



INDUSTRY LEADERSHIP LETTER

Dear,

As a leader in the home heating service, you know the importance of innovation. Now that cold season is upon us, you may be contemplating the challenges it will bring. Will mild temperatures affect revenue? Will brutal cold cripple your service department? Will weather fluctuation lead to run-outs? Though this is a very busy time for you and your staff, it is a good time to consider new technology that will alleviate some of the problems that plague fuel oil providers in the winter. For these reasons, I would like to introduce OEM's new technology for the fuel oil industry: **VisiTANK™**.

Since this is the first winter season for VisiTANK™, you may not be aware of all the benefits this system has to offer! VisiTANK™ expands on our popular OEM Rocket™ ultrasonic sensor. The Rocket wireless monitor has made tank level measurements available to customers in their home. The Rocket measures and sends level data to a receiver in a convenient location in the home (i.e. kitchen, bedroom or family room). This LED display device gives a visual and audio warning when oil levels get low.

OEM has adapted the same ultrasonic measuring capabilities for use by the oil company. In place of the Rocket's LED device, a "smart modem" captures tank level information from the Rocket sensor and sends it to a server. Once on the server, VisiTANK™ client software can bring this intelligent data to any pc computer. The client software converts the data into visual graphs and charts that show customer usage, days to empty forecasts, and actual tank levels in gallons. In addition, the client software gives the users tools to manage customer accounts, flag low-level tanks and export data into reports.

We've had VisiTANK™ deployed in a number of different ways. Some have used it as a global solution for dispatching service vehicles, while others have pinpointed unpredictable locations and eliminated the guess-work of servicing them. Some companies have used VisiTANK™ as a revenue-generating product offering, while others see it as a complimentary service that adds value and enhance customer retention efforts. In any case, *the VisiTANK™ system is as versatile as it is simple.*

VisiTANK™ is quick and easy to install, with no hard wiring necessary. A technician can easily get the system up and running in 15 to 20 minutes. Still, the most attractive aspect of VisiTANK™ may be the cost. Typically, a kit retails for about \$125.00 with a \$1.50 monthly monitoring fee. Comparable systems cost more upfront - and will take much more time to install. Our price makes VisiTANK™ easy to try out and hard to resist. ***Why not try one unit and see how easy innovation can be.***

Just think of the possibilities that exist when a company knows the actual levels of customers' tanks. It could revolutionize its operations... or it could simply make unpredictable problem accounts go away.

I invite you to learn more about VisiTANK by visiting our website at: www.visitank.com. This site offers interactive diagrams, video demonstrations and document downloads. If you have any questions – please feel free to contact us directly. If you were interested in an onsite product demonstration – we would be happy to visit you at your location.

Thank you very much for taking the time to learn about VisiTANK™. We look forward to the chance to work with your company in the future.

Sincerely,

John McInerney
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