

Review of the IT MDI-Energy Initiative

Christchurch: 14 November 2007 · Queenstown: 16 November 2007

Following the extremely successful week long series of presentations in Melbourne, by Dr Louis Arnoux, MD of IT MDI-Energy Pty Ltd, Guy Nègre, MD of MDI s.a. and Director of IT MDI-Energy, and the Australian IT MDI-Energy Team, Dr Arnoux and the New Zealand IT MDI-Energy Team showcased the IT MDI-Energy Initiative, the IT MDI technology portfolio, products, and manufacturing process in New Zealand.

Two presentations, one in Christchurch on Wednesday 14 November 2007 and one in Queenstown on Friday 16 November 2007 were offered to guests invited from commerce, industry, city and regional councils, and representatives of medium to large scale housing, infrastructure and property development projects.

The highlight of the presentations was a preview of the 100% Solar & Sustainable IT MDI-Energy Initiative. This is a 6 point, 5-year, \$1.8 billion business initiative that aims to usher a smooth transition to 100% solar based and fully sustainable infrastructures for power generation, transport and communications for the whole of Australasia. The focus of this initiative is transforming huge energy inefficiencies (waste heat) currently costing in the order of \$48 billion dollars per year, into a source of wealth and economic growth for all stakeholders by shifting to high energy efficiency systems.

“The funding to move towards 100% sustainability is in our hands” Dr Arnoux explained. “We don’t see it, but it is in our hands, and we are burning it. Month after month we are burning it. The infrastructures we are using are very inefficient. Each time we pay a bill for electricity or pay for fuel at the pump, we are wasting about \$80 of every \$100 we spend.”

“This Initiative is entirely demand driven and based on competitively priced products and services” Dr Arnoux said. “We are used to think of ‘green’ being more expensive and cumbersome. With the IT MDI



Technology, ‘green’ costs less, is easy and fun,” he stressed. “This makes a rapid transition to 100% sustainable and enhanced lifestyles possible.”

The IT MDI-Energy Initiative is growth oriented, with a prime focus on technology substitution and creating value adding partnerships with government and industry. It aims to create over 7,000 new direct jobs and in the order of 26,000 indirect new jobs during the next five years, all distributed close to where people live, thus considerably reducing commuting requirements.

One of the key merits of the 100% Solar & Sustainable IT MDI-Energy Initiative is that by addressing rapidly and fully commercially the peaking of fossil fuels it also painlessly addresses the challenges of Climate Change. The IT MDI-Energy Initiative is intended to have considerable environmental benefits. “Over 10 years we aim to reduce car emissions by 20% and emissions from power generation by 80%” said Dr Arnoux, pointing out that while the challenges of Climate Change are real and pressing, the challenges of Peak Oil and of the peaking of other fossil fuels are much more immediate and potentially dire. Data released in September and October 2007 by ASPO (Association for the Study of Peak Oil), and in October by the Berlin-based Energy Watch Group (EWG) show that global supplies of crude oil have already peaked. Based on the International Energy Agency (IEA) Medium term Oil Market Report of July 2007, by 2010

we must expect a supply gap equal to 3 times the combined oil demand of Australia and New Zealand. By 2012 this gap is expected to increase to 7 times the Australasian oil demand.

The IT MDI-Energy Initiative is very timely. The ASPO and EWG data shows that in addition to global supplies of oil having already peaked, one must prepare also for the peaking of global gas, coal and uranium supplies over the next 20 years. “It is now urgent to shift energy, transport and communication infrastructures to 100% solar-based energy resources” said Dr Arnoux. “We can do this fully commercially, competitively and in time without recourse to massive government interventions such as carbon taxes,” he said.

The Australasian introduction of the IT MDI-Energy Initiative have provided a preview for MDI plans to unveil its new power generator and car in Nice, France early 2008. Following the MDI European launch the implementation of the IT MDI-Energy Initiative will continue with a series of more detailed presentations of the 100% Solar & Sustainable IT MDI-Energy Initiative, accompanied with demonstrations of the new power generator and car in all the main urban centres of Australia and New Zealand during the Australasian autumn.

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<http://www.itmdi-energy.com/news/>