

Blue Line Innovations and Newmarket Hydro deliver on home electricity monitors

OTTAWA and NEWMARKET, ON, May 17 /CNW Telbec/ - Blue Line Innovations, maker of the popular PowerCost Monitor, announced today that the company has signed an agreement with Newmarket Hydro through which the utility will offer home electricity monitors to residential customers at cost.

A home electricity monitor is a tool to help a consumer take electricity-saving actions because it tracks and displays how much electricity is being consumed in the home from moment to moment. The device is made up of two components: a sensor which is attached to the outside of the electricity meter (an easy and safe self-installation by the consumer) and a small display which is placed anywhere in the home. The sensor on the meter sends a wireless signal to the in-home display, which shows the current and accumulated electricity consumption in dollars and cents. Turn electrical equipment off or on and the display responds to show the current lower or higher costs being incurred.

With Newmarket Hydro's program, customers may purchase home electricity monitors at the Newmarket Hydro offices for \$137.50 plus GST and PST. This price is Newmarket Hydro's cost with no mark-up. A customer may choose to have the full cost of the monitor added to the electricity bill either as a single payment or as twelve monthly no-interest installments.

Previous pilot tests involving the PowerCost Monitor have shown savings of approximately 10 to 15 per cent on individual bills. Such savings are about equal to the monthly cost of the monitor if financed through Newmarket Hydro's twelve-month installment offer.

"Our commitment to conservation education means more than simply providing our customers with information - it also means making the right tools available to them," says Paul Ferguson, president of Newmarket Hydro. "A home electricity monitor creates awareness and shows the consumer the costs are as adjustments are made in the home."

Blue Line's PowerCost Monitor lets consumers see in real time what is being spent at home on electricity. It is fast becoming one of the most popular energy conservation products on the market. Canadians love it because the device helps them save electricity and money. Plus, by using less energy they're doing something positive for the environment.

Earlier this year, the PowerCost Monitor was awarded "Outstanding Energy Efficient Technology Deployment of the Year" by the U.S.-based Association for Energy Service Professionals (AESPs).

If every home in Canada had a PowerCost Monitor for one year, the savings in green house gas emissions would equal the shutting down of one coal-fired plant or removing the emissions of almost 1.2 million vehicles.

A leader in community-based conservation initiatives, Newmarket Hydro is already well advanced in its project to install smart meters and implement "time of use" rates in Newmarket. The home electricity monitor is an important part of that project because it allows consumers to better understand both their own electricity consumption and the opportunities they have to save.

About Blue Line Innovations

Blue Line Innovations offers innovative conservation and demand-side management solutions to the energy sector. Key divisions of Blue Line Innovations are involved in product development, marketing, systems engineering and manufacturing. Blue Line is the only developer and provider of this innovative technology in Canada. Given the global focus on energy conservation, Blue Line Innovations is well positioned to support individuals, utilities and governments in achieving their conservation goals. For more information, visit www.save-electricity.ca.

About Newmarket Hydro

Newmarket Hydro is the local electricity distribution utility responsible for serving over 25,000 residential and business customers in Newmarket, Ontario. An industry leader and innovator in electricity distribution systems, Newmarket Hydro is widely regarded as a utility with successful experience in managing community-based conservation programs. It is an operating division of Newmarket-Tay Power Distribution Ltd.

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