



## Introduction

- Approximately 50 million pneumatic retrofit opportunities in the nation.
- Projected sales of 1 million units a year.

If your company is looking for an edge, something that is going to increase sales of existing products and open doors to new opportunities the ecWizard may be the answer.

## Marketing History



### 2011 ASHRAE show



## Great online write ups



<http://www.automatedbuildings.com/news/sep09/articles/energyctrls/090825112707ecc.htm>

[Automation.com](http://www.automation.com) **Automation.com**

## The rep's generated proposals for 11,000 ecWizards in three months

Shorenstein Realty Services  
Glenborough Realty Trust  
Calfox, inc.  
Bay Area News Group  
Jones Lang LaSalle  
Lincoln Property Co.  
CAC  
Tishman Speyer  
Forest City Commercial Group  
Cushman & Wakefield  
Boehringer Ingelheim  
Boston Properties

## Advertising in various HVAC trade magazines and publications.



## ecWizard Website including seven videos



### Quotes from e-mails etc.

- **Steve Fey**, President of Tridium *"I want to rebrand and sell this product through our Vykon distribution network. We will provide complete support to see it tested in a facility."*
- **Dwight Nicholas**, Director of Sales Tridium *"I thought about doing this same thing but never pursued it. Good luck in the future."*
- **Jim McGowan**, Vice President Tridium *"We are very excited about the development of this device."*
- **Adem Erturk**, Solidyne *"We expect the ecWizard to sell millions"*
- **Nick Hermann & Charles Fletcher** vice president of Emcor *"Upon review, the ecWizard appears to be a breakthrough product."*
- **Clayton Ulrich**, Hines Senior Vice President, Corporate Operations and Engineering Services *"I would like to try this in one our facilities"*
- **Arik Cohen**, Kw Engineering, *"We can offer you up to \$20,000 to test this in the facility through PG&E"*
- **Jim Herdeman** Vice President KMC *"Exciting product, we would like to develop and manufacture"*
- **Tim Setzer**, Galveston College *"Can't see why this wouldn't work and save energy. I would like to test it in one of our buildings. "*
- **Tawni Sullivan** VP of CAC Real Estate said. *"The ecWizard sounds too good to be true."*
- **Tsosie Reyhner**, P.E. PG&E, *"Your product sounds like a viable option for customers who want the benefits of advanced controls, but do not want to incur the costs and inconvenience of a full pneumatic to DDC retrofit."*
- **John McCain** of Johnson Controls *"Just saw the press release from automated buildings.com on your ecWizard congrats! Looks like a great device and lots of pneumatics still out there."*
- **Duane Okimoto** VP ABM *"We would consider investing in this unique control."*
- **Bill Lydon** Automation.com *"This appears to be an exciting new product and I look forward to following its progress."*
- **Mark Hamilton, Marc Epstein** of Stanford University *"We would like to test the ecWizard before considering it throughout the campus."*

## Marketing problems and issues

The following are some of the sales issues to the best of my knowledge.

1. Facilities, especially larger ones don't want a control in their building that will not be supported in the future. Several control companies have gone out of business leaving the facility with products that can't be replaced and/or upgraded. This also applies to larger established control corporations that discontinue support of older controls.
2. Chief Engineers and Building Engineers may represent a roadblock. Change at the facility can represent additional work and disturbance to their daily routines and activities. Recommending something new is a risk. (Sales should start with upper management and/or owners.)
3. Historically maintenance technicians have lost their job after controls automation retrofits. Zone control retrofits automates diagnostics and reduces repairs considerably. (Good for the Owners bad for the Building Engineers.)
4. Myth; we need to replace our pneumatic control system to correct our temperature comfort problems. Not every pneumatic control in the facility is defective. Most likely they do have some pneumatic problems. But ripping out all the pneumatic controls is extreme and expensive. The ecWizard will provide diagnostics to correct existing problems.
5. No one wants to be a guinea pig for a new product. (A one-year money back guarantee for any reason will help alleviate their concerns. (In the residential market they call this sales tactic a one-year test drive) The ecWizard provides for excellent return opportunity because of the minimal loss of labor.)
6. A test facility with full documentation, recording energy savings, etc. is extremely important. They want to see it working and saving in existing facilities.
7. Retrofitting a facility with DDC VAV controls is a costly job that many building owners opt out of due to very long paybacks. The current payback to retrofit pneumatic buildings is approx. 3 to 6 years. (The ecWizard uses the same energy-saving attributes at one quarter the cost providing approx. 1 ½ year ROI)
8. Retrofits usually take a long time before they are implemented. Capital investments need the Owners approval. (See leasing information)

## Sales Information

**Most exciting DDC control to be introduced in the last 20 years!**



- The ecWizard is a \$500 alternative to the costly DDC retrofits of pneumatic systems which can cost \$2000 or more per thermostatic zone.
- This simple device can be installed in the ceiling in 30/20 minutes by an apprentice.
- Along with the average energy savings of 1 ½ payback, it gives the building operators valuable information wirelessly back to their computers so they can diagnose and monitor their pneumatically controlled zones.
- The ecWizard only shuts off the Heating/Cooling or it allows the existing pneumatic thermostat to control like it has for years.
- If the facility decides to take out the existing pneumatic system and upgrade to an all electric system, the ecWizard will accept a module adaption and will always be compatible with future upgrades.
- Unlike anything currently available on the market, the ecWizard DDC control system provides an economical retrofit of pneumatic HVAC systems.
- Wireless sub meter for each tenant. Lighting, plug loads and HVAC. HVAC is the most complex metering challenge. The ecWizard provides an opportunity to achieve an estimated HVAC cost for each thermostatically controlled zone.
- The ecWizard allows you the opportunity to gradually replace your pneumatics. Upgrade your facility with the earnings from energy savings.

When you remove your pneumatics the ecWizard stays in the ceiling and becomes an all electric VAV etc. zone controller.

- We leave the existing thermostats intact; and simply turned off the HVAC like a wireless light switch.
- Optional supply air sensors, room air sensors, and CFM sensor add to the monitoring opportunities.
- The ecWizard is a universal pneumatic switching device and a standard DDC VAV module all in one. If you want to eliminate the pneumatics the ecWizard has an existing inputs and outputs to stay in the ceiling and control electric actuators and valves. It provides the building owner with an economical and gradual opportunity to fully automate their facility from pneumatic to all electric.
- Having your building fully automated would provide you with the information and flexibility to protect your equipment, diagnose problems, increase the comfort levels for the occupants and save energy dollars.
- Just think how nice it would be to sit down at your computer and see all the room temperatures and supply air temperatures throughout your facility. Providing you with the diagnostic evaluations required for excellent temperature control.
- Not in the budget? Lease the ecWizard DDC control system; get a big fat rebate check and thousands of dollars in positive cash flow after the monthly lease payments.
- The ecWizard can validate the energy savings per day, per week etc. so in a month's time you will know if it's going to meet its estimated ROI. Try one floor at a time. No risk with a money back guarantee.
- Improved Temperature comfort - Smart Grid/Demand Response - Energy Savings – Improved IAQ
- The ecWizard is probably the only way that facilities are going to be able to get DDC into their building.
- Why replace controls that work? It's just a plain waste of money. The ecWizard allows you to gradually upgrade your system on an as needed basis while providing energy savings.
- ecWizard as a simple pneumatic switching device, but you're receiving all the same energy-saving attributes of the costly standard DDC system.

- The ecWizard utilizes the VAV and Zone control energy-saving strategies that have passed the test of time since the mid-80s,
- ecWizard offers individual zone scheduling, holiday schedules; optimize start/stop, dead band setpoints, demand response and set point imitations. When used with motion detectors, zone setpoints can be raised and then be lowered when occupied. When used with wireless sub-metering, the ecWizard can provide calculated HVAC costs. This capability provides for total accountability of energy usage of the tenants or occupants.
- The ecWizard brings back an average one-year payback opportunity that was first realized in the 1980s. The utilities, state and national governmental incentives and rebate programs increase the financial incentives to purchase the ecWizard.
- Non-invasive retrofit solutions for existing buildings.
- Because there is limited labor required to install the ecWizard makes it fairly risk-free. You are under no obligation to keep the system and can return it for a full money back guarantee for any reason.
- After your loan or lease payment, you will see cash in your pocket and have a nice monitoring system to support the comfort of your tenants.
- When budget dollars aren't available, purchases are often put on hold. The occupants of the facility continued to suffer with erratic temperature swings while maintenance and energy costs soar.
- With leasing the business has the control system when it is needed, rather than waiting until cash is on hand.
- Depending on the type of lease you select, as much as 100% of your payments may be tax deductible.
- Leasing allows you to receive the ecWizard system with no capital outlay. Allowing you to improve the temperature conditions, reduce the maintenance costs. Receive a lucrative rebate and receive a positive cash flow each month after the lease payments.
- Installing the ecWizard system is primarily a financial decision. Sure your old system is getting the job done, but at what costs? If you do nothing for another year you will probably spend more money in excess energy, repair and maintenance than the costs to install the ecWizard monitoring and energy-saving system.
- After installing the ecWizards throughout the facility we now have the ability to communicate and diagnose zone conditions. Utilizing the

powerful trend logs and graphics the zone conditions can be monitored to determine if they are functioning properly. If the zone is not functioning properly and may require a new valve or actuator now is the time to upgrade to an all electric DDC zone control. The ecWizard that is already in the ceiling is easily transformed and now able to control your new electric actuators completely eliminating the pneumatics in this zone.

- Why replace controls that work? It's just a plain waste of money.
- Your labor investment in the installation is minimal because it's just cutting a few tubes in the ceiling. If you're unhappy with the product for any reason a barbed fitting will reconnect your tubing and you're back to your existing installation. Installation time is approximately 20 to 30 minutes per zone.

## The ecWizard is the salesman's dream because there is no reason why the building owner should say no.

As you can see in the below, all that we have done is cut the existing pneumatic tubing, attached the ends to the [ecWizard](#), and added an optional [wireless wall sensor](#). Now this particular zone can utilize all the [existing energy savings attributes](#) as all the other time tested electric DDC zone retrofits. But, since there is no demolition of the existing pneumatics and no need for time and money consuming low voltage and communication cabling, the install price is 75% less than DDC.

