

SPEEDREAD

the **Signal**

E-NEWSLETTER

“Installation is now a SNAP!”

Are you ready for...
the CLAMP?



The End of Cable Clutter

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Are your installers mounting transmitters with messy double-stick tape that will eventually lose its grip? Or maybe they take the time to open each housing and then use mounting screws to affix them?

Multiply those extra minutes expended at each apartment times the number of units and you’ve got a real efficiency problem.

Good News! The solution just arrived. It’s called The CLAMP and it truly makes your installation a snap.

This piece of custom molded plastic will quickly and solidly affix any SpeedRead transmitter directly to the water meter head. No screws. No tape. And no wasted time.

With The CLAMP, the meter and transmitter become a single professional looking submetering unit – with no dangling cables and

CONT. NEXT PAGE Support Available. CALL US!

Trade Show and Convention Timetable		Trade Show Co-op Support Available. CALL US!	
Name of Show	Location	Date	SpeedRead Participation
Chicago Boat Show	McCormick Place North Bldg., Chicago, IL	Jan. 11 – 15, 2006	Exhibiting
Home Expo 2006	Giant Center, Hershey, PA	March 15 – 17, 2006	Exhibiting
National Congress & Expo for Manufactured and Modular Housing	Paris Hotel & Casino Las Vegas, NV	April 18 – 20, 2006	Exhibiting



What do installers who have used The CLAMP have to say about it?

“NEVER AGAIN! Never again will our company perform a submetering installation without using the Clamp! It’s the only way to go.”

Introducing The CLAMP *(continued from page 1)*

no time-consuming installation requirements.

The CLAMP is designed so that the reed switch cable can be easily threaded through one of the two cable guides, keeping things looking neat and professional. One cable guide is designed for a smaller reed switch used with single-jet meters while the other guide works with larger multi-jet water meters.

The CLAMP is designed to work with any standard water meter with a meter face up to 3 inches in diameter. Which covers over 95% of all water meters currently being used for submetering.

What does it cost?

Incredibly, the unit cost for The CLAMP is less than the labor cost savings you’ll enjoy by using it. The introductory price is only 99¢.

“At the current hourly rate our distributors typically pay installers,” commented SpeedRead COO Brian Reynolds, “they will recoup the cost of each CLAMP in time savings alone — and then some.”

All authorized SpeedRead Distributors are eligible to receive a few sample units for evaluation purposes at no cost. See your district sales rep for details.

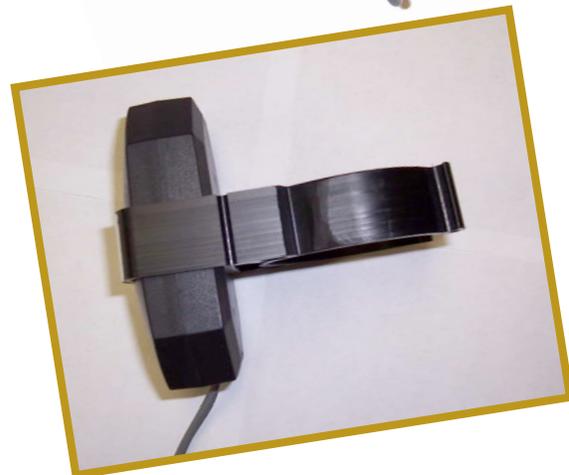
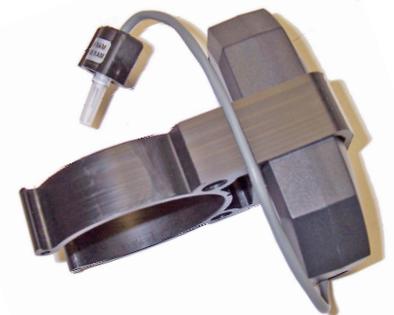
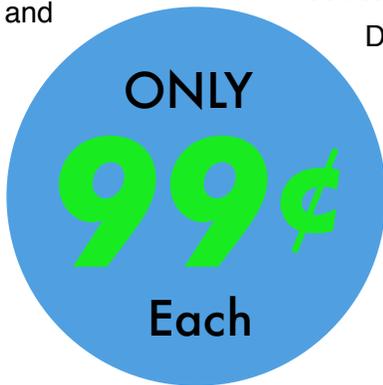
How Do I Order?

