



A Whole New Way of Looking at Power

March 2017

Keep Running. No Matter What.™

A close-up, grayscale image of the corner of a GENCELL G5 device. The device has a metallic, industrial appearance with sharp edges and a dark, recessed area in the corner. The GENCELL G5 logo is printed in white on this dark area. The background is a light gray gradient.

At a Glance



Company

- > Headquarters in Israel — 3,000sqm facilities
- > 70 employees and Over 32M USD Invested in R&D

Technology

- > Broke the "platinum barrier" - non-precious, non-noble metal electro-catalysts
- > Created a new ammonia-cracking technology with non-platinum catalysts

Products

- > Products deployed and validated in 6 countries including NA, LA, Europe and Israel
- > Flawless performance for the last 18 months at strategic customers

3-in-1 Innovative Power Solutions



Immediate
response
(UPS advantage)

Voltage
Stability
(battery advantage)

Extends Duration
(generator
advantage)

GenCell G5



- ✓ Short term primary source
- ✓ Back-up power solution
- ✓ Hydrogen fuel

GenCell G5a



- ✓ Primary power source
- ✓ Off and poor grid solution
- ✓ Ammonia fuel

The Ideal Power Solution

Parameter	Diesel Generators	Batteries	GenCell
 Reliability	Low + single point of failure	Medium + single point of failure	Very high + redundancy
 Robustness	Sensitive to extreme weather (-25°C to +40°C)	Narrow optimal temperature range	Wide temperature range (-40°C to +45°C)
 Maintenance	Frequently Including oil changes & tune-ups	Frequently / quarterly Extensive for acid batteries	Annual
 Durability	3-5 year lifespan (overhaul 15,000 hours of operation)	3–10 year lifespan	15 year lifespan
 Start-up time	Not immediate (seconds)	Immediate	Immediate
 Environment	High emissions & noise	Lead and acid storage/disposal issues	Zero emissions & noise
 Fuel theft risk	High	N/A	Very low

Ideal for Homeland Security Applications



Mobile Radar



Command & Control

Reliable, effective
economical and
green power that
kicks in as soon as it
is needed,
whenever it is
needed for as long
as it is needed



Border Protection



Communications

Protecting your
missions critical
operations and
systems



CCTV



First Responders



Remote and Off-Grid Stations

Thank you



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