

BlueSpan Communications Corporation

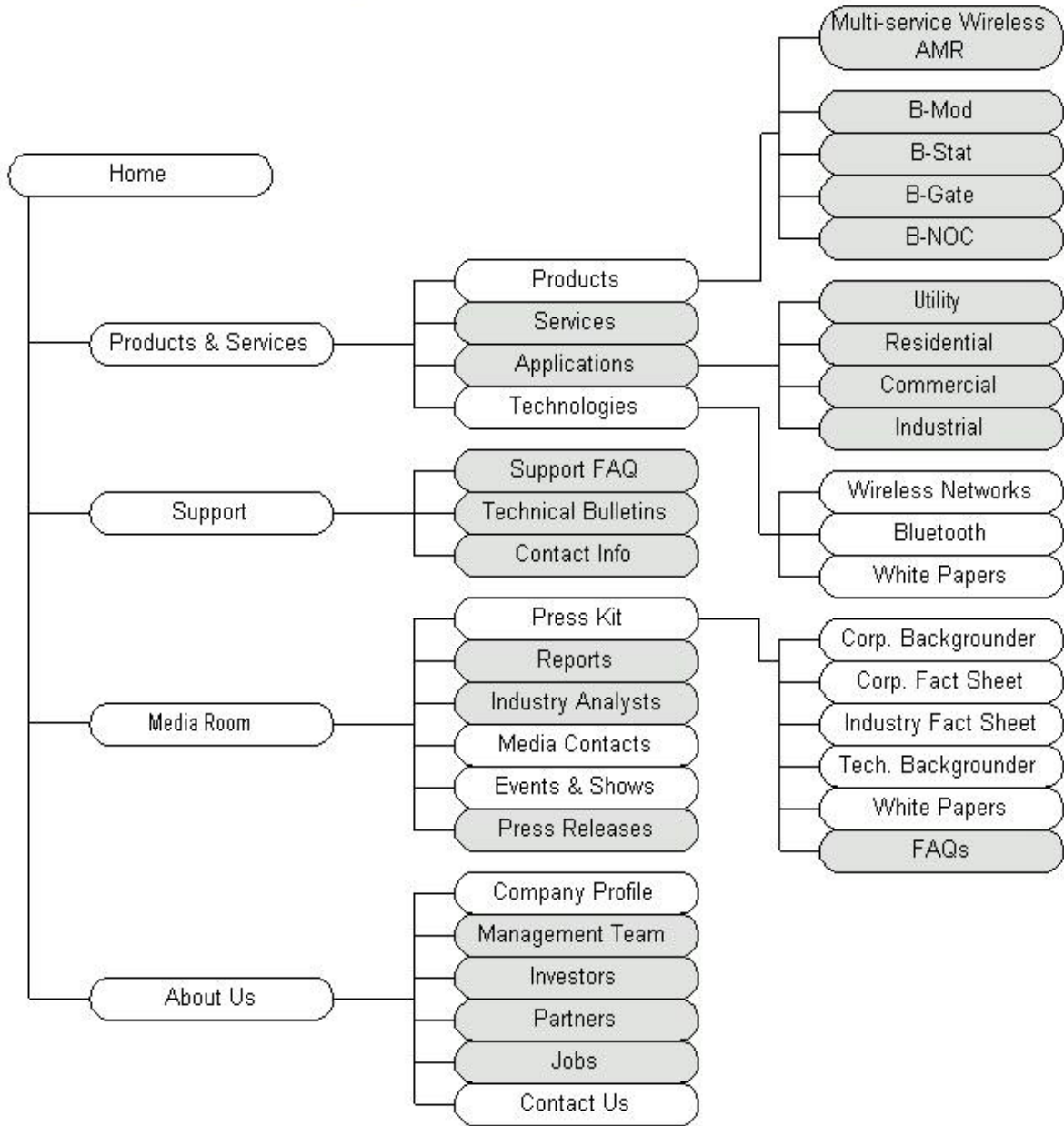
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Notes:

- Italicized links and names indicate optional or deferrable sections.
- Underlined text indicates links to other pages.
- Comments and requests for additional information appear as [TBD: comments].
- Graphics contained within this document are for reference only and do not imply layout preference.

BlueSpan Web Site High-level Architecture



Key :

Web Page

Optional/Later Page

Top Level

Home

[Note(s):]

An alternative to copy on the home page, especially good at this early stage for BlueSpan, is to use key words and phrases blended in with the graphical treatment of the page. This gets the basic BlueSpan theme across while keeping the home page flexible; detailed information is left for linked pages. Suggested words/phrases appear below.

Important: The static links listed on the Home page appear on all other pages.

[Copy:]

- Affordability
 - Scalability
 - Flexibility
 - Reliability
 - Choice
 - Control
 - Customer Knowledge
 - Value Added Services
- [TBD: Additional words and phrases can be added to this list based on final nomenclature hierarchy decisions.]
- Enabling real-time advanced metering and management solutions
 - Turning load profiling into advanced demand side management
 - Know Your Power
 - Advanced Information and Control Systems for the Utilities Industry

[Static Links:]

[Products & Services](#)
[Support](#)
[Media Room](#)
[About Us](#)

[Dynamic Links:]

[TBD: Latest news, events, and other current information (can list top three newest items, for example, or provide a link to the News page).]

Products & Services

[Note(s):]

Intro to discussion of pages that cover product and service offerings, their applications and the technology involved. Serves to guide the visitor to detailed information on BlueSpan components, product applications, product deployment, and the underlying technology that makes it all possible.

[Copy:]

BlueSpan Communications Corporation (BCC) products and services evolved from careful research of technological and market needs unique to utilities and their customers. Our integrated metering and branch circuit monitoring systems, energy data transport and secure data aggregation services are based on robust and proven telemetry capabilities.

Harnessing advanced technology for utility data collection, transport and information exchange, BlueSpan's integrated, end-to-end offering is made up of three major parts:

- metering, including polyphase and single phase
- patent-pending multicarrier wireless networks
- intelligent and secure bi-directional data distribution

BlueSpan provides utilities and their customers cost-effective, exceptionally dependable and scalable near-real time view of usage and grid integrity, enabling each to manage their power resources and needs better than ever before.



BlueSpan Communications Corporation
ADVANCED INFORMATION AND CONTROL SOLUTIONS FOR THE UTILITIES INDUSTRY

[Static Links:]

[Products](#)
[Services](#)
[Applications](#)
[Technologies](#)

Support

[Note(s):]

Provides a central location for all support-related information a visitor might need. Includes links to Q&A (for commonly asked questions), technical information (e.g., in the form of bulletins), and contact information.

Because BlueSpan has not fully defined its support offerings yet, content is limited in this first pass. Later we'll add information on support plans, engineering services, details on how support is provided over the Internet, etc.

[Copy:]

BlueSpan is strongly committed to providing comprehensive and prompt customer service. BlueSpan support is available via telephone, e-mail, and the Internet. For additional information, please contact us via e-mail at support@bluespancom.com.

[TBD: In addition, answers to frequently asked questions, available here in the [Support FAQ](#), provide quick resolution to common concerns. Check our [Technical Bulletins](#) for up-to-date technical information on new product releases, product update news, and related news.]

[Static Links:]

[Support FAQ](#)
[Technical Bulletins](#)
[Contact Information](#)

Media Room

[Note(s):]

Supports the needs of the press and analyst community. Directs the reader to press kit information, reports (if available), and appropriate contacts for PR matters. Contains the latest company information (e.g., partnerships, new deployments, etc.) and product news, including trade show schedules and a list of appearances by key BlueSpan executives. Can list recent press release titles as links or link to a press release page.

[Copy:]

For media and analysts, here is access to the latest BlueSpan [press kit](#), including technology and corporate backgrounders, and a corporate fact sheet. Also available is a list of [media contacts](#).

BlueSpan actively participates in a variety of events and [trade shows](#), and our executives are often featured at speaking engagements and panel discussions. Scheduled engagements are listed in the [event calendar](#).

[TBD: Key industry reports and results of independent BlueSpan analyses are available on the [Reports](#) page.]

[Static Links:]

[Press Kit](#)

[Reports](#)

[Industry Analysts](#)

[Media Contacts](#)

[Events & Shows](#)

[Press Releases](#)

About Us

[Note(s):]

A lead-in to all pertinent information about the company itself, including profiles on the company and its management team, a list of investors and partners, job openings, and contact information.

[Copy:]

Providing the means to navigate a utility industry in flux, BlueSpan's Wireless Energy Network System (WENS) empowers utility companies with an unprecedented level of knowledge regarding their customers' energy usage. A highly reliable monitoring and control conduit, BlueSpan's WENS is a potent integration of advanced metering, patent-pending wireless communications and data distribution systems. In short, BlueSpan delivers the power of information and control to electric utilities.

BlueSpan sees its mission as improving profitability for utility companies through highly reliable, quality products and services that bring value to their operations, in turn enabling superior service and products for their customers. BlueSpan propels utility company success by providing the integrated system to gain enhanced customer insight and to leverage that knowledge into increased customer satisfaction, better forecasting, and the opportunity to deliver a host of new value-added services—in regulated or non-regulated environments.

BlueSpan's offices are located in Atlanta, Georgia. Organized in October 2000, the company has focused on its research and development efforts. BlueSpan was officially launched August 15, 2001. [TBD: Verify these dates before posting.]

[Static Links:]

[Company Profile](#)
[Management Team](#)
[Contact Us](#)

[Investors](#)
[Partners](#)
[Jobs](#)

Products & Services | Products

[Note(s):]

Introduction to BlueSpan's product offerings. Communicates the BlueSpan strategy and provides an overview of products and where they're used.

[Copy:]

BlueSpan's advanced, end-to-end technology provides a platform to create value-added products and services for utility companies and their customers. Our solutions are based on high reliability, [multicarrier packet data networks](#) to ensure unsurpassed confidence in the integrity and accuracy of meter, system control and energy information management activities at an economical, packet data price.

Our Wireless Energy Network System (WENS) brings together an integrated system of certified polyphase metering and branch circuit monitoring systems with secure and intelligent energy data distribution services. In addition, for utilities and their C&I customers, BlueSpan's B-Net™ provides processing and formatting services to ensure the information meets each company's specific data requirements.

BlueSpan product applications include:

- energy conservation management
- grid integrity monitoring
- usage monitoring
- demand-side management (DSM)
- real-time pricing (RTP)
- load profiling and load management
- supervisory control and data acquisition (SCADA)

BlueSpan's WENS is a powerful integrated wireless data acquisition and control tool for the utility industry. For electric power companies, this becomes an information and control infrastructure that links energy and related subsystems at user end-points with multiple energy information users and applications. WENS delivers strategic information, giving electric utilities an unprecedented understanding of customers' demands, needs and opportunities.

Once empowered to make better decisions, utilities in a competitive environment can differentiate their service offerings to near-custom levels, resulting in less churn. Regulated or unregulated, applying the customer knowledge gained through the implementation of a BlueSpan WENS enhances customer satisfaction and maximizes profitability.

At the data collection point, BlueSpan's [universal wireless interface](#) for capturing and relaying information fits directly into a variety of meters to enable "under the glass" operation. An advanced transceiver, the BlueSpan metering interface operates efficiently, economically and transparently.

BlueSpan product offerings support a variety of wireless transport mechanisms and operational environments, making BlueSpan products uniquely extensible. Our design philosophy enables us to incorporate new technologies as they come to the fore. This translates into operational flexibility that enables utility providers to quickly benefit from new standards such as [Bluetooth™](#) as they become prevalent.

[Static Links:]

Multi-service Wireless Metering
B-Mod Meter Interface
B-Stat Thermostat
B-Gate Access Gateway
B-NOC Network Operations Center

Products & Services | Services

[Note(s):]

This optional page can describe the services and add-ons offered by BlueSpan. For example, the benefits of the BlueSpan B-Net™ can be touted here. We are awaiting further information to complete this section.

[Copy:]

[Static Links:]

[None.]

Products & Services | Applications

[Note(s):]

Overview of BlueSpan product applicability grouped according to market segment: C&I, Residential, and Utility. The Utility section discusses, for example, the shift toward new wireless network information systems, value added services, and CRM. The Residential page can speak to utilities as well, though the emphasis there is on how the consumer environment is changing and how to capitalize on the additional services to be offered. The combination of Utility and Residential discussions follows the “both sides of the meter” idea of BlueSpan’s Bluetooth™ white paper.

This is also an appropriate location for case studies, when available. Relevant white papers can be linked to on each application’s page/section.

For a first pass, we may combine all the application information into this single page rather than use subpages for utilities, C&I and residential.

[Copy:]

[TBD: To complete copy, we’ll need input from BlueSpan. Need BlueSpan-specific applications for the utility, residential and C&I segments.]

BlueSpan’s advanced technology also provides a platform to create an array of value-added products and services for utility companies. Just a few of the BlueSpan applications include:

- energy conservation management
- grid integrity monitoring
- usage monitoring
- demand-side management (DSM)
- load profiling
- supervisory control and data acquisition (SCADA)

Utilities [TBD: This is a list of possible topics for discussion. We’re assuming that we won’t cover all that’s here.]

- grid integrity monitoring
- load monitoring and balancing
- advanced metering
- real-time energy outage and restoration information
- account monitoring benefits (customer move-in/move-out)
- tamper information
- improved customer service
- increased operational efficiency
- enhance revenues
- services/applications upsell (e.g., pricing and detailed billing products).

Commercial & Industrial [TBD: This is a list of possible topics for discussion. We’re assuming that we won’t cover all that’s here.]

- usage profiling
- demand side management
- interactive energy management
- submetering (MTUs)

Residential [TBD: This is a list of possible topics for discussion. We're assuming that we won't cover all that's here.]

- demand-side management
- usage monitoring—ongoing understanding of the amount of power used
- interactive energy management
- submetering (MDUs)

[Static Links:]

[TBD: When more application information is available, we'll link to separate subpages for Utility, Residential, and C&I.]

Products & Services | Technologies

[Note(s):]

Introduces the technologies used by BlueSpan. Linked-to pages contain details on each technology; the white paper link can appear at this level or show up separately on the wireless networks and Bluetooth pages.

[Copy:]

BlueSpan's Energy Information and Control Network (WENS) solution brings together an integrated system of certified "under the glass" polyphase metering and branch circuit monitoring systems as well as secure energy data transport, data aggregation and distribution services.

The BlueSpan WENS also provides intelligent data distribution to ensure the information received meets each company's requirements. Its highly reliable multicarrier packet data network approach delivers unsurpassed confidence in energy information management activities. And, for both utilities and their customers, the technologies employed end-to-end also assure scalability, flexibility and affordability.

Refer to our page on multicarrier [wireless networks](#) to read about technologies that form the core of our product offerings and solutions. To ensure system extensibility as new wireless technologies become widely available, BlueSpan is an active member of the Bluetooth™ Special Interest Group (SIG). Refer to our [Bluetooth](#) page for more information on this versatile technology.

[Static Links:]

[Wireless Networks](#)
[Bluetooth](#)
[White Papers](#)

Support | Support FAQ

[Note(s):]

A list of frequently asked support questions and answers. Should cover at least the basics: who to call, when and how support is available, common problems and their resolution, etc. Should serve to inform existing customers primarily but should also provide valuable info for prospects.

[Copy:]

[TBD: To be filled in later when Q&A are developed.]

Support | *Technical Bulletins*

[Note(s):]

A central location for technical information that impacts products and services. Can include product update notices, application notes, etc.

[Copy:]

BlueSpan periodically issues technical bulletins to communicate information about product updates, application notes, solutions briefs.

At this time, there are no technical bulletins. If you have any questions, please feel free to e-mail us at support@bluespancom.com.

[TBD: Later, we can refer them to the Support page, too, if appropriate.]

Support | Contact Information

[Note(s):]

Provides standard support contact information. This is in the FAQ, but it should be easily accessible here as well.

[Copy:]

BlueSpan telephone support is available from [start time] to [end time], [days of week]. The number is [TBD: telephone number]. To communicate with the support group by e-mail, please address messages to support@bluespancom.com.

If you need help or have questions, check the [Support FAQ](#) and [Technical Bulletins](#). The answers you need may be in those pages.

Media Room | Press Kit

[Note(s):]

Provides an always up-to-date electronic version of all press kit materials which are currently being drafted.

[Copy:]

The BlueSpan press kit includes background information on the company and its products and technologies, a corporate fact sheet and white papers.

[Static Links:]

[Company Backgrounder](#)

[Company Fact Sheet](#)

[Industry Fact Sheet](#)

[Technology Backgrounder](#)

[Frequently Asked Questions \(FAQs\)](#)

[White Papers](#)

Media Room | Reports

[Note(s):]

Lists third-party reports on BlueSpan products and services, when available.

[Copy:]

Media Room | Industry Analysts

[Note(s):]

Provides information and/or links to information reported by industry analysts. Can include BlueSpan market growth projections and market descriptions. This page is used only when there's industry analyst coverage of BlueSpan. Content is typically restricted to listing abstracts, excerpts, and/or quotes, as permitted.

[Copy:]

Media Room | Media Contacts

[Note(s):]

Lists appropriate public relations contacts for members of the press and the analyst community.

[Copy:]

For media inquiries, please contact one of the following.

Andrew Dod
Dod/Pritchard Communications

Tel: +1.770.209.0805 x105
Fax: +1.770.209.9954
E-mail: dod@dpcomm.com

Rich Jeffers
Dod/Pritchard Communications

Tel: +1.770.209.0805 x127
Fax: +1.770.209.9954
E-mail: richj@dpcomm.com

Sherri L. Musgrove
BlueSpan Communications Corporation
Director of Marketing

Tel: +1.404.591.0086 x1106
Fax: +1.404.591.9686
E-mail: smusgrove@bluespancom.com

Media Room | Events & Shows

[Note(s):]

A current list of events and tradeshow in which BlueSpan is participating.

[Copy:]

Planned trade shows and conferences:

[TBD: list of shows & conferences attended by BlueSpan]

Upcoming BlueSpan speaking and panel discussion engagements:

[TBD: list of engagements]

Media Room | Press Releases

[Note(s):]

A linked list of the latest press releases issued by BlueSpan.

[Copy:]

About Us | Company Profile

[Note(s):]

The standard company profile information, similar to the press release boilerplate.

[Copy:]

Providing the means to navigate a utility industry in flux, BlueSpan's Energy Information and Control Network (WENS) offers power companies unprecedented visibility into their customers. A highly reliable monitoring and control conduit, BlueSpan's WENS is a potent integration of advanced metering, patent-pending wireless communications and data distribution systems. In short, BlueSpan delivers the power of information and control to electric utilities.

BlueSpan's offices are located in Atlanta, Georgia. Organized in October 2000, the company has been focused on research and development efforts. BlueSpan was officially launched August 15, 2001. [TBD: Verify these dates before posting.]

About Us | Management Team

[Note(s):]

Bios of BlueSpan management team members.

[Copy:]

[TBD: Though these have been edited, they're probably still a bit long; need to insert current BlueSpan responsibilities info for each person before we can make final edits.]

Kenneth Garrard [TBD: photo] President and Co-founder

[TBD: Begin with responsibilities/accomplishments for BlueSpan].

Mr. Garrard's career includes more than fifteen years of entrepreneurial successes in the utility and cable TV industries. His technical expertise includes electric grid regulation, control equipment, wireless communication. Prior to founding BlueSpan, Mr. Garrard co-founded Telemetry Technologies, Inc. in 1998 and participated in the development of multiple patented technologies integral to the company's success. He has also served as consultant to Conectisys—a wireless telemetry company specializing in utility asset monitoring—and has held senior marketing and sales positions at General Signal, Schlumberger Industries, and CellNet Data Systems. In 1992 Mr. Garrard founded Visionspan, Inc., a wireless cable development concern that was sold to BellSouth Corporation after six years of operation. Mr. Garrard attended Auburn University and studied Engineering AE/AM.

William H. Kirby, Jr. [TBD: photo] Senior Vice President—Marketing & Development

[TBD: Begin with responsibilities/accomplishments for BlueSpan].

Before joining BlueSpan, Mr. Kirby was a founding partner of K²Vision LLC, a management consulting firm serving the utility, cable TV, telecom and related industries. With over 25 years' experience, Mr. Kirby has worked extensively with business development and strategic issues for residential services, in-home networks, home automation and other consumer space topics. Previously Director, New Ventures for Southern Company Energy Solutions—a subsidiary of Southern Company that develops, packages and delivers energy-related products and services—he was responsible for Southern's interactive energy management pilot at Chatelaine Park, a luxury apartment development in suburban Atlanta. One of the industry's first commercial applications of interactive energy services, the project included real time pricing for residential customers and a menu of other services provided over a two-way broadband network. Mr. Kirby also has held management positions with Western Electric, Southern Bell Telephone, BellSouth Corporation and BellSouth Enterprises. Mr. Kirby is a registered professional engineer and holds a bachelor's degree in electrical engineering from Clemson University and a master's in electrical and computer engineering from the University of South Carolina.

About Us | Investors

[Note(s):]

An optional list of who has invested and why.

[Copy:]

[TBD: To be developed later.]

About Us | Partners

[Note(s):]

An optional list of BlueSpan's key partners and what they contribute. Can list logos with a single line of descriptive info rather than the longer blurbs that appear here.

[Copy:]

Telemetry Technologies, Inc. [logo]

Telemetry Technologies, Inc. (TTI) is a data acquisition and system control provider that monitors and advises disposition of a variety of equipment, including communications towers, generators, utility meters and distribution automation equipment. TTI provides research and development, manufacturing, network services and related support to BlueSpan.

TTI is headquartered in Atlanta, Georgia and has facilities in Houston, Los Angeles, and Kansas City, for R&D, engineering and light manufacturing, and sales, respectively.

Computer Associates [logo]

[TBD: more info about the nature of the CA relationship needed]

Silicon Energy [logo]

Silicon Energy provides Internet-based technology software that enables enterprises and energy service providers to efficiently manage consumption, procurement and distributed energy assets.

Itron [logo]

[TBD: Better info needed on the nature of the Itron-BlueSpan relationship.]

About Us | Jobs

[Note(s):]

An optional list of employment opportunities at BlueSpan. Alternatively, can provide general information and HR contact information.

[Copy:]

BlueSpan is always seeking talented and motivated individuals to be a part of our energetic environment. If you would like to explore opportunities with BlueSpan, please e-mail your resume to [TBD: insert HR e-mail address], as ASCII text or in either Adobe® Acrobat (.PDF) or Microsoft® Word (.DOC) formats.

[TBD: In the future, page may list open job titles.]

About Us | Contact Us

[Note(s):]

Displays all appropriate contact information, including general info, employment, and support.

[Copy:]

Mailing address:

BlueSpan Communications Corporation
3340 Peachtree Road NE, Suite 400
Atlanta, Georgia 30326

For general information:

Tel: +1.404.591.0086
Fax: +1.404.591.9686
E-mail: info@bluespancom.com

For sales:

Tel: +1.404.591.0086
E-mail: sales@bluespancom.com

For media inquiries:

Andrew Dod
Dod/Pritchard Communications
Tel: +1.770.209.0805 x105
Fax: +1.770.209.9954
E-mail: dod@dpcomm.com

Rich Jeffers
Dod/Pritchard Communications
Tel: +1.770.209.0805 x127
Fax: +1.770.209.9954
E-mail: richj@dpcomm.com

Sherri L. Musgrove
BlueSpan Communications Corporation
Director of Marketing
Tel: +1.404.591.0086 x1106
Fax: +1.404.591.9686
E-mail: smusgrove@bluespancom.com

For employment opportunities:

[TBD: need employment contact information]

Products & Services | Products | Multi-services Wireless Metering

[Notes:]

Discussion of RIM modules and the wireless networks that support data transport (Motient, etc.).

[Copy:]

Products & Services | Products | B-Mod

[Copy:]

Products & Services | Products | B-Stat

[Copy:]

Products & Services | Products | B-Gate

[Copy:]

Products & Services | Products | B-NOC

[Copy:]

Products & Services | Applications | Utility

[Notes:]

Discussion of branch circuit monitoring and polyphase metering solutions; appropriate for regulated, deregulated, and newly deregulating environments.

[Copy:]

Products & Services | Applications | Residential

[Notes:]

Discussion of single-phase, Bluetooth-based solutions for the residential market.

[Copy:]

Products & Services | Applications | Commercial

[Copy:]

Products & Services | Applications | Industrial

[Notes:]

May make sense to combine Commercial and Industrial—will need to determine best approach when section is to be implemented.

[Copy:]

Products & Services | Technologies | Wireless Networks

[Copy:]

BlueSpan employs a patent-pending multicarrier wireless data transport to securely carry vital customer data over public transport media.

Our unsurpassed reliability is based largely on packet-switching technology, which is less expensive than circuit switching or hierarchical communications techniques. This unique combination of wireless communications over Motient, Mobitex and other such public networks allows utility companies to construct a new network that transparently overlays its entire customer base.

Robust Transceiver

BlueSpan's polyphase metering solution employs a Research in Motion (RIM) radio data modem smaller than a standard business card. The full radio transceiver consists of a high-performance digital transceiver, microprocessor and ample memory for application code and file storage. The transmitter output can supply a full 2 Watts to the antenna, enhancing in-building and fringe area use. The small footprint and efficient design also ensure minimal power consumption. BlueSpan's versatile design implementation enables the RIM module to operate transparently in a variety of meters.



Motient Network (formerly ARDIS)

The health of the entire Motient network is constantly monitored, ensuring a highly reliable data transport. Any break in transmission is instantly identified, and data is immediately rerouted via redundant communications path to ensure delivery. Motient therefore provides deep in-building coverage, coast-to-coast delivery and interactive, real-time data communications capability tied to a high-performance, nationwide telecommunications backbone.

Mobitex Network

Mobitex is a packet-switched, narrowband personal communications service (PCS) network designed for wide-area wireless data communications. It delivers extensive coverage and excellent in-building penetration from a high reliability network infrastructure.

Products & Services | Technologies | Bluetooth

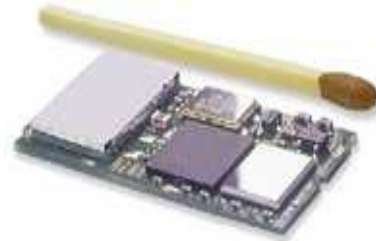
[Copy:]

Bluetooth™ is a wireless technology, as well as a specification for small-form factor, low-cost, radio links between a variety of fixed and portable devices. The Bluetooth standard enables users to connect a wide range of computing and telecommunications devices easily, simply and transparently, without cables.



Bluetooth promoter companies include 3Com, Ericsson, IBM, Intel, Lucent, Microsoft, Motorola, Nokia and Toshiba. Working together closely, these and many other companies are developing a common specification for integrating Bluetooth technology into their devices. Motorola, Qualcomm, Philips, Lucent and Hewlett Packard are among the many companies embracing the new standard.

Applications for Bluetooth will emerge through small form-factor, low-cost radio modules designed to operate worldwide in the globally available, license-free ISM band allocated between 2.4 and 2.48 GHz. Bluetooth radio transmission uses a spread spectrum, frequency-hopping, full-duplex signal at up to 1600 hops/second, creating time slots of 625 microsecond duration. To give a high degree of security and interference immunity, the signal hops among 79 frequencies at 1 MHz intervals.



BlueSpan Communications Corporation is an active member of the Bluetooth SIG. For more detailed information on Bluetooth technology and the Bluetooth SIG, visit <http://www.bluetooth.com/>.

Products & Services | Technologies | White Papers

[Note(s):]

A list of available papers. Should be viewable on-screen via Adobe PDF format.

[Copy:]

The following white papers provide further insight into BlueSpan's technology and its applications. All papers are in standard Adobe PDF format. (The Adobe [Acrobat Reader](#), used to view these files, is available free of charge.)

Media Room | Press Kit | Company Backgrounder

[Copy:]

[TBD: Import company backgrounder developed by Dod/Pritchard Communications.]

Media Room | Press Kit | Company Fact Sheet

[Copy:]

[TBD: Import company fact sheet developed by Dod/Pritchard Communications.]

Media Room | Press Kit | Industry Fact Sheet

[Copy:]

[TBD: Import industry fact sheet developed by Dod/Pritchard Communications.]

Media Room | Press Kit | Technology Backgrounder

[Copy:]

[**TBD**: Import technology backgrounder developed by Dod/Pritchard Communications.]

Media Room | Press Kit | White Papers

[Note(s):]

A list of available papers. Should be viewable on-screen via Adobe PDF format. (This is the same page as Products & Services | Technologies | White Papers.)

[Copy:]

The following white papers provide further insight into BlueSpan's technology and its applications. All papers are in standard Adobe PDF format. (The Adobe [Acrobat Reader](#), used to view these files, is available free of charge.)

[TBD: Insert white paper list]

Media Room | Press Kit | FAQs

[Copy:]