Distributors are encouraged to order sufficient quantities of The Clamp to cover their existing transmitter inventories plus any units currently in the pipeline. In the future, when placing an order for transmitters, simply spec-

ify “With the Clamp” on your company Purchase Order and you’ll receive a shipment equal to the number of transmitters ordered.

The CLAMP has been extensively field tested at various Beta sites around the country. The results have been uniformly positive. To quote one SpeedRead distributor who recently completed a 600 unit installation using The CLAMP:

“Never Again! Never again will we do an installation without using The CLAMP.”



Distributor Profile



"It's all about the service," says Michael Polly, Director of Submetering Services at Velocity, our featured SpeedRead distributor.

Michael has been heading up Velocity's submetering operations since his prior company, The Pleco Group, was acquired earlier this year by RealPage of Dallas, Texas.

"It was our emphasis on customer service that made us attractive to RealPage," Michael stated. "Whether it's meter installation, collecting readings or developing our powerful resident billing system, exceeding our customers' expectations has always been our primary objective."

RealPage is headed by Steve Winn, a dynamic entrepreneur who developed the world's largest web-based application for the accounting industry. RealPage is today delivering that technology to the multifamily housing market through its unique lease accounting software products. Through its Velocity Division, headed up by Ashley Chaffin, its president, RealPage is adding real value to its property management product line.

"We are able to offer a multifamily property manager a complete turnkey solution to his or her lease accounting and utility management services thanks to Velocity's ability to integrate smoothly with RealPage products," Chaffin said.

Does this mean that RealPage products will only work with Velocity RBC software? Not at all says Winn. "RealPage will continue to support interfaces to the utility billing systems offered by the major RBCs. However, we also want to offer our own

convergent billing product that merges all charges owed by the resident into a single bill and deliver this service for substantially less cost than currently charged by the RBC industry."

RealPage boasts a customer base of over 22,000 multifamily communities across North America. These customers represent a substantial opportunity to Velocity for making submetering inroads according to Polly. "But we're not restricting ourselves just to RealPage customers," he went on. "The cash acceleration systems we've developed hold great appeal

for all profit-oriented property managers. And a big part of our future growth is SpeedRead."



Ashley Chaffin

SpeedRead's power and reliability plus its low-cost and easy installation make it the most attractive choice in the multifamily submetering space. "We've used other products in the field and have found that when it comes to cost-effective performance, SpeedRead is our primary specification."

"We built our business on customer service at Pleco Group and are continuing that mission at Velocity," Polly stated. "SpeedRead makes it possible for us to keep on putting the customers' needs first. And that's how you spell success."

Tim's Tech Tips



by Tim Reed, Tech Dir.

Phoneline Phrustration

Phone line issues are our most common problem and support issue. The connection between the RBC Company and the data collector is made on the weakest link available — a standard phone line. Often the phone line is shared using a line designator such as the Stick or an equivalent device. Other times a quick connection is made on a phone line that is used by security services, entry gates, fax machines or other functions.

All of these types of lines lead to connection issues that when used with modems provides for the worst case scenarios. The



current SpeedRead data transfer protocol is designed to look for dropped data packets and counts them. These dropped packets then show up as an error during downloads. Once the maximum number of dropped packet errors has been reached the software disconnects the line. So phone lines are the weakest link, and shared lines offer lots of room for connection issues.

