

REVIVER™

Modern licensing for modern living.

Press Backgrounder

Reviver

ReviverMX, Inc.

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www.reviver.com/newsroom

Vision:

Driving, untethered.

Mission:

Modernize the driving experience by re-platforming with Reviver.

Introduction & Background

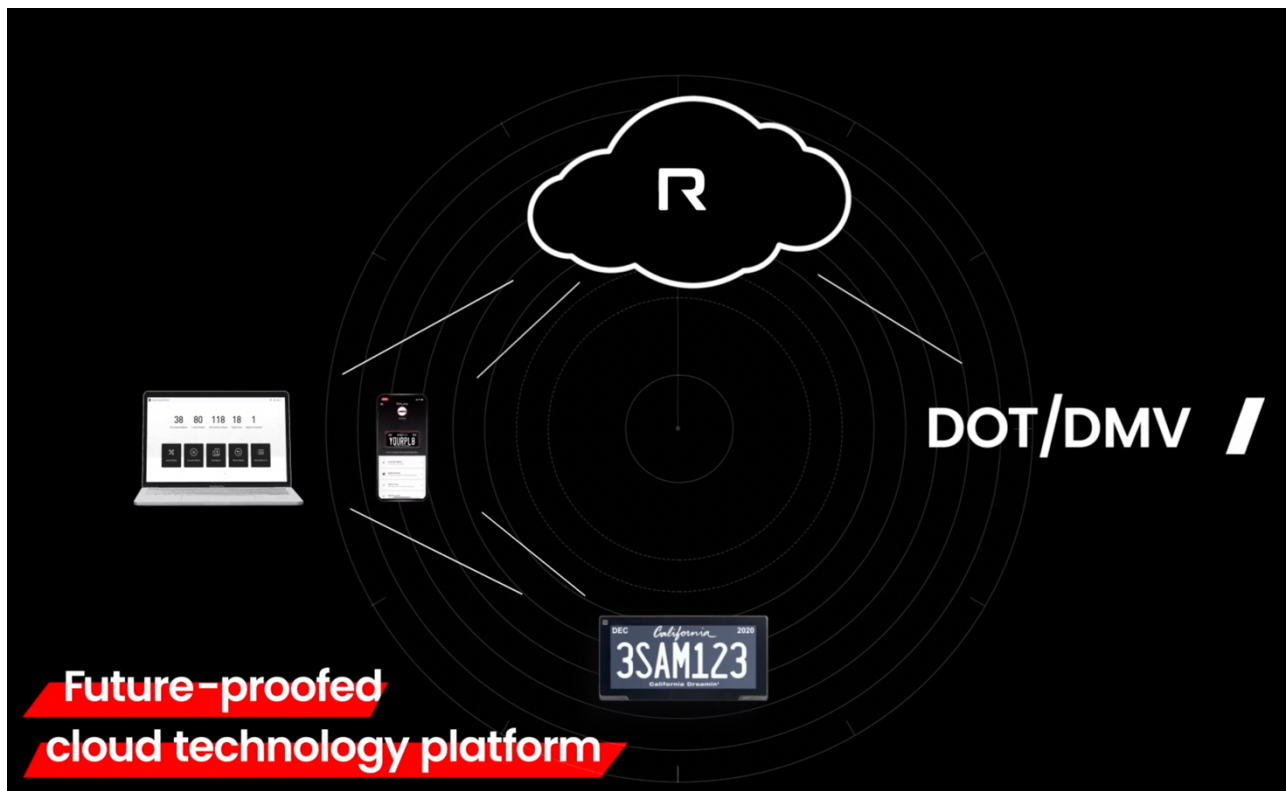
Reviver™ is a technology company and developer of the first-of-its-kind digital license plate platform. As an integrated hardware and software solution, the Reviver cloud-based platform pairs with the RPlate® digital license plate device to provide users a growing range of vehicle management services, including in-app vehicle registration renewal, visual personalization, location and safety features, and more. Reviver products and services help to improve compliance, convenience, innovation, and aesthetics for stakeholders throughout the ecosystem of vehicle ownership and regulation—including consumers, businesses, auto dealers, and motor vehicle administrations.

Reviver was founded in 2009 by Neville Boston and Michael C. Jordan, guided by the vision to develop a product that could help modernize and streamline the vehicle registration renewal process. This initial concept has advanced to become the technology which enables Reviver customers to manage their vehicle licensing through a highly intuitive smartphone web or web app interface, while also providing a host of additional convenience and personalization services for vehicle owners. Today, Reviver is widely known as developer of the RPlate, the world's first digital license plate. The company is headquartered in Granite Bay, California with R&D and production facilities in Fremont, California.

The Reviver Platform

Reviver's services are powered by its cloud-based platform, which enables encrypted and secure data transfer between vehicle owners, their digital license plates, and DMVs. This design supports rich compliance features, such as the ability to register and renew registration online via a smartphone app, offering significant speed and convenience benefits to vehicle owners and DMVs.

In addition to vehicle compliance, Reviver allows vehicle owners to personalize their plate display, monitor their vehicle's location, immediately report it stolen, and much more – transforming the traditional license plate into a future-proofed connected vehicle platform. With the ability to continually push over-the-air updates and enhancements, Reviver will continue to expand its service offerings and further integrate into vehicle and transportation systems over time, including current pilots testing integrated tolling payments, law enforcement safety alerts, and vehicle diagnostics.



Services & Products

Reviver offers a variety of product bundles and service plans for both consumer and commercial fleet customers.

RPlate[®]: The RPlate is a sleek, easy-to-install digital license plate. Included with every RPlate subscription are the core services of digital registration renewal and options for display personalization.

- **RPlate Model Options:**
 - **Battery-powered, self-installed:** replaceable lithium-ion battery with 5 year battery life, monitored by the Reviver mobile app with notifications when replacement is needed.
 - **Hard-wired, professionally installed:** Wired directly into the vehicle battery for zero hassle power management. Includes added benefits of integrated telematics features and a backlit display.

Reviver offers an additional suite of subscription-based service bundles through the RPlate, customizable based on the needs of each customer, including:

- **RSafe:** Robust telematics and safety features to track, measure, record, and respond to any need around your vehicle's location and security.
- **Rx:** Monitor your vehicle diagnostics for any maintenance issues and connect directly to mobile repair options.

RFleet: RFleet combines the robust feature set of the RPlate digital license plate with the RFleet software dashboard, purpose-built to offer new efficiencies and benefits for businesses managing commercial vehicle fleets. Key features include:

- **Batch Registration Renewal:** RFleet enables fleet-wide registration renewal in a single transaction, with the ability to segment for commercial accounting needs and pay DMV costs directly through the platform, eliminating the hassle of paper tags and multiple transactions.
- **Integrated Telematics:** With telematics integrated into the digital license plate, the RFleet dashboard provides visibility into the entire fleet for easy real-time monitoring, geofencing, and route and mileage tracking.

- **Safety Notices & Alerts:** Visual safety notices can include STOLEN mode with GPS vehicle location tracking, as well as push alerts to admins in to help monitor maintenance needs, arrival and departures, or any fleet policy violations.

Market Penetration

The Reviver platform is seamlessly integrating with a growing set of state DMVs across the U.S., as well as progressing into adoption internationally through early adopter countries seeking to modernize their vehicle licensing compliance. U.S. states where digital license plates are currently legal to purchase and register on vehicles are Arizona, California, Michigan, and Texas for commercial vehicles only. Legislation and pilot programs are currently underway in Illinois, Florida, Georgia, Colorado, Ohio, and more. Digital license plates are legal to drive nationwide across U.S. state borders, as well as North American borders into Canada and Mexico.

Key Customer Segments & Partners

Consumer Vehicle Owners: Reviver offers RPlate digital license plate services directly to consumers through a subscription model, via its ecommerce channel. Reviver has partnered with Best Buy to provide in-store or at-home plate installation services for its hard-wired model.

Auto Dealerships: Reviver has developed a partner channel with auto dealers, enabling car buyers to purchase RPlate digital license plates and service packages through a growing network of auto dealership partners.

Commercial Fleets: Reviver bundles its RFleet offering for a range of local, regional, and national commercial clients in need of solutions to help streamline their management of vehicle fleets.