

# **Itron Launches MC3, the Next-Generation in Mobile AMR Technology**

## ***New Innovations Enable MC3 to Deliver Superior Reading Performance and Advanced AMR Functionality***

LIBERTY LAKE, WA — March 11, 2008 — Itron Inc. (NASDAQ: ITRI) announced today the commercial availability of MC3, a powerful, yet portable drive-by meter reading system that sets a new standard for reading performance and advanced automated meter reading (AMR) functionality.

The latest addition to Itron's ChoiceConnect™ suite of AMR solutions, the MC3 has the ability to read up to 10,000 electricity, gas and water meters per minute, far exceeding the read performance for any other mobile AMR system on the market. Powered by Itron's new SRead™ radio technology, the MC3 dramatically increases read performance and reliability by simultaneously listening for ERT signals across 80 different channels within the 900 Mhz spread spectrum. In addition, SRead's multi-channel architecture and advanced antenna design enable the MC3 to isolate and slice through radio frequency (RF) "noise" and interference to ensure optimal reading performance in difficult RF environments where other systems are operating in the same band.

The MC3 also features an advanced mapping application to further optimize read performance. The GPS Mapping System provides the operator with immediate visual representation of endpoint locations and read confirmation. This virtually eliminates the need for time consuming re-reads or collecting skipped reads, thereby reducing meter reading times and fuel consumption, and improving worker productivity.

The MC3 introduces advanced AMR features such as mobile demand reset with Eka Systems EkaNet™ Mobile platform in combination with Itron's CENTRON® Polyphase meter. This enables utilities to use the MC3 to perform real-time mobile demand reset functions while returning up to 50 register read items, including time-of-use (TOU), as part of a regular drive-by meter reading route. This means utilities can leverage the value of the MC3 system across an even broader segment of their customer base.

“For the many utilities and municipalities seeking the proven cost benefits, productivity gains and customer service improvements of mobile AMR technology, Itron’s MC3 is the best solution on the market,” said Russ Vanos, vice president of marketing for Itron. “The MC3 delivers superior RF technology and reading performance, along with advanced functionality through our partnership with Eka Systems for remote demand reset and TOU data collection. We believe that’s an unbeatable combination for utilities seeking a strong return on their AMR investment.”

### **About Itron**

Itron Inc. is a leading technology provider to the global energy and water industries. Itron Inc. consists of Itron in North America and Actaris outside of North America. Our company is the world’s leading provider of metering, data collection and utility software solutions, with nearly 8,000 utilities worldwide relying on our technology to optimize the delivery and use of energy and water. Our products include electricity, gas and water meters; data collection and communication systems, including automated meter reading (AMR) and advanced metering infrastructure (AMI); meter data management and related software applications; project management, installation, and consulting services. To know more, start here: [www.itron.com](http://www.itron.com).

### **About Eka Systems**

Eka Systems, Inc. is a provider of wireless networking solutions for monitoring, and control applications. Eka has developed a distributed wireless network technology platform, EkaNet™ Mobile, which is the framework for bi-directional communications that provides demand reset and time-of-use reads from commercial and industrial meters. The EkaNet platform delivers networking solutions that are reliable and easily deployed. In addition, Eka has integrated this technology into robust, comprehensive, utility oriented solutions. For more information, visit Eka’s web site at [www.ekasystems.com](http://www.ekasystems.com).

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