We are asking that all SpeedRead distributors who do business with Manufactured Housing communities, or hope to in the future, submit a comment in favor of extending the new regulations to the EPA. The procedure is very easy.

Visit the E-Docket section of the EPA website at the following address:

EDOCKET - Docket Detail: OW-2004-0039

Next, write a message in support of this initiative in the box. You do not have to be lengthy. A few sentences such as the following message will do the trick:

"I am a submetering provider and I support extending the revised provisions of the SDWA to include Manufactured Housing communities."

You will be afforded the opportunity to attach an electronic text file. If you care to draft a more detailed letter and attach it, please see the sample letter on the right for some suggested wording.

You must submit your comments by the **MARCH 14, 2005** deadline. Do it today.

In support of these changes, the EPA has cited the results of a two-year study of the impact of submetering on water conservation. The study, carried out by Aquacraft, showed that while RUBS brought about zero conservation, submetering at apartment communities resulted in an average of over 15% immediate reduction in water consumption.

In our research among MH communities, that have deployed SpeedRead systems, we have discovered much greater water consumption declines — reaching up to 50% drops!

If your company is not currently servicing the MH communities in your area, you are overlooking a major growth opportunity. The reason is that no other manufacturer produces a system that is so uniquely attuned to the special needs of Manufactured Housing complexes.

Contact Brian at SpeedRead for sales material targeting this vital and rapidly-growing market segment (brian@speedreadtech.com)



SAMPLE EPA LETTER:

Benjamin Grumbles, Acting Assistant Administrator, Office of Water, Environmental Protection Agency
Mail Code 4101T
1200 Pennsylvania Avenue NW
Washington, DC 20460

Re: Docket No. OW-2004-0039; FRL-7860-3 / Promoting Water Conservation in Multi-Family Housing

Our company, SpeedRead Technologies, is an industry leader in the design and implementation of water sub-metering systems in multi-family housing installations across the USA. As of December 1, 2004, resident consumption in over 160,000 housing units was being wirelessly monitored via SpeedRead fixed network sub-metering systems. In recent years, a growing number of our installations have been placed into Manufactured Housing communities.

The impact of sub-metering in this industry segment has been astonishing. In case after documented case, we have witnessed dramatic levels of water conservation as the cost of water has shifted from the property owner (who had been giving away "free water") to the end user. We have witnessed cases of up to 50% drops in average gallons consumed per household taking place overnight. All thanks to the effects of sub-metering and the ensuing resident responsibility that sub-metering brings into being. Case studies and other independently compiled data documenting these dramatic levels of water conservation at Manufactured Housing sites are available upon request.

In addition, in working with dozens of communities whose owners carry out mandated or voluntary water quality testing, we have witnessed absolutely no impact on water quality resulting from the institution of sub-metering.

The proposed EPA policy revisions regarding regulatory requirements under the SDWA for properties that sub-meter for water usage must be extended to cover America's MH (Manufactured Housing) communities. The easing of the SDWA requirements that is being proposed for multi-family (apartment) communities would, if extended, remove a burdensome obstacle currently standing in the way of sub-metering proliferation in the MH industry as well.

The evidence of efficacy in this segment — even more dramatic than the results cited in the two-year water billing practices Aquacraft study — make the case for extending this regulatory change to the MH community crystal clear.

Thank you for your consideration,
Bernard Hasten, CEO
SpeedRead Technologies, LLC

Apt. Developer Covers Four Properties With Single Concentrator



In a stunning example of why SpeedRead is **“Engineered for Affordability,”** Fort Wayne multifamily housing developer, Jim Calkins, is monitoring four different apartment communities with a single concentrator!

The four garden apartment complexes are located within a 3.5 mile radius in the suburbs of this northeast Indiana city. They represent a combined total of over 750 apartment addresses. Jim was able to reduce installation costs even further by connecting both water and gas utility meters to a single transmitter; taking advantage of SpeedRead’s unique “Multiport” technology.

