

NSTAR Electric First Utility in the USA to Offer Customers PowerCost Monitors(TM) to Track Electricity Use

OTTAWA and BOSTON, May 16 /CNW Telbec/ - Blue Line Innovations and NSTAR Electric of Massachusetts announced today that the utility will be the first in the United States to offer their customers Blue Line's PowerCost Monitor(TM) - the device that connects easily to most residential electric meters and transmits electricity usage information to a handheld device inside the home.

Through a first-in-the-nation rollout, NSTAR is enhancing its successful energy efficiency programs by offering a reduced price on the PowerCost Monitor(TM). With the Monitor consumers can then see exactly how much electricity they are using in their home and what the hourly cost is at that time.

Studies have shown that people who can see and understand their electricity usage with feedback technology were able to reduce consumption up to and beyond 15 percent. By using a PowerCost Monitor(TM) in their home, NSTAR Electric customers can see which appliances are the most expensive to run, the immediate impact of turning various appliances on and off, and the results of switching to energy efficient appliances and lighting.

"We're excited about this deployment with NSTAR", said Danny Tuff, CEO of Blue Line Innovations. "They recognized the value proposition of the PowerCost Monitor and the information it provides their customers on their electricity consumption in real time so that they can make informed decisions about what appliances to use and when."

The PowerCost Monitor(TM) normally retails for \$150, however, NSTAR is offering a limited number of Blue Line Innovations' PowerCost Monitors(TM) for \$29.95, including shipping and handling.

Earlier this year, the Monitor was awarded "Outstanding Energy Efficient Technology Deployment of the Year" by the US based Association for Energy Service Professionals (AESP).

The Monitor is also a finalist in the Stars for Energy Efficiency - a program of The Alliance to Save Energy. The Alliance, based in Washington, D.C., is a coalition of prominent business, government, environmental, and consumer leaders who promote the efficient and clean use of energy worldwide to benefit consumers, the environment, economy, and national security

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.

www.save-electricity.ca

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