

New York, July 28, 2009

## **System ESLS as part of UN Millennium Goal of Environmental Sustainability**

Nowadays, everybody talks "green solutions" to reduce electricity bills, avoid further investment in the power grid, and be friendly to the environment.

One of the most identified sources of energy waste is lighting, as it is poorly managed in the vast majority of commercial and public buildings.

Although there is great demand for a solution, current technologies occupy only micro-niches due to the high cost and complex installation of present solutions.

System with its highly skilled and experienced multidisciplinary technical team set its focus on the international lighting industry, understanding that the market demands a low-cost addressable lighting system.

Since then System has developed several breakthrough technologies, both in communication over power-line and in power supplies, implemented in its IDC2000 IC.

In the same way a computer cannot exist without a highly integrated solution such as a CPU, System's chip solution combined with System's other patented lighting system components and methods are integrated into the ESLS, an industry-first low cost lighting system for buildings, which is now reaching the production stage to enter the market.

The ESLS lighting system achieves the **Millennium Development Goal of environmental sustainability promoted by the United Nations**. It also allows the reduction of 30% of total power consumption used for lighting and air-conditioning, advocated by the Clinton Initiative, Al Gore and others, for world energy conservation.

The ESLS excels in providing the maximum achievable savings of 60% to 80%, at a ROI of less than 2 years, with minimum installation time, and at least 4 times less costly than other solutions. This technology, which provides maximum comfort to users, will certainly be the next generation standard solution to be extensively adopted worldwide.

The ESLS is simple to install and maintain, allowing utilities to elegantly cut power peaks. Thus, without affecting building operation, the ESLS will in addition provide:

- 1) an outstanding remedy to alleviate overloaded electricity distribution networks,
- 2) improve their service, and
- 3) most importantly, reduce infrastructure investment, both in developed and developing countries.