The submetering projects have brought about dramatic declines in consumption levels of both water and gas once residents began paying for them directly (see charts below).

Fairview Apartments, with its 112 flats and townhouses was the first property to be submetered for water in 2002. The concentrator is located 1.2 miles away in Jim Calkins’ office. One repeater was needed to capture readings from 12 units located on the far side of a hill.

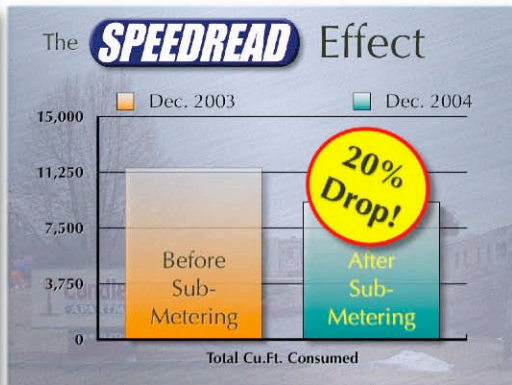
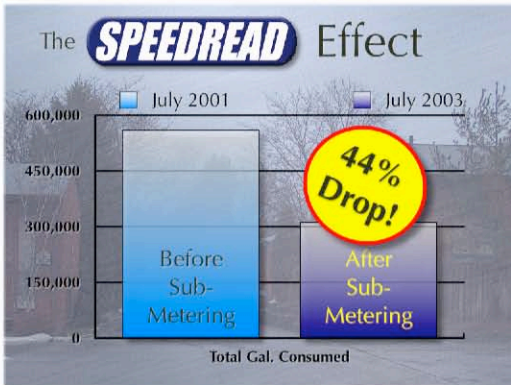
The property owner was able to recover the cost of installation in under one year through submetering revenue. An amazing 44% drop in water usage from July, 2002 BSR (Before SpeedRead) to July, 2003 ASR. Mr. Calkins reported good resident acceptance with zero decline in occupancy levels. He reports

that the system is 100% reliable and completely trouble-free.

Similar results were encountered at nearby CandleLite Village, a 130 unit complex where both water and gas usage are being monitored by a SpeedRead system. No repeaters were needed. No concentrator was needed since it shares the one at Fairview Apts.

In order to open the door to lucrative apt. RBC revenue streams, your installation bid needs to be aggressively competitive. Only SpeedRead’s advanced technology gives you the edge to make yours the bid to beat.

SpeedRead equipment is monitoring utility usage at over **185,000** apartments, condos, manufactured homes, military housing units, marina slips & retail stores **All Across the USA**
— as of Feb., 2005



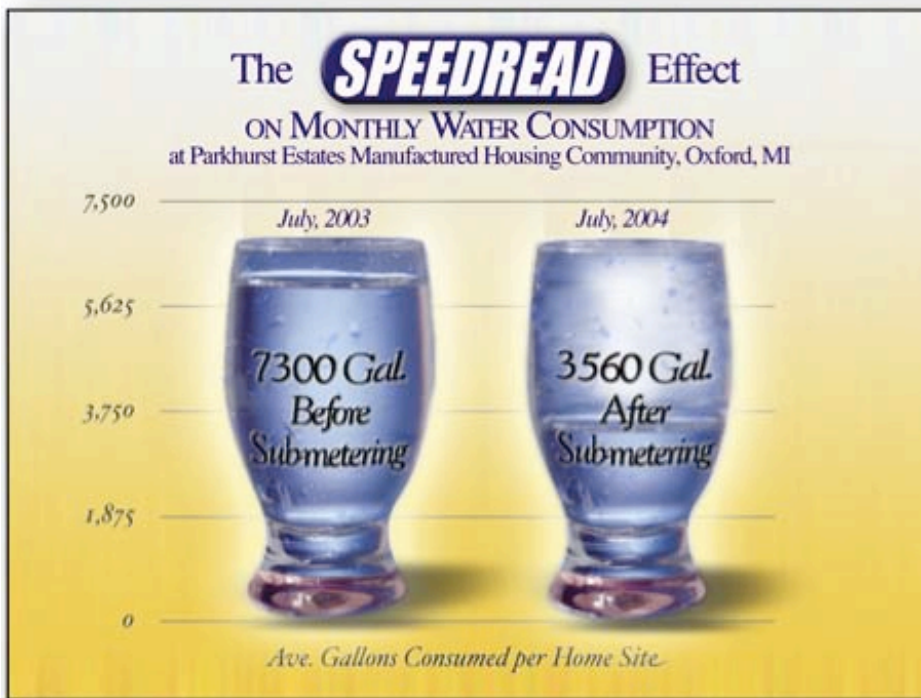
SPEEDREAD Means Quick Payback

for entire 225 site property

Installation Cost of SpeedRead submetering system (including meters):	\$235 per home site	\$52,875
Ave. Resident Water Bill:	\$17.16 per month	\$3,861
Cost recouped in:	Under 14 mon.	LITTLE MORE THAN ONE YEAR!

Source: Maryville Estates Manufactured Home Community in Illinois as reported in the Spring, 2004 issue of *Community Connections* a Publication of the MHI Communities Council

SPEEDREAD	Vs.	Well-known Submetering System
1 Transmitter monitors up to 10 meters		1 Transmitter monitors only 1 meter
Operates from submerged meter pits		Above-ground installations only
Repeaters seldom needed		Repeaters usually needed
FCC Licensed Frequencies		Unlicensed frequencies with low signal strength and high interference levels
Easy Weatherization		Weatherization not available
Transmits over long distances (1-2 mile range)		Short distance only (100 - 200 ft.)
Connects to all types of pulsed and encoded meters		Connects to dry contact pulsed meters only.
Ten-year battery life		5-year battery life



Sales & Marketing Material Available from SpeedRead

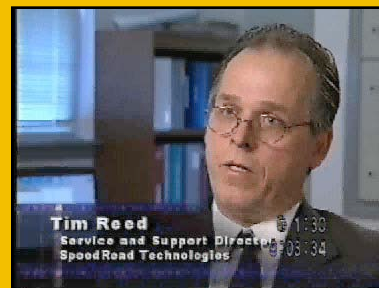
Do you need sales brochures, exhibit booth material, PowerPoint presentations or other types of selling aids? SpeedRead has material available that will help add a professional look to your next sales opportunity (see samples).

Charts, graphs, pamphlets, case studies are all available and much of it can be customized or imprinted with your company's contact information.

So whether you are targeting the multifamily, manufactured housing, military base, marina or some other market segment, contact Brian at brian@speedreadtech.com and find out what's available to help you make the sale.

Don't forget that SpeedRead offers co-op advertising support for your next ad buy. Our marketing department is ready to help you design effective print or electronic ads for your next campaign. Call and learn more.

Tim's Tech Tips



by **Tim Reed**,
SpeedRead Director of Technology

Barcodes Make It Easy

Are you still entering every transmitter's serial number into the concentrator by hand? If so, you're adding a lot of extra set-up time to your installation procedure. All currently shipping concentrators are barcode friendly. That means that with the purchase of an off-the-rack barcode reader, like this one:



\$164.59 at CompUSA

you'll be able to enter a hundreds of transmitters in minutes, rather than hours. If your SpeedRead concentrator was shipped to you within the last year, it should be barcode-ready. If it's older, you will need to upgrade to the latest version of Commsrv software before using the reader.

So start saving keystrokes and time by scanning your serial numbers at your next installation.

Questions? Write to me at tim@speedreadtech.com



New Apartment Powerpoint Available

Call Brian at (317) 824-4544 and ask for the Controlled Cost Communities DVD.