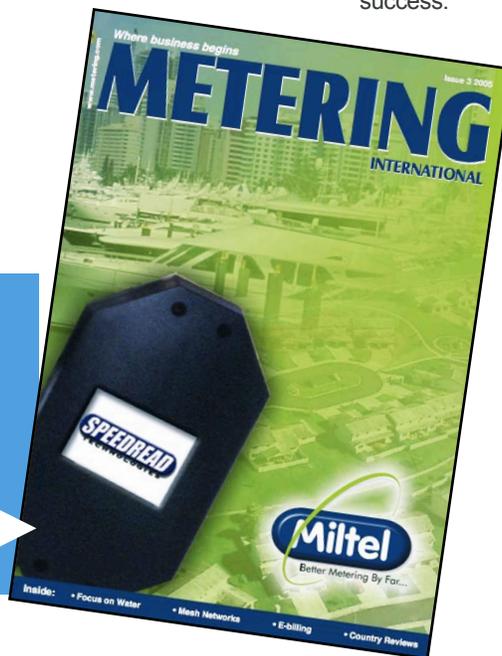
First thing, check that the phone line is active. We get hundreds of calls a year on systems that do not answer the phone and a little research reveals that the line was disconnected because a new manager did not know what it was for. Often the phone line gets somehow disconnected from the system modem and never gets plugged back in.

Of course there are phone line issues as well. The easiest way to check for this is to test the line with a lineman's handset or another phone. If you do not get a dial tone, you've got a line issue. If you do get a dial tone, that does not always mean the line is performing as it should, however. Any noise on a phone line will cause a modem to slow and repeat transmissions. If the noise becomes too great then the errors mentioned earlier are generated and the modem disconnects. (to be continued...)

Next time we'll look at trouble-shooting issues like "What causes noise on a phone line?" and "What tests can I perform to check the quality of my phone lines?"

IN CASE YOU MISSED IT...

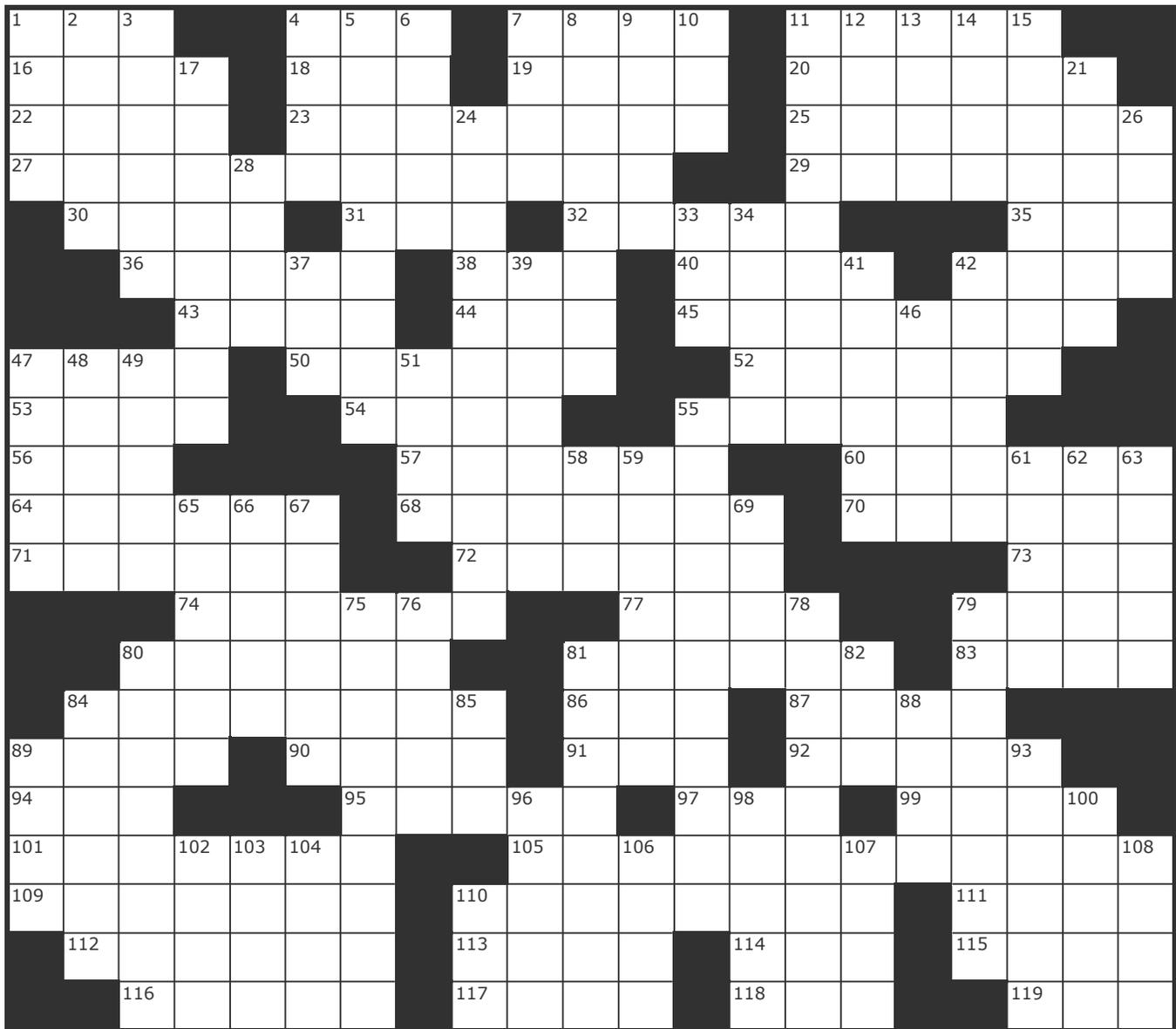
SpeedRead Technologies was the subject of a featured cover story in the current issue of Metering International Magazine. Contact your sales representative for a complimentary copy.



