Telkonet Elevates POP-Vision's In-Elevator Marketing In Puerto Rico

Telkonet iWire System(TM) demonstrates its flexibility, delivering data connectivity for in-elevator displays in San Juan's financial district

GERMANTOWN, Md.--

Telkonet, Inc. (AMEX:TKO), the leading technology solutions provider for broadband networking, end-to-end service support and energy management, reports that its Telkonet iWire System(TM) has been deployed by electronic point-of-sale display specialist POP-Vision, to deliver data for in-elevator installations. Representing an innovative example of its flexibility, the Telkonet iWire System has been installed by San Juan-based New World Telecom at three office-building locations in San Juan, Puerto Rico, and was selected for its ease and speed of installation - just four hours at each location - as well as for its operational reliability.

Installed in elevators at the 23-floor Westernbank World Plaza, the 16-floor Union Plaza and the 16-floor Mercantil Plaza buildings, POP-Vision's display screens carry news, financial reports and advertising. The data is delivered via the IP network connectivity of the Telkonet iWire System, which transforms a site's existing electrical wiring into a data backbone without affecting its power delivery functionality. Using Telkonet's solution, POP-Vision was able to take advantage of the wiring already supplying electricity into the elevators, avoiding the complications, expense and installation dangers of providing additional cabling in the elevator shafts.

Headquartered in Argentina, POP-Vision specializes in the development and deployment of digital communication media, particularly via display-screen presentation technology in retail and corporate environments.

Pablo Litvachkes, General Manager of the company's Puerto Rican division, which opened earlier this year, commented: "This project represents an innovative extension of our electronic point-of-sale marketing. By mounting our display screens inside the elevators, we are able to take full advantage of the fact that people traveling in the elevators are a captive audience; every person taking the elevators has little choice but to watch the information and promotions on our screens. These buildings are located in San Juan's Hato Rey financial district, and contain corporate offices, banks, law practices and consulates, as well as government offices. We can now offer our advertisers an extremely cost-effective medium for targeting this tightly-defined audience.

"Following recommendations by New World Telecom, we selected the Telkonet iWire System as providing a much simpler and faster installation option than the other systems we evaluated. Wireless would have entailed a far more extensive installation, involving antennas in the elevator shafts, and is also not necessarily the most reliable mechanism for delivering

data to a moving elevator inside a reinforced concrete building! Similarly, the cost and difficulties of installing dedicated CAT 5 cabling also ruled this out as a viable option. Telkonet's solution was a far easier choice, avoiding all the complications, saving us installation time - and therefore budget - and making it less dangerous for the technicians. We achieved excellent connectivity with the system as soon as everything was installed, and we are already planning to roll out this solution at other locations."

New World Telecom's Daniel Hurst and Ricardo Torres worked closely with POP-Vision throughout the project, to help achieve the optimum installation. A Telkonet iBridge(TM) interface unit was installed for each computer, located in the top cabin of the elevators. These receive the Internet feed to each elevator, enabling the online advertising, as well as news, stock market and weather reports. Via the IP connectivity of the Telkonet iWire System, the remote computers automatically send a status report every 10 minutes, allowing POP-Vision to monitor their correct functionality and any problems to be detected quickly and easily, thereby ensuring maximum quality of service.

About Telkonet

Telkonet specializes in advanced integrated solutions for broadband data networking and energy management, including its highly successful in-building powerline communications (PLC) technology. Headquartered in Germantown, Maryland, USA, Telkonet has over 175 employees and serves thousands of customers worldwide.

The company's unique broadband networking solutions currently support more than a million network users per month, with its energy management systems optimizing energy consumption in over 60,000 rooms. Telkonet's technology innovation is underpinned by the highest level of end-to-end quality of service, with comprehensive technical customer support. Its systems deliver wide-ranging functionality, from wired and wireless high-speed Internet access to energy management, IP surveillance and local area networking. Telkonet's platforms are widely deployed on the global stage - in single buildings and ships, in multi-building complexes, hospitality venues and multi-dwelling units, and at government, education and defense locations.

Telkonet's innovations include the revolutionary Telkonet iWire System(TM), which converts a site's existing internal electrical infrastructure into an IP network backbone - quickly, cost-effectively and without disruption. The portfolio also includes the integrated EthoStream product suite, providing a comprehensive and advanced technology management platform for the hospitality industry, differentiated by outstanding remote management tools and a dedicated customer support facility. Telkonet SmartEnergy completes the line-up, delivering typical bottom line savings of 30% by controlling in-room energy consumption according to occupancy. For more information, please visit www.telkonet.com.

Statements included in this release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties such as competitive factors, technological development, market demand and the Company's ability to obtain new contracts and accurately estimate net revenues due to variability in size, scope and duration of projects, and internal issues in the sponsoring client. Further information on potential factors that could affect the Company's financial results, can be found in the Company's Registration Statement and in its Reports on Forms 8-K filed with the Securities and Exchange Commission (SEC).

Source: Telkonet, Inc.