

FOR IMMEDIATE RELEASE

**Rover Technology Fusions at Distributech 2011  
San Diego Convention Center, Booth #2050**



(Tampa, FL – February 1, 2011) – Rover Technology Fusions, a Tampa technology workflow and mobile data solutions provider, will be an Exhibitor at PennWell’s Distributech 2011, a Utility Transmission and Distribution showcase of education and product exhibits hosted at the San Diego Convention center this year.

“As a leader in mobile data capture solutions, with already proven success in Government accounts attuned to the same work types as large T&D companies, Rover’s recent success in the IOU space makes this is a great opportunity to showcase our software. ” said Robert Letzeisen, Executive V/P of Rover Technology Fusions. “How exciting it is to once again participate in this PennWell event, you have to not just respect the PennWell name but here we love it for many reasons, one being as our flagship product, RoverINK, is designed around using a digital Pen, based on Anoto technology. One of our tag lines “RoverINK, It’s Just the “Write” Thing to do!” Seems to match up well with the PennWell name” he mused. “No coincidence here, it is a marketers dream when such a combined play on words works out this well to your advantage” he went on to say.

“RoverINK solutions are quick and easy to implement and insure a Utility that the data being recorded at the service point is being delivered to the Enterprise with no opportunity for missed translation. Even with the most prestigious energy providers, data is still often handwritten on paper at the point of service or inspection, only to be rekeyed later once the employee arrives back in the service vehicle. Rugged Tablets are often locked down in the vehicle and never arrive at the service point, hence the need to rekey what has been written. This is the first opportunity for data error as characters misread or transposed can result in significant costs or audit issues. Coupled with the fact that every minute saved in data entry in the field can result in another minute of service revenue or compliance inspection, Rover INK can clearly enhance any Utilities Operation. Today with the changes in regulations as published by the Department of Transportation, PHSMA, RoverINK is an excellent way to help insure timely compliance while delivering a significant cost savings and new found revenue to the Utilities” Mr. Letzeisen noted.

###

**About Rover Technology Fusions**

Rover Technology Fusions (RTF) is a full-service technology solutions provider offering a robust portfolio of products and services to both small and large businesses. RTF develops and integrates affordable enterprise workflow and mobile data technologies that connect business and their customers. Focused on improving operational efficiency through the use of digital writing technology, RoverINK, delivers “speed on the edge” of the Enterprise resulting in the elimination of costs associated with forms processing and data errors. For more information, please visit [www.roverink.com](http://www.roverink.com)

**About Pennwell**

PennWell Corporation is a highly diversified, business-to-business media company providing authoritative print and online publications, conferences and exhibitions, research, databases, online exchanges and information products to strategic global markets. For more information about the show visit <http://www.distributech.com> For more information about PennWell visit <http://www.pennwell.com>

**Release Contact: Robert Letzeisen, Executive V/P Business Development (813) 421-6509**  
rbl@roverink.com