

Midtronics releases **CELLTRAQ™** Battery Asset Management System™

For Immediate Release

WILLOWBROOK, IL, USA, June 19, 2008: To meet the growing need for effective management and maximize the investment in back-up power systems, Midtronics announces the release of the CellTraQ Battery Asset Management System.

Midtronics developed CellTraQ to address the changing needs of Stationary back-up battery users in the telecommunications, critical data management, power utility applications, along with other industries. CellTraQ simplifies the process of battery commissioning, maintenance and tracking through:

- Simplification of the testing/monitoring/data collection process
- Effective analysis of battery assets through proven metrics
- Efficient process management, including budget management of scheduled battery replacement



“Through our deployment of battery analyzers and monitoring equipment as well as our constant interaction with users, we found there is a significant need for a tool to help manage their considerable investment in battery back-up systems,” said Todd Stukenberg, Executive Director of Marketing for the Midtronics Stationary Power Division. “CellTraQ was conceived to specifically meet that need. It was designed from the ground up with the end-user in mind, from installation to efficient and effective daily execution by the technician out in the field, to use as a decision-making tool at the management level.”

More information on the **CELLTRAQ™** system is available at:
www.midtronics.com.

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Editor's Note:

Midtronics is focused on the development and marketing of innovative technologies for battery management. With a history of advanced battery-related research, Midtronics' patented technologies have been tailored for a variety of applications, including transportation (automotive, heavy-duty trucking, off-road), stationary and motive power, and military use. The development of progressive products has positioned the company as a leader in the industries it serves. Headquartered in Willowbrook, Illinois, USA, Midtronics has offices in IJsselstein, The Netherlands, and Shenzhen, China and a global network of distributors.





Battery Management Innovation

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