



**PERSENTECH**

PERSENTECH  
Winnipeg, Manitoba  
WPG: 204.237.5944  
ONT: 613.686.5531  
ALTA: 403.388.4561  
(E): sales@persentech.com  
www.PERSENTECH.com  
www.myottomate.com

## PRESS RELEASE

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### PERSENTECH announces participation in “ecoEnergy for Personal Vehicles Program”

#### Using Otto products to reduce transportation emissions by changing driver behaviour

**Winnipeg, Manitoba, April 14<sup>th</sup>, 2008** – Persen Technologies Inc. (PERSENTECH) announced today that it will be supplying its Otto family of road safety and vehicle diagnostic technologies to the Centre for Sustainable Transportation (CST) at the University of Winnipeg in support of the Natural Resources Canada (NRCAN) “ecoEnergy for Personal Vehicles Program”. The NRCAN project called, “Using Otto to reduce transportation emissions by changing driver behaviour” involves a year-long study using in-vehicle devices to raise driver awareness to idling and Green House Gas (GHG) emissions. The project is being coordinated through the CST in partnership with PERSENTECH and the University of Manitoba.

The objective of this project is to study the effectiveness of driver feedback systems in order to identify factors that change social behaviour in light-duty urban traffic settings. Driver feedback systems provide “real-time” fuel consumption information to drivers as they drive. The proposed system will allow motorists to visually identify areas where they can improve their driving habits and quantify their GHG reductions. Driver and vehicle data will be recorded to assess behavioural changes when given visual feedback of fuel consumption and Carbon Dioxide (CO<sub>2</sub>) equivalent emission rates. With this research, the project team will be in a position to disseminate the results, raise awareness with participants and the general public and formulate the basis for further policy development regarding driver feedback systems.

#### About PERSENTECH:

PERSENTECH is an innovator of Global Positioning System (GPS) and engine diagnostic technologies and solutions for Location Based Services (LBS) in the automotive OEM consumer and commercial markets. PERSENTECH’s first product, Otto-Driving Companion® (Ottomate) was specifically targeted at the Canadian motorist and was released into the consumer electronics marketplace in July of 2005. The device utilizes the GPS to record trip data while providing the user with real-time notification of their driving behaviour and driving environment. PERSENTECH’s follow-on products include OttoLink™ and OttoView™, a vehicle performance monitoring system that captures engine telemetry data available from a vehicle’s On-Board Diagnostics (OBD) console interface. The OttoLink™ device records the performance of a vehicle’s gasoline engine parameters and driving behaviour, while OttoView™ provides a driver with visual feedback relating to their driving efficiency and equivalent CO<sub>2</sub> emissions.

#### About the CST:

The Centre for Sustainable Transportation (CST), which was established in the Toronto Region in the mid 1990’s, is now an integral part of the University of Winnipeg, a leading city core university dedicated to the principles of sustainable development. The CST was founded to

provide leadership in achieving sustainable transportation in Canada. It provides reliable information, fills knowledge gaps through research, educates stakeholders and raises awareness among them, and offers strategic policy advice in selected areas. The CST strives to become a central resource on sustainable transportation practices and supporting information.

The CST at the University of Winnipeg has a mandate to test, influence and modify driving behaviour, and seeks to target the general Canadian public, as well as commercial fleets, through various program activities to enhance sustainability.

About the University of Manitoba:

The University of Manitoba's participation includes Dr. Eric Bibeau, the NSERC/Manitoba Hydro Alternative Energy Industrial Chair, who will be directing the driver and vehicle modeling activity on synthesizing the data recorded throughout the project. Dr. Bibeau is involved in the development of alternative energy opportunities and to encourage the development and demonstration of cost-effective alternative energy applications in Manitoba. Manitoba Hydro collaborates with the University of Manitoba, engaging researchers and students to research and develop alternative energy applications that are based on scientific and sound economic analysis.

The project called, "Using Otto to reduce transportation emissions by changing driver behaviour" has been made possible through a financial contribution from Natural Resources Canada (NRCAN).

- 33

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**Contact Information**

Frank Franczyk  
President  
PERSENTECH  
1.204.237.5944

[info@persentech.com](mailto:info@persentech.com)

[www.persentech.com](http://www.persentech.com)

[www.myottomate.com](http://www.myottomate.com)

**Contact Information**

Arne Elias  
Executive Director  
The Centre for Sustainable Transportation  
1.204.982.1149

[a.elias@uwinnipeg.ca](mailto:a.elias@uwinnipeg.ca)

<http://cst.uwinnipeg.ca/>