



San Francisco, CA

July 27, 2010

## **Blue Line Innovations Launches PowerCost Monitor™ WiFi Gateway with Microsoft® Hohm™**

I'm thrilled to share with you that today we announce the introduction of the PowerCost Monitor™ WiFi Gateway with preconfiguration and direct real time data feeds to Microsoft® Hohm™

Hohm is the online application launched by Microsoft that enables consumers to analyze their energy usage, provide energy saving recommendations and the ability to benchmark your personal results with other communities and group members. The launch of Blue Line's technology within Hohm occurs today in the United States followed by the Canada later this year.

With the Blue Line technology integrated into Hohm, consumers see and analyze their home's real time and trended electricity consumption via their home computer and mobile device.

Blue Line Innovations has been in the real time energy reporting space since 2003. Today's announcement and our collaboration with Microsoft® Hohm™ take our company to a new level. The announcement validates our patented technology, confirms the market potential and will open consumer's eyes to this joint solution.

While over 130,000 North American households are using our PowerCost Monitor, software interface and a broad consumer tool kit of technologies is not a core competency of Blue Line. Our expertise is around simplifying the array of electricity meters, utilities and rate structures to provide a simple, universal, safe method to access that real time electricity data – the PowerCost Monitor. But our customers have been asking for more functionality and deeper, richer applications of the technology. This is precisely the core competency of Microsoft and the solution they have developed with Microsoft® Hohm™.

Outlined below are comments from Troy Batterberry, General Manager Microsoft Hohm as they appear in today's blog posting. The full posting is attached or can be reference at [www.microsoft-hohm.com](http://www.microsoft-hohm.com).

**Start saving energy and money – today.**

“We’re thrilled to announce that starting today, tracking your energy use got a little easier.

When you buy Blue Line’s PowerCost Monitor and WiFi, your real-time home energy use will be wirelessly uploaded into your Hohm profile. You no longer have to wait for your electricity bill – you can make a significant difference in your monthly energy use *today*.

By enabling devices like the Blue Line PowerCost Monitor to connect into Hohm, you will receive more detailed energy use information than what you are currently getting on your monthly bill.

And with our easy-to-use graphs, you can quickly see how to save the most energy and money.”

To date, through our work with over 110 utilities, the PowerCost Monitor™ has been well researched and the results demonstrate that real time information can help families reduce consumption by up to 18%.

With our in home display only, savings are in the high single digit reductions. With the features provided by Microsoft Hohm, families can leverage real time electricity data to reduce consumption at even higher levels. This has a significant impact on monthly electricity expenditures and savings.

There has been a lot of news in the energy monitoring and control category of late but very few are about real products and solutions that are readily available. The Blue Line Innovations / Microsoft® Hohm announcement is an exception – the product is available, today.

The new Blue Line Innovations PowerCost Monitor™ WiFi Edition includes the optical sensor for acquiring the data, wireless in home monitor and the WiFi Gateway preconfigured with Microsoft® Hohm. It is available for sale today. MSRP is \$249. Our preferred retail partners are; Optimum Energy, Smarthome, Amazon, Fry’s, Newegg, Weems Creek Solutions and Microsoft Store.



The PowerCost Monitor™ WiFi Gateway can also be purchased separately as an upgrade accessory for families with a Blue Line Innovations PowerCost Monitor™ or Black & Decker® Power Monitor™. MSRP is \$159 for the Gateway only. Note a home wireless network solution is required.

For additional information please see [www.bluelineinnovations.com](http://www.bluelineinnovations.com) or [www.microsoft-hohm.com](http://www.microsoft-hohm.com)

Additional