



## **Power Tagging Advises RMI's Project Get Ready**

*The addition of Power Tagging to Project Get Ready further bridges the gap between electric utilities, electric vehicle manufacturers and consumers*

**Boulder, CO**— September 9, 2010—Power Tagging Technologies, Inc., a leading provider of next generation smart grid communication technologies, has been invited to join the Rocky Mountain Institute's (RMI) Project Get Ready technical advisory board. The project is a national non-profit initiative helping cities prepare for plug-in electric vehicles (EVs). The addition of Power Tagging to the project's Technical Advisors brings a practical grid perspective to the burgeoning project.

"We are excited to have Power Tagging on board," explained Matt Mattila, RMI transportation consultant and manager of Project Get Ready. "Power Tagging's ability to incorporate electric vehicles into the current infrastructure of the electric grid is key to seamlessly transitioning EVs into the consumer market."

By providing a real-time, schematic map of the electrical grid, Power Tagging allows electric utilities to control their energy distribution and integrate electric vehicles. Much like a SIM card in a cellular phone, Power Tagging's EV solution incorporates a Vehicle Intelligence Module™ (VIM™) which can communicate ubiquitously over the power distribution grid, linking drivers to utilities, which are a cleaner source of fuel.

"We see Project Get Ready as a ground breaking effort toward a rapid adoption of electric transportation that results in cleaner, quieter, cheaper transportation and reduces dependence on both foreign oil and our own national oil reserves," explained John LoPorto, President and CEO, Power Tagging. "Advising RMI's Project Get Ready is natural extension of our technology."

### **About Power Tagging**

**Power Tagging** is the leader in next generation smart grid communications for the 21st century. Power Tagging's rapidly growing team is focused on delivering excellent solutions that fundamentally transform what is expected from the power grid. Power Tagging leverages its patent-pending technology (that digitally "tags" both electric power and attached devices) to drive solutions in grid mapping, fault resolution, electric vehicle integration, demand side management and grid cyber security. By working with utilities, the stewards of the power grid, Power Tagging solutions are ready for immediate adoption and maximum impact.



## **About RMI and Project Get Ready**

**Rocky Mountain Institute®** (RMI®) is an independent, entrepreneurial, 501(c)(3) nonprofit organization. RMI drives the efficient and restorative use of resources to make the world secure, just, prosperous, and life-sustaining. RMI's research and consulting staff works with businesses, communities, and organizations around the world in three interconnected practices: the built environment, energy and resources, mobility and vehicle efficiency. RMI's work incorporates a unique blend of whole-system thinking, integrative design, end-use/least-cost analysis, and an interdisciplinary knowledge of advanced technologies and techniques. For more information, visit [www.rmi.org](http://www.rmi.org).

## **Project Get Ready**

A non-profit initiative led by Rocky Mountain Institute, in conjunction with a wide array of partners and technical advisers aimed at getting cities throughout North America ready for plug-in vehicles. Specifically, Project Get Ready is building a dynamic "menu" of strategic *plug-in readiness* actions, including a business case for each action and a web database of plug-in activities. They also function as the convener for cities and technical players to discuss lessons learned and best practices for EV adoption. For more information, visit [www.projectgetready.com](http://www.projectgetready.com)