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## FAST FACTS

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## PRODUCT FAST FACTS:

-  **ABOUT:** The **itsPower Manager (iPM)** is a management tool that pays for itself by lowering costs.
-  **FEATURES:** **iPM** provides motor soft-start, fault detection, electronic protection plus energy saving control for all AC motors.
-  **IMPROVES:** **iPM** increases operating efficiency, equipment life and productivity.
-  **REDUCES:** **iPM** decreases downtime, energy consumption and repair costs.
-  **TECHNOLOGY:** **iPM**'s technology, the EET method, puts the motor in charge of power management.
-  **SUMMARY:** The **iPM** avoids costs, protects and saves energy.

## TECHNOLOGY FAST FACTS:

-  **ORGANIC:** **EET** does not use "artificial" references such as preferred "Phase Lag" (used by Nola technology) or other "error" comparisons.
-  **INTUITIVE:** **EET** does not "control" the motor, but uses the motors natural properties to manage electric current.
-  **BASED-ON-LAW:** Laws of Physics generate the natural **EET** control signals.
-  **COMPLETE:** When controlled by a motor, **EET** is a Power Management System.
-  **NATURAL:** **EET** reflects the view that motors transmit their workload need for power in a way that is electronically detectable and thus may be command AC motor power without artificial references.
-  **COMMUNICATIONS-BASED:** The new technology discovery is partly due to the co-inventor's (Rhey Hedges) extensive two-way radio experience and communication challenges background.
-  **SUMMARY:** **EET** products are controlled by the motor, not vice versa

## MARKET FAST FACTS:

-  **A NEED FOR EFFICIENCY:** Industry has an endless need to improve the management of resources
-  **VAST OPPORTUNITY:** 66% of generated Electric energy in the US is consumed by electric motors
-  **SINGLE PHASE:** Single phase motors are substantially more numerous & least efficient, but only account for 5-7% of total electric power consumed
-  **THREE PHASE:** Three phase motors are the largest consumer, yet are more far more efficient. 90% efficiency at 'near-full-load' is the rule rather than the exception
-  **BILLIONS OF MOTORS:** In 1995, there were over 4 billion AC motors in operation
-  **\$80 BILLION MARKET:** Even if only 2% of the motors are viable candidates for AC motor power management, the gross market is \$80 BILLION. (\$1000/per unit for 80 million motors (2% of 4bil)
-  **MORE PROFITS:** "A reduction of \$1000 in the cost of maintenance contributes to profit the same as \$24,000 in sales."  
From Maintenance Today, August 1989
-  **SUMMARY:** When motors stop... business profits stops and costs increase