

# MTR Targets Italian Smart Grid Market Opportunity with Appointment of TELSAs.r.l. as VAR

MTR enters Italian market with advance AMR/AMI Smart Grid systems, appointing TELSAs as its exclusive Value Added Reseller (VAR) for the Italian market.

**(I-Newswire) January 27, 2010** - Rome, It. – 26 January 2010. MTR Wireless Communications Ltd, today announced the appointment of TELSAs.r.l as its exclusive Value Added Reseller (VAR) for the Italian market.

This appointment marks MTR's entry into the Italian market, with the partnership reflecting the significant market opportunities for Water, Electric, Gas and Control grid efficiency initiatives in Italy.

A well-established provider of communications systems, TELSAs will represent MTR's integrated portfolio of cutting-edge Smart Grid management solutions.

Following the recent launch of its two-way wireless Smart Grid system, MTR is ideally placed to provide a viable single-platform solution for a wide range of demanding utility and control grid applications,. This specifically addresses the exacting broadband networking demands of the utility and commercial sectors. Integrated with the MTR SmartNet advanced software management system, provides a unique solution that combines comprehensive Ethernet connectivity with two-way wireless-based monitoring, command and control management tools.

MTR's CEO Erez Ben Enosh believes that TELSAs's market expertise, coupled with MTR's technology innovation, represent an ideal partnership, "With TELSAs's representation, we believe that we can offer a unique proposition that harnesses the proven efficiencies of our two-way communications with the most sophisticated grid management tools." The two companies are aggressively targeting gas, water and electric grid initiatives in Italy, "Winning even a small percentage of this business makes Italy an important potential market for us. We believe that we can help make a real difference in this vitally important area, based on proven, low-cost, fast-deployment solutions. It is an exciting opportunity for both companies."

More and more AMR and AMI grid initiatives are being announced all the time, as TELSAs Managing Director & CTO Nino Sampietro explains, "The emphasis is on finding more efficient ways of managing and utilizing grid distributed resources. The partnership between MTR and TELSAs is a major step in this direction, helping Italy to find new ways of achieving greater grid distribution efficiency and ease the immediate burden on resources. We are confident of making a meaningful contribution together."

About TELSAs.r.l.

At TELSAs we are proud to offer to our customers' innovative products that are the result of hard-won expertise that we developed in each of the markets and field applications we have supported in the last ten years, all while facing the most stringent technical demands of our industry. We collaborate closely with all our customers to make sure that we both provide them with the most up-to-date technical solutions available and help them achieve their business objectives.

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**About MTR Wireless Communications Ltd:**

MTR Wireless Communications LTD develop and supply Smart Grid Wireless Systems for command, control & management of large distribution grids including AMR/AMI applications.

MTR Smart Grid Wireless Systems connect public and private utilities client end points [CEP] to a remotely located command, control and management center enabling two-way data transfer with each individual CEP.

Two way wireless communications with each individual CEP of a utilities distribution grid, enables a Utility to collect, analyze and react to current operational data in real time using MTR Smart Grid Software applications.

**Company Contact Information**

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