

## CODA – A Balanced Ecosystem

The evidence of CODA's intelligence is the battery system. The battery module houses sensors and micro chips which monitor and control each individual cell from a charge and discharge standpoint. If careful attention to the battery system is practiced, it will function as a well-balanced ecosystem.

Take the human body for example, even when we are asleep our brains are still active; cells actively work to maintain oxygen levels. So it is with the CODA operating system, when it is off, the car is still thinking. A set of algorithms and formulas in the battery system detect climatic conditions and sustain the car in a state of optimal health. If sensors detect a chill coming, the cells instruct the car to heat the battery system. Unless a battery system has this kind of detailed intelligence, the battery's lifespan will decrease substantially.

At our core, we are focused exclusively on green technology – one hundred percent of what we do is green technology. After 100,000 miles, CODA's battery can be repurposed as an intermittent storage device for wind and solar energy.

What does this all mean? Today, we have a chance to catalyze a movement of positive energy. Change happens at the grassroots level, if the people lead, then leaders will follow.

On a macro scale, legislative mandates for cleaner cars and a cleaner environment have merits. Environmental degradation does have economic impact. People get injured and sick and the environment is harmed – these are real factors.

Is it therefore rational that the price of a product reflects damages? Absolutely! Can we discern the real analytics of what that cost is or the depth of the impact? No we can't. At CODA, their focus is centered

on getting a clean, safe, reliable car in the hands of real people. Those folks will tell the story and that in turn will drive change.

## CODA – Driving American

In May 2010, CODA announced plans to build a battery system manufacturing facility in Ohio. Construction is contingent on approval of an Advanced Technology Vehicles Manufacturing Loan from the Department of Energy. The plant will put thousands of people back to work once it is built.

**Electric cars will fundamentally change the economics of the automotive industry. My belief is that electrification will shift money back into the hands of consumers. CODA is a musical term that designates the conclusion of one passage and the beginning of a new one. And that's just what CODA's technology does.**

## FACTOID: YOU AND MSG

Monosodium Glutamate (MSG) is the sodium salt of the amino acid glutamate and is commonly used as a flavor enhancer. The enzymes found within this non-essential amino acid facilitate a chemical reaction within your brain; and your ears, eyes, nervous system and other organs are deceived in their sensory perception.

In short, studies performed by the Food and Drug Administration on MSG report that food producers put this additive in their processed and fast food to create an illusion. **Once that food hits your taste buds, the brain gets excited – it thinks, hey there's a lot of nutrition coming with this bite as a result of increased insulin levels.** Reality is, there may be zero or very little protein or nutritional value in that bite. In the end, MSG is a Brain trick.

**So what's the big problem with a little trickery? Have you ever clicked on an email and there is no document, no file, or no attachments? This is exactly what happens when you eat food laced with MSG. A little while after your meal, you are as hungry as a stray dog.**

Again, in order to satisfy your hunger you reach for those same tasty foods. You develop an addiction; and you pile on the pounds while getting less and less nutrition.

(<http://www.natural-health-information-centre.com/monosodium-glutamate.html>)

## SOLFOCUS continued from page 25

to cover a third of the annual power usage at the college.

The shade provided by the arrays can also allow vegetation to grow on the dry hot land. Students at Victor Valley College now have hands on skills training in solar technology. For its 1MW installation, the college received a check for \$3.1M from SoCal Edison as part of the California Solar Initiative. The check represented the incentives that will be paid to the college over the first five years of solar generation.

Hartsoch pointed out: "You can't build a renewable world without solar. Incentives are the tools that allow you to move new technology quicker to compete with traditional energy."

The unanswerable questions remain; will cap and trade score any positive points for the environment itself or merely fan the fire on global warming? Or, do incentive programs to transform places like the California Desert into landscapes of towering glass and steel and wires adequately address the issue of looming problems for the future?

What is more important to Hartsoch however, is the impact Global Warming will have on the pure nature of the desert. Hartsoch believes, "we must consider both – create clean energy to mitigate global warming, and do it with the lightest environmental footprint possible."