SpeedRead Crossword

by Peter Weisz

Solution in next issue of The Signal



ACROSS

1. Bluefin or yellowfin tuna
4. Org. that operates the 500-mile racetrack (abbr.)
7. Apartment developer with portfolio of 30,000 units in 7 states.
11. Triumph a second time.
16. Ringlet
18. The America's or the Stanley.
19. Squeezy serpents.
20. What owning a SpeedRead System does to a property owner.
22. Follows "Ein, zwei..."
23. SpeedRead's Regional Concentrator housing is made of this material.
25. "Praise the Lord, and _____ ammunition!" (2 words)
27. SRT collection box.
29. SpeedRead uses advanced technology to _____ its transmitters.
30. SpeedRead fulfills a real _____ for resource management.
31. Follows "Holiday."
32. Lady Bush.
35. Mr. Wan Kenobi of Star Wars fame.
36. Mr. Doggie Dogg.
38. News wire service of old (abbrvtn.)
40. Hayworth from Hollywood's Golden Era.
42. A Thanksgiving berry that's not black or blue.
43. The largest cave in Scotland.
44. Obese.
45. Tools once used to handle blocks of frozen water.
47. Exotic Nigerian/English female vocalist.
50. Sermonize.
52. "Jeeze!" (slang)
53. Begged.
54. Usually found under one's thumb.
55. Placed an opinion on an online bulletin board or blog.

56. Sons of ____ (Yalies).
57. Bygone hospital TV series: “ ____ WHERE.” (2 words)
60. Withdraw in servile embarrassment.
64. Musky-scented melon.
68. Belonging to the continent west of the Ural Mountains and the Caspian Sea.
70. Bigots and racists.
71. Logo or emblem.
72. Q to X connection, alphabetically.
73. Precedes “deferens” in men.
74. She-shirt.
77. Unaccounted for P.O.W.s (abbrvtn.)
79. Precedes “Qua Non” in term meaning “absolutely essential thing.”
80. An installer does this to a STx transmitter in a meter pit.
81. “How much is this gonna _____?!” (2 words). Common question encountered by SRT sales force.
83. Boxer, brief or Depends.
84. Becomes ill. (2 words)
86. An intravenous drug addict might explain that he is “ ____ .” (slang, 2 words).
87. President’s mom’s nickname.
89. Wagers.
90. Danish Saint.
91. Transgression.
92. Personal page at well-known bowling equipment-maker’s website (2 words).
94. Follows “Oct” or “Prop.”
95. “No bid.” (2 words)
97. It may get blackened.
99. Equipment.
101. Aviation show.
105. Submetering promotes this important practice.
109. Rock fragments spewed from a volcano.
110. Botox is needed because _____. (2 words).
111. Red and furry Sesame Street denizen.
112. Actress Langtry or Palmer.
113. Men’s service organization.
114. VGA computer screens are Hi- _____.
115. Behind.
116. Athletic squads.
117. Sail holder.
118. Jewish college sorority (abbrvtn.)
119. Genetic code material (abbrvtn.)

DOWN

1. SpeedRead equipment operates using both these types of electricity.
2. First Great Lake to be discovered.
3. Actresses Dunne, Rich and Ryan.
4. “I think _____. I think _____.” (— Little Train. 2 words).
5. A single STx transmitter is able to monitor several meters thanks to this technology.
6. Reject.
7. A small amount (2 words).
8. Large, intractable structure.
9. Mrs. Petrie on the Dick Van Dyke show.
10. Follows “Commun,” “Social” and “plagiar.”
11. Because of their power, SpeedRead transmitters seldom require any of these.
12. Ancient country in SE Iran, mentioned frequently in the Bible.
13. Acronym for non-ethnic American.
14. “Make _____!” Expression used by Star Trek’s Capt. Picard. (2 words)
15. SpeedRead’s architecture employs the fixed, rather than the mobile type of these.
17. The FCC authorizes SpeedRead to employ these type of reliable frequencies.
21. Belonging to a pre-Islamic nation in SW Arabia known for its famous Queen.
24. Build or produce, as in mobile homes (many of which employ SpeedRead equipment.)
26. Julia Roberts role, Brockovich.
28. Ancient land between the Dead Sea and the Gulf of Aqaba mentioned in the Bible.
33. Paranormalist Geller.
34. Ladies’ fashion brand, Donna _____.
37. Caveman Alley of the comics.
39. Cheeseheads love them.
41. “Without _____.” (trouble-free. 2 words)
42. Work together to make corrections in a manuscript.
46. “The Marriage of Figaro,” for example.
47. A SpeedRead submetering system should be included in these for any new apt. construction project.
48. Dispel or calm, as with fears.
49. 18th Century movement that believed in a God that does intervene in the universe.
51. SpeedRead systems are installed with _____.
55. Irritability.
58. Single-home residential property.
59. Italian ice cream.
61. 19th Century American pianist and composer of Narcissus.

62. Some pianos.
63. The SAT exams now contain this type of question.
65. Head monks.
66. Single dose of a medication administered all at one time.
67. Winner of the French Grand Prix on July 5, 2005.
69. Police team.
75. A SpeedRead system is capable of monitoring consumption of all three of these (gas, water, electricity).
76. Skull-festooned headwear for Hitler’s elite corps.
78. An STx transmitter can read a water meter even when it is located in a _____ meter pit.
79. A much better alternative to RUBS for apartment communities.
80. Underground housing for water consumption measuring device. Pose no problem for SpeedRead’s powerful transmitters.
81. Russian monk’s vests or tunics.
82. Ray Charles hit: “What’d I _____?”
84. Amiable.
85. Maker of the Sportage SUV.
88. Classical Indian musical piece.
89. Male fertility god worshipped by the Canaanites.
93. Did not succeed.
96. Famous Opera House in Milan (with “La”)
98. SpeedRead transmitters have a guaranteed battery life of ten _____.
100. Caesar was one.
102. SpeedNet software enables you to keep a separate _____ on each account.
103. Jazz songstress Fitzgerald.
104. Country vocalist Whitman or actor, Pickens.
106. Robin’s residence.
107. Sleeveless upper body garment.
108. Novelist and screenwriter Ephron.
110. Opposite of MASC. (abbrev.)

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for details.