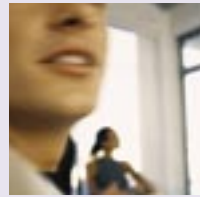


# Driving Business Profitability through Advanced AMR Solutions



# Datamatic's AMR solutions provide a comprehensive technology solution to meet your meter reading, data analysis, and business operation demands.



Today's utility faces many challenges. Regulatory, political, and

environmental issues shape business planning. Technology trends and workforce issues impact operations and profitability. And as customer expectations change, the challenge to provide more information for less money is greater than ever before.

Datamatic delivers the innovative and economical AMR solutions you need to maintain an operational balance and improve profitability — solutions that provide meter independence to reduce installation costs, automation to decrease staffing needs, and advanced usage profiling to improve customer service and future resource planning.

**Discover how Datamatic's AMR solutions can put you squarely in control of business growth.**

## METER INTERFACE UNIT (MIU)

**FIREFLY** The Datamatic FIREFLY® installs on virtually any gas, electric, or water meter brand or model in minutes. This means FIREFLY MIUs are meter independent — you're not locked in to buying specific meters or changing out current meters to implement your AMR solution. That's why a Datamatic AMR solution can save you up to 40% over competitive AMR systems. FIREFLY MIUs are also compatible with several fixed network options for maximum flexibility.

### Key Benefits

- Integrated usage profiling capability for detailed usage analysis
- Meter independent interfacing for more economical, quicker installations

## FIELD DATA COLLECTION UNITS

**ROADRUNNER** Datamatic ROADRUNNER™ handhelds and GPS-enabled mobile AMR receiver units provide the power, speed, and ruggedness needed for field data collection. Featuring Windows® operating systems for enhanced graphics and functionality, ROADRUNNERS support walk-by or mobile data collection, water and electric probing, AMR programming, usage profile data collection, and more.

### Key Benefits

- Ruggedized units optimized for water, gas, and electric data collection
- User-defined displays for easy operations

## ENTERPRISE METER READING SYSTEMS

**RouteSTAR** Datamatic's AMR solution includes RouteSTAR,™ a user-friendly, fourth generation route management application with an intuitive, flexible reporting engine. RouteSTAR can scale from a single PC to the largest wide area network. This sophisticated application provides multi-level security access and interfaces with any utility billing system. For C&I electric needs, CommSTAR™ uses a new analysis engine and takes advantage of more communication technologies than any other C&I application.

### Key Benefits

- User-friendly applications with intuitive, flexible reporting engines
- State-of-the-art system security and automated operations

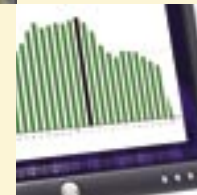
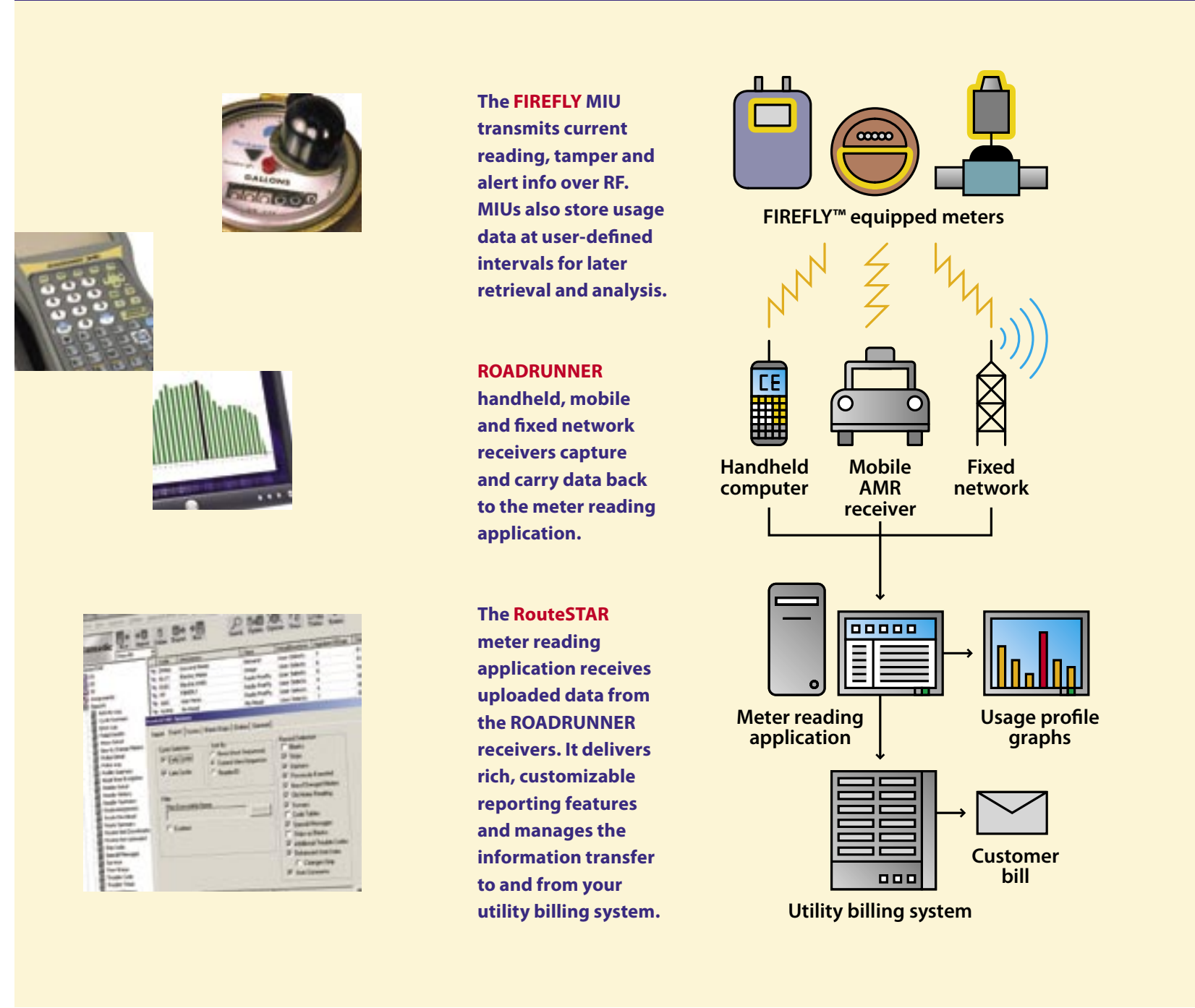
## USAGE PROFILING SOFTWARE

**ProfilePLUS** Every Datamatic MIU features ProfilePLUS,™ our leading-edge usage profiling software that collects customer usage data at user-defined intervals. Resolve consumption disputes, detect leaks, and identify meter/transformer right-sizing opportunities. Conduct comprehensive load studies, system optimization reports, and conservation planning. Information is displayed in easy-to-understand charts that pinpoint issues at a glance.

### Key Benefits

- One of the most powerful customer service and operational tools in existence
- Available at every meter, all the time

## How Datamatic AMR solutions work



**Visit [www.datamatic.com](http://www.datamatic.com) to learn more,  
or call us today at 800-880-2878 for an ROI  
analysis or to schedule a product demo.**

#### **TESTIMONIALS AND INDUSTRY QUOTES**

*"Automatic Meter Reading has transformed the way today's utilities conduct business. Its benefits reach far beyond the meter reading shop into the customer service call center, the engineer's office and across the entire operation."*

**Electric Energy T&D  
May-June 2005**

*"ProfilePLUS data from our FIREFLY AMR System helped us discover a widespread undersized meter problem. After we right-sized the meters, the City recovered about \$2.5 million per year in previously lost revenues. That, by itself, more than paid for our investment in the AMR system. Using ProfilePLUS has since become a daily part of our system management and customer service operations."*

**City of McKinney, Texas**

*"The increase in housing starts in larger suburban areas of the U.S. has put the utility in the position to use AMR technology and pass that technology cost on to the customer. The benefit here is that AMR systems help residents conserve water and monitor their billing, while allowing the utility to keep labor costs in check, thanks to the AMR system's technological capabilities."*

**WaterWorld, July 2005**

*"Resource management is the single most important issue facing our growing desert community. We must account for every drop and manage it wisely. In addition to greatly reducing our meter reading costs, Datamatic's FIREFLY system has helped us track our water, better manage conservation programs, enhance customer service and optimize our infrastructure."*

**Las Vegas Valley Water District, Nevada**



#### **ABOUT DATAMATIC**

For more than 25 years, Datamatic has provided technology, consulting, and implementation services needed by hundreds of utilities across the U.S. to capture comprehensive meter data.

A pioneer in the industry, the company installed the first electronic meter reading system at Texas Electric Service Company (now TXU) in 1980. Today, Datamatic's state-of-the-art AMR solutions give utilities the advanced data collection, analysis, and management tools they need to improve business operations and enhance customer service.



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