

PRESS RELEASE



## **ET Water Announces National Availability of SmartWorks Quick Connect Replacement Panel for Rain Bird 50-Pin**

### **Upgrades Rain Bird Controllers to ETwater Smart Irrigation; 15- Minute Conversion Installation Provides Full-Feature Smart Controller Capabilities**

**Novato, CA., - August 1, 2011** – ET Water Systems, the leader in smart irrigation control and water management solutions, today announced ETwater™ SmartWorks™ Quick Connect Replacement Panel for Rain Bird® 50-Pin, the latest addition to the growing family of SmartWorks replacement panels. The new SmartWorks panels offer owners of Rain Bird controllers with 50 pin connectors a simple and cost-effective upgrade path to ETwater intelligent irrigation.

The SmartWorks panel connects to the existing terminal board in most Rain Bird commercial models that fit in the deep-drawn cabinet and have a 50 pin connector, including:

- ESP-MC (Maxicom2® compatible) series
- ESP-SAT series

The existing enclosure and field wiring stay in place for a fast, cost-effective upgrade to ETwater web-based smart irrigation.

SmartWorks features include the ETwater Manager web interface for quick set-up, automated irrigation scheduling, recent irrigation history, weather (ET and rainfall) updates, remote monitoring and adjustments and optional flow monitoring. In addition, SmartWorks panels are compatible with both wall and pedestal mount configurations.

“This product further demonstrates our industry leadership and commitment to upgrade and convert the traditional irrigation market to smart irrigation control, faster and easier than anything present on the market,” said Pat Halahan, Vice President of Engineering of ET Water Systems. “We’ve already sold out of our initial run due to the viral demand from our loyal customer-base – a solid indicator that Quick Connect will be well received by the market.”

ETwater SmartWork Replacement Panels have been specifically designed to replace the electronic panel assemblies in many traditional Rain Bird®, Rain Master® and Irritrol® commercial controllers, including the ESP-MC (Maxicom2® compatible) and ESP-SAT series. SmartWorks™ panels are modular and readily configurable to replace many other brands of traditional controllers.

#### **Pricing and Availability**

Available immediately nationwide, the SmartWorks Quick Connect Replacement Panel for Rain Bird 50-Pin lists at \$1,850, including one year of ETwater data service, and is covered by a three-year warranty. For more information please visit

<http://www.etwater.com/public/product-smartworks.html>.

**About ET Water**

ET Water is solving one of the world's most important environmental challenges – water scarcity – through innovative and patented intelligent water management solutions. By integrating web-based software, cloud computing, horticulture science, real-time weather data and wirelessly connected digital controllers – and with this announcement a whole new suite of web-services for consumers - ET Water's "smart grid for water" and remote management solution reduces landscape water consumption by up to 50% or more versus conventional alternatives, while improving landscape quality, saving labor, and reducing harmful runoff and pollution. For more information, please visit [www.etwater.com](http://www.etwater.com).

**Media Contact:**

Stephen Drusano

Skyya Communications

(212) 969-1777

[stephen.drusano@skyya.com](mailto:stephen.drusano@skyya.com)