



Mehta Tech, Inc.

Messaging and Strategy Development



Harness the Power of Data



Mehta Tech, Inc.

Main Message


Mehta Tech is the partner utility companies need to harness the power of data. Our equipment functions like flight recorder for your utility or generator substation—capturing and delivering critical data to maintain operations. You won't find a more innovative, customizable, or reliable disturbance monitoring solution.





Key Message 1

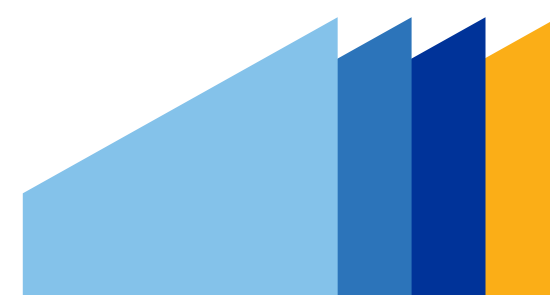
INNOVATIVE LEADER

- Mehta Tech remains at the forefront of disturbance monitoring equipment (DME) technology. This includes digital fault recorder (DFR), phasor measurement unit (PMU), and dynamic disturbance recording (DDR) technology.
 - Mehta Tech is an innovative leader, with over 15 U.S. patents for our proprietary technologies.
 - Our focus on one thing helps maintain our expertise and leadership in our field. And we invest heavily in new designs and product development.
 - We pioneered the concept of the conventional DFR evolving into a multifunction device to collect and deliver data while providing calculation results for various applications.
 - The need for reliable data, additional computing, new communication schemes, and ever-changing standards will be an ongoing challenge. We are prepared to meet these challenges with the latest technologies available.
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Key Message 2

EXTENSIBLE SOLUTIONS

- Mehta Tech develops and maintains configurable and adaptable designs to create implementations specific to your needs and your site. We're here to meet your DME needs now and in the future.
 - Modular designs make our systems easily upgradeable and expandable, helping you keep up with ever-changing regulations and technological advancements in a cost-effective way.
 - This adaptability leads to the lowest lifetime equipment cost within the industry.
 - Our partnership with our customers also extends long past the sale, as we help you update and extend your equipment to meet your changing needs.
 - Our customizable solutions are positioned to grow and evolve as the world shifts to renewable energy sources and upgrades aging grid infrastructure.
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Key Message 3

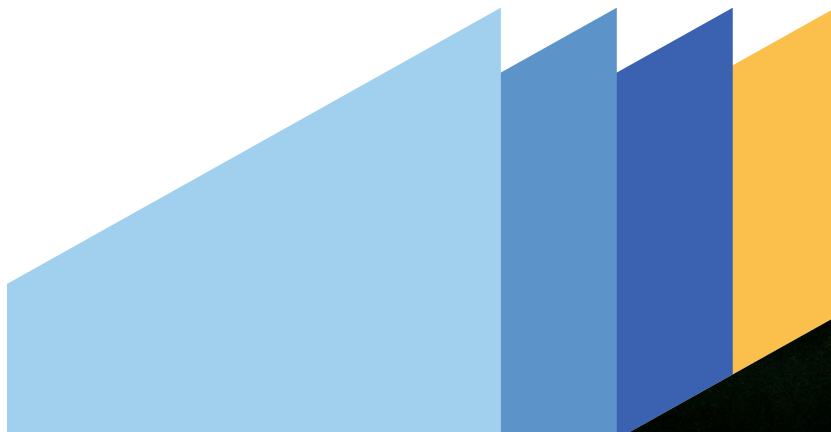
COMMITMENT TO QUALITY

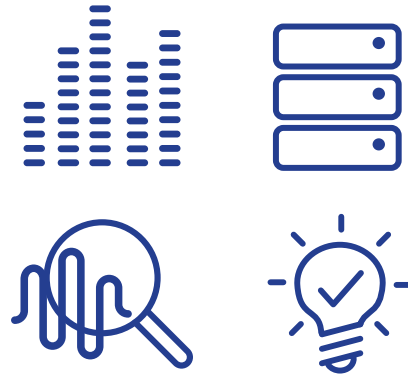
- Mehta Tech's recording and monitoring equipment is the most reliable solution available, providing a broader view than others on the market.
 - Our equipment ensures you never miss a thing by continuously monitoring and collecting performance data, regardless of what else is going on. This is in contrast to other equipment that only captures data during disturbances, or stops monitoring while completing other functions.
 - We are collaborative partners with our customers, not only developing customized solutions for individual needs, but also incorporating customer feedback into new designs.
 - The customer who purchased our first system in 1983 is still our customer today.
 - Our equipment is designed, manufactured, and supported in the U.S.A.
 - Our commitment to quality extends to service. Whether on the phone, virtually, or with on-site visits, our support team is here to meet your needs. This includes extensive training for your team.
 - We are based in the Midwest and take pride in our friendly reputation. We deliver personalized attention to every customer, regardless of size, and our customer support team is U.S.-based.
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Imagery

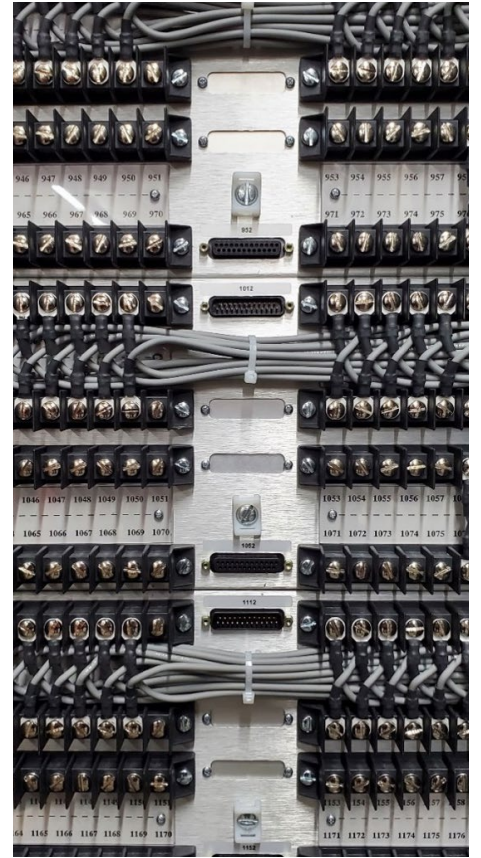
For visuals, we'll keep the look clean and minimalist to reflect the precision of your products. Lines and angles will add interest and cues to draw the eye. We will use your blue, gray, and black color palette, adding pops of complementary colors like yellow and orange.

Photos can feature close-up and interior views of your equipment for texture and detail. We will echo our messaging with images of nature, electricity, power, and the combination of power and nature.





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