

Reviver Press Backgrounder

Modern Licensing For Modern Living

VISION

Driving, untethered.

MISSION

**Modernize the driving
experience by
re-platforming with
Reviver.**

Introduction + Background



Reviver has transformed the license plate into a connected vehicle platform

Reviver[™] is a pioneering technology company on a mission to modernize the driving experience. As the developer of the RPLATE[®], the world's first digital license plate, Reviver has transformed the license plate into a connected vehicle platform, enabling consumers and commercial businesses to digitize vehicle registration renewals and experience a growing set of personalization, convenience and safety features, all managed through a mobile or web app interface. Reviver digital license plates are currently legal for sale in Arizona, California and Michigan, along with Texas for commercial fleet vehicles. Ten additional states are in various stages of adoption.

Established in 2009 by co-founders Neville Boston and Michael C. Jordan, Reviver was born from a vision to modernize and streamline the vehicle registration renewal process. This vision has evolved into the creation of the Reviver cloud-based platform, an innovative solution that combines hardware and software, complementing the RPLATE[®] digital license plate device. This pairing offers users an expanding array of vehicle management services. The comprehensive suite of Reviver products and services enhances compliance, convenience, innovation, and aesthetics for all stakeholders within the vehicle ownership and regulation ecosystem, encompassing consumers, businesses, auto dealers, and motor vehicle administrations. Today, Reviver is internationally recognized as the developer of the RPLATE, the world's first digital license plate. The company is headquartered in Granite Bay, California, with R&D facilities located in Fremont, California.

The Reviver Platform

The Reviver Platform serves as the driving force behind Reviver's innovative services. This cloud-based platform facilitates secure and encrypted data exchange among vehicle owners, their digital license plates, and Department of Motor Vehicles (DMVs). This robust architecture not only ensures data security but also empowers a range of compliance features. Vehicle owners can conveniently register and renew their vehicle registrations online through a smartphone app, delivering remarkable speed and convenience to both vehicle owners and DMVs.

Beyond compliance, the Reviver Platform offers vehicle owners the ability to personalize their license

plate display, track their vehicle's location, report theft, and much more. In essence, it transforms the conventional license plate into a forward-looking connected vehicle platform. With the capability to seamlessly deliver over-the-air updates and enhancements, Reviver is poised to continually expand its service offerings and integrate further into vehicle and transportation systems. This includes ongoing pilot programs that explore integrated tolling payments, law enforcement safety alerts, and vehicle diagnostics. The Reviver Platform is at the forefront of shaping the future of connected vehicles.

Services + Products

Reviver presents an array of product bundles and service plans catering to both individual consumers and commercial fleet customers. At the heart of these offerings is the RPLATE® - a stylish and user-friendly digital license plate. Every RPLATE subscription includes essential services such as digital registration renewal and the option for personalized display.

The RPLATE Model Options offer flexibility to cater to various preferences:

- **Battery-Powered RPLATE:** Equipped with a replaceable lithium-ion battery boasting a remarkable 5-year lifespan. Monochromatic HD display, quick and easy self-installation. Personalization and tamper proof mounting, theft features.
- **Hard-Wired, RPLATE:** Requires professionally Installation. Wired directly into the vehicle's battery, this option ensures hassle-free power management and includes a backlit display. It comes with the added advantages of integrated telematics and safety features to track, measure, record, and respond to any need around your vehicle's location and security.

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, Pennsylvania, New York, New Jersey, Oregon, Washington, Nevada, Maryland, North Carolina 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.