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Rain Master’s Revolutionary “ZipET” Service Makes Weather-Based Irrigation as easy as 1-2-3!

Rain Master’s state-of-the-art ZipET service allows irrigation systems to automatically respond to the weather, making the complicated incredibly simple!

TAMPA, FL (November 14th, 2004) – The leader in ET-based Irrigation controllers just made weather-based irrigation as simple as 1-2-3. Introducing Rain Master’s ZipET™ daily ET service.



ZipET™ is a revolutionary ET data collection and dissemination service for Rain Master iCentral Internet customers. Using ZipET users can get site specific daily ET (based upon your zip code) delivered to any controllers located in the United States. When you use daily ET, your Rain Master Eagle controller automatically adjusts irrigation watering schedules based on daily weather conditions so you only replace water that

has been depleted from the soil. Thus, irrigation efficiency dramatically improves and water conservation is a reality. Now irrigation managers of all levels can easily utilize weather-based irrigation scheduling by simply entering their 5 digit zip code on the Rain Master iCentral website.

Background - As anyone familiar with landscaping can attest, water used for irrigation soon disappears. Some sinks into the ground, some is used by the plants, and some evaporates away into the atmosphere.

But knowing how much water has been used is a different question altogether, and one that is often too complicated for busy landscape managers to spend time answering. In the face of such complexity, it’s not surprising that most decisions about how much

water to use are based more on “feel” than any particular rigorous analysis. This often leads to unhealthy plants, wasted water, and higher costs.

The study of evapotranspiration, or ET is not new, in fact it has been used in agriculture for more than 30 years. The science of ET brings together understanding of how much water escapes into the air (evaporation) and how much is used by plants in their normal life processes (transpiration) under ever-changing conditions.

Better still, despite the advanced scientific principles that create the underlying data, the introduction of Rain Master's ZipET system means applying the information couldn't be easier; all you need is a zip code.

How ZipET works - Using a network consisting of thousands of federally regulated weather stations, including National Oceanic and Atmospheric Administration (NOAA) weather stations, Rain Master aggregates information on solar radiation, cloud cover, temperature, relative humidity, and wind speed, creating customized ET profiles for each zip code across the U.S. When integrated with Rain Master's web-based iCentral system, all a user has to do is enter his or her zip code on the Rain Master website and the local weather data (ET data) will be sent wirelessly to the onsite RME Eagle irrigation controller.



However, even the most diligent landscape manager doesn't have the time to adjust the irrigation schedule on a day-to-day basis, which is why ZipET takes the next step and can automatically make the required changes directly from the real-time data. This simplicity is another extension of the iCentral system, which already allows irrigation programs to be effortlessly managed from any remote desktop location over the web.

“The system was very easy to set up,” says Rene Emeterio, an operations manager with Stay Green, Inc., a landscape management firm based in Valencia, California. Emeterio has been using the iCentral system for about a year and recently added the ZipET product. “All you need is a computer with internet access and the system will work. It is very user-friendly.”

ZipET Saves Money - That makes ZipET a true break from the past. Out-dated weather-based irrigation systems typically require special consultants to set up and tune the installation, costing time and money for onsite visits. Often, purchase of a custom weather station would also be required, sometimes running to \$15,000.

It should come as little surprise that with those types of hefty upfront expenditures, many potential users were leery of adopting the technology.

Now that those excessive costs have been eliminated, ZipET only affects the bottom line with the savings it can deliver. “You can guarantee a minimum reduction of 20% of

water use from this system," says Emeterio, and some sites may see up to 50% or more.

That translates into real dollar savings for estate homeowners, property management companies, landscape maintenance contractors, and homeowners associations, to name just a few. "Anyone who is water conscious would really see the benefits of using this system," Emeterio explains.

Emeterio should know, owing to his extensive experience in the industry, including some two decades at Stay Green alone. "I've worked with Rain Master for many years, and they've always been very responsive to our needs and are always staying on top of the market," he says.

By working with Rain Master, Emeterio can deliver a better solution to his customers and help Stay Green fulfill its vision of being "The leading provider of complete professional landscape services and our industry's employer of choice in Southern California." And by introducing ZipET, Rain Master can do the same for any water-user in the country, from California to Maine and everywhere in between.

About Rain Master

For over twenty-five years, Rain Master, based in Simi Valley, CA, has been the recognized innovative leader in the design and manufacture of irrigation controllers, handheld remote controls and central computerized control systems for the landscape and golf irrigation markets. Creator of *iCentral™*, the industry's first Web-based central control system, Rain Master sets the standard for technologically advanced, environmentally sensitive and cost effective irrigation control systems and water management. We consistently offer new technologies that exceed irrigation industry quality and performance standards for "SMART" ET-based irrigation control. Visit our website at www.rainmaster.com or e-mail info@rainmaster.com to learn more about our visionary solutions to water management through technology.

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