



FOR IMMEDIATE RELEASE

**STRATEGIC TELEMETRY, ROMLIGHT INTERNATIONAL TEAM UP TO PROVIDE
ELMS-SUPPORTED CONTROL SYSTEM ROADWAY LIGHTING**

ITS-compliant software offers exclusive remote control, monitoring capabilities

April 23, 2009: Strategic Telemetry and ROMLight Intl have announced a streetlight dimming and control system for high pressure sodium and metal halide fixtures. Compliant with Intelligent Transportation Systems (ITS) standard NTCIP 1213, Strategic's SmartLights 2.0 technology offers remote control and monitoring of lighting, power metering, ground-fault detectors and other critical system parameters.

Jim Frazer, Strategic Telemetry chief operating officer, credits the success of this joint effort to the strategic partnership between the two companies. "As energy costs continue to increase dimming street and roadway light becomes much more attractive – both from a quality of life and a pure economic perspective" Frazer explains. "We're proud to be working with ROMLight and their revolutionary dimmable electronic communicating ballasts."

Norman Krebs, President ROMlight International (USA), Inc. "**StreetROM** ballasts connect directly to the Strategic Telemetry's data logger without the need for additional, expensive, and bulky external hardware. The integration of ROMlight and Strategic technologies provide this unique next generation built-in two way communication feature in HID ballasts. **StreetROM** ballasts are highly efficient and when combined with the Strategic's ELMS compliant software can deliver over 50% energy savings, as well as monitored management of the lighting assets. This smart lighting system can be applied to street lighting and outdoor lighting, as well to commercial and industrial buildings."

About ROMLight Intl: ROMLight is focused on the development of innovative, energy efficient lighting technology. ROMlight has developed a line of dimmable, electronic ballasts to replace the traditional magnetic ballasts required to drive various types of High Intensity Discharge (HID) lamp systems including High Pressure Sodium (HPS) and Metal Halide (MH) lamps. At the core of this development is the application and use of microprocessor technology and related software. The Company has engineered the most comprehensive offering of electronic HID ballasts on the market today. The product line includes electronic ballasts and lighting fixtures with wattages ranging from 70 watts to 600 watts.

About Strategic Telemetry: Ingenuity, innovation and technical excellence are integral to Strategic Telemetry. Our revolutionary software suite continues to evolve to include dynamic asset management, enterprise resource planning and many other exciting options. User compliance, market needs and federal standards are assured through strict adherence to systems-design engineering principles. Implementation of Strategic Telemetry's broad range of solutions allows our customers to quickly begin saving time, energy and lives. For more visit: www.strategictelemetry.net

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