

NPR® Distribution Division
635 Massachusetts Avenue, NW
Washington, DC 20001-3753

Tel: 202.513.2600
Fax: 202.513.3035
www.prss.org

PRSS and e-Radio USA Join Forces to Improve Electricity Consumption

October 26, 2011 – Washington, D.C. – The Public Radio Satellite System (PRSS) and e-Radio USA, Inc. (ERU) today announced an agreement to explore new technologies that could revolutionize the way electricity is managed throughout the United States. The PRSS, which is managed by NPR, will work with ERU and industry partners to develop demonstrations and pilot projects to test the effectiveness and efficiency of these technologies.

Consumers are looking for ways to reduce their utility bills and carbon footprint. Utilities are seeking improved ways to manage their resources to help strike a balance between growth in demand for electricity and impact on the environment.

The PRSS will utilize ERU's technology, which harnesses the power of FM radio signals to communicate with "smart grid" enabled electric vehicles and appliances -- like thermostats and hot-water heaters -- to efficiently manage power resources. The transmission of data over FM frequencies does not interfere with the quality of a radio station's over-the-air signal.

"This relationship will allow us to leverage recent enhancements to the PRSS to further develop the broadcast capabilities of PRSS interconnected stations throughout the U.S. and help the environment," said Pete Loewenstein, Vice President, NPR Distribution. "We are proud to be partners with ERU in this ground-breaking initiative for public radio."

"The PRSS is highly attractive delivery platform for our product because PRSS's footprint reaches 95% of the U.S." said Jackson Wang, President and CEO, e-Radio USA, Inc. "Tapping into this infrastructure means that nearly every American could benefit from the combining of the PRSS network and its technology with ERU's smart-grid communications solution."

In 2010, ERU's Canadian parent e-Radio Inc. and CBC/Radio Canada announced a joint collaboration to test e-Radio technologies in Canada using the CBC's FM radio network.

About the PRSS

The Public Radio Satellite System (PRSS) is the distribution network through which thousands of hours of news, music, and specialized audience programming are delivered every year to public radio stations throughout the United States. Managed by NPR Distribution, the PRSS is a unique, cooperative enterprise. Each participating station is a stakeholder in the collective assets of, and services provided by, the satellite system. Interconnected stations own their own downlink and uplink equipment. The satellite transponder capacity, as well as the national operating system equipment located in Washington, are owned by the Public Radio Satellite Interconnection System Charitable Trust.

About NPR

NPR is an award-winning, multimedia news organization and an influential force in American life. In collaboration with more than 880 independent public radio stations nationwide, NPR strives to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.

About e-Radio USA

e-Radio USA, Inc. provides a complete smart-grid communications solution and operates wireless communications networks and designs and manufactures FM receiver modules that are integrated into a variety of smart grid devices. The company's products are focused on residential, commercial and small industrial customer demand management programs using the global standard FM-RDS technology as the communications platform.

For Trade Publication Use Only. Not for General Release

