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The Revolutionary New Aerius Smart Phone Increases Battery Life 2 to 4 Hours, Doubles Smart Phone Range, While Reducing Dropped Calls by Eliminating Cell Phone Power Loss into the Body

Telecommunications
Mobile Cell Phones
(AERS-OTCPK)

Aerius International, Inc.

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Bill Luxon
Chief Executive Officer

BIO:

CEO – Bill Luxon, together with President, SAS Consulting Engineering Group Greg Johnson (see below) founded RangeStar Wireless in 1995, which was purchased in 2001 by Tyco Electronics. RangeStar designed, manufactured, and sold antennas for cellphones and laptops to such companies as Nokia, Siemens, 3-Com, Dell Computer and others, and received numerous international design awards. Luxon has received four patents on antennas he invented, and earned additional patents on numerous products engineered, manufactured, and sold by companies he founded. Luxon also led five companies from start-up to IPO or M&A.

Company Profile:

Aerius International, Inc. operates as a cell phone engineering, product de-

sign, and marketing company in the United States and internationally. It provides communication technologies for cellular handset and other mobile wireless communication devices for civilian and military applications. The company offers Aerius cell phones and built-in directional antennas for cell phones. Aerius International is based in Las Vegas, Nevada with engineers in northern California and Shenzhen, China.

Aerius has announced that Shenzhen HuaXin ShiDai Technology of China has been formally engaged and has commenced final design and manufacture of Aerius smart phones.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Luxon, what is the vision behind Aerius International?

Mr. Luxon: Aerius smart phones will make a major impact on the cellular industry that now exceeds 5 billion users, and we will do it with our revolutionary antenna technology equipped Aerius phones. One problem today is that smart phones use a lot more battery power than before smart phones came into the market. Apple iPhones, for example, may provide 1 to 1.5 hours of battery life. A second major problem is the phones waste up to 50% or more of their power into the user. However, tests by the FCC and independent certified labs show Aerius equipped handsets reduce power loss into users an average 99.4%. Aerius handsets accomplish this by redirecting nearly 100% of their transmission power away from the user. That is why Aerius won the

2009 Frost and Sullivan Green Technology Award in Wireless Technologies. Another key benefit of Aerius phones is they deliver 2 to 4 more hours of battery life compared to other phones. Aerius smart phones will be introduced in the US in 2011 and will be designed and manufactured under contract to Aerius by a major cell phone manufacturer in Shenzhen China that produces phones now for companies such as Motorola, and others. We also have cell phone buyers with carriers and major retailers in the US very interested in introducing Aerius phones.

CEOCFO: Would you explain how you are diverting the cell phone signals away from the user.

Mr. Luxon: All cell phones sold worldwide today use what are known as omni-directional antennas. When you see the microwave signal transmissions from those phones in test chambers they look like a balloon surrounding the phone. So depending on where a person holds the phone when they use it, that portion of the balloon that is beamed toward the head or torso is 100% absorbed in the head or torso. Therefore those cell phone transmissions are lost to the networks because no microwaves pass through the head or torso. However, Aerius smart phones take 100% of that power and redirect it 180 degrees away from the user. If you go on our website at www.goaerius.com you will see all Aerius phone performance data from the FCC, carriers, and CTIA authorized labs, and you can see how Aerius smart phone transmissions are beamed away from the user. Most users do not know this, but each phones' power is individually

controlled by its carrier network, through commanded power steps, an average of two hundred and forty times or more per second. Due to this fact when phones are not losing up to 50% of their power into the user, the phones will operate using up to 50% less power, which can add 2 to 4 more hours to their battery life. That is important for smart phones because it increases their battery life 2 to 4 hours. Aerius phones also double phone range, and that can reduce dropped calls over 50% because they're not losing 50% of their cell phone power into the user.

CEOCFO: Will T-Mobile be offering Aerius phones?

Mr. Luxon: T-Mobile wants to see and test new Aerius smart phones in their network. As I mentioned, T-Mobile USA tested Aerius equipped phones in their network before but I think their engineers would like to repeat those tests using Aerius new phones. However, if they decide to introduce Aerius smart phones we could grant them an exclusive right to sell them in the US because they can sell over a million phones in six months or less.

CEOCFO: Why the decision to produce your own phones rather than sell the technology to someone else?

Mr. Luxon: If you sell the technology your gross profits would rarely exceed one dollar per antenna. However, if you introduce your own smart phones Aerius gross profits could equal or exceed \$100 per phone.

CEOCFO: You have a patented technology, but are there people attempting to do the same thing? Is it something that people have been working on and might possibly come up with another way of doing it?

Mr. Luxon: I doubt it. Antennas are just one component in a cell phone, and cell phone manufacturers buy components such as batteries and antennas from third party suppliers. Also, manufacturers that have sold

and currently sell numerous phone models do not want to deal with a company like ours for several reasons. For example, current manufacturers first design a phone, then present the design to component suppliers that indicates the space allotted for the antennas, battery, and other components. Manufacturers generally do not care if they have a poor performing antenna on their phones because they know users nearly always blame dropped calls on their carrier network and not the phone. On the other hand retailers tell us it's simple;

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if you put two phones side by side, they have similar features, and one gives you 2 to 4 more hours of battery life and eliminates radiation absorption into the user, it's a no-brainer which one consumer will buy.

CEOCFO: Did you see a need for and develop the technology?

Mr. Luxon: I saw a need back in 1993. My youngest son had purchased a cell phone so I went online and looked at cell phones and SAR, which stands for Specific Absorption Rate of microwave radiation into human tissue. Every nation in the world has a legal limit for cell phone SAR. In the United States the FCC sets the

limit, which is 1.6 watts per kilogram, and at their request the FCC tested phones equipped with Aerius antennas in their labs in Washington DC and found we reduced SAR an average 99.4% below the U.S. limit. Because the phones operate on commanded power steps, when you are not losing half your power into the user, the phones operate using a lot less power, and that is why you get 2 to 4 more hours of battery life from an Aerius equipped phone.

CEOCFO: Will you be introducing into the U.S. first?

Mr. Luxon: We will make those decisions when we get our first sample phones, this year. In the United States Aerius will certainly make the first offer to introduce the phones to T Mobile, because they have already tested Aerius equipped phones in their network. Also, the ministers of health in the United Kingdom, France, and Germany, have warned about long-term exposure to cell phone SAR. Whether you introduce Aerius smart phones in those nations at the same time as you introduce them in the US will depend on our manufacturing capability. Currently our plant in Shenzhen can produce over 5,000 phones a week per assembly line. It depends on Aerius' ability to meet orders.

CEOCFO: What challenges, if any, are you on the lookout for as you go forward?

Mr. Luxon: We want to make certain we select the most capable carrier to introduce Aerius phones in each marketing area. In France, the UK, and Germany we have interest in Aerius phones from major carriers in that area. However, I cannot speak for other areas in the world as of now.

CEOCFO: What is the financial picture like for Aerius International?

Mr. Luxon: Investment banks have expressed interest in funding Aerius phone purchase orders, and will pro-

vide us the capital needed to get Aerius phones produced. In the meantime we are keeping our burn rate low.

CEOCFO: There are many places for investors to put their money these days; why should they choose Aerius International?

Mr. Luxon: Investors should choose Aerius because we have developed a revolutionary technology in one of the fastest growing market sectors in the world, despite the current hard economic times.

CEOCFO: Final thoughts, what should people remember most when they read about Aerius?

Mr. Luxon: Everyone has a cell phone so it depends on what they respond to: 3 to 4 more hours of battery life, 50% fewer dropped calls, greater range, or virtually elimination of cell phone power loss into the user.



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