



## **VisiTyre™ TPMS to Raise the Safety Bar in US Auto Industry Mandated Fitting of Tyre Pressure Monitoring Systems to New Passenger Vehicles.**

*ETV Corporation Pty Limited, an advanced auto electronics design and development company based in Sydney Australia, has just announced the imminent limited production run of its VisiTyre Tyre Pressure Monitoring System™ TPMS™, targeted for the TREAD ACT Mandated USA new passenger vehicle market.*

([PRWEB](#)) October 6, 2004 -- Sydney, Australia October 6, 2004 -- "ETV's objective is to demonstrate VisiTyre TPMS to the US Department of Transport's NHTSA division, interested Safety Groups and Auto Manufacturers, to 'raise the bar' in terms of establishing minimum safety standards in the TREAD ACT final ruling, to be handed down by NHTSA on July 31st 2005" said ETV Corporations Global Business Manager Gregg Eichhorn.

"As it stands, the existing RF based systems rely upon a battery in each of their wheel sensors to function, the system only operating once the vehicle is in motion. Batteries fail and run dead quickly if a warning alert is not acted upon in a timely manner, not to mention the ecological aspect of hundreds of millions of lithium batteries eventually finding their way into the environment. This is hardly a safety solution."

ETV Corporation closely analysed all existing systems prior to committing to its final patent pending technology, to ensure that the inherent shortcomings of systems designed up to 10 years ago as "out of the box" after market accessories, were not incorporated into ETV's VisiTyre TPMS design.

"VisiTyre is 'electro magnetically coupled', providing a continuous power and data connection to each wheel's sensor at all times" explains Phil Cohen ETV's Technical Director. "This technology is extremely simple, very cost effective and maintenance free, is not interfered with by other radio frequency emissions that can and do effect RF based products and reports immediately the exact pressure and temperature of all wheels when the ignition is turned on."

"Should the existing systems abandon the battery as they surely must do, the cost of utilising alternative spread spectrum technology to achieve this, will be complex and prohibitively expensive compared to VisiTyre TPMS. VisiTyre has also been purpose designed to be integrated into the vehicle along the Auto Supply Chain, not bolted on as a modified after market accessory."

The TREAD ACT was legislated in the USA in May 2000 in response to vehicle rollover incidents resulting in deaths, caused by undetected deflation in vehicle tyres. The DOT National Highway Traffic Safety Administration's original ruling of July 2001 was set aside by a Federal Court in August 2003, over safety concerns of the standard of functionality of In-Direct Measurement TPMS. Concerns that the new ruling due in July 2005 will allow battery powered systems, are being met by the introduction of VisiTyre into a market with a potential of 20 million vehicles by 2007.

Technical Details and promotional material are available upon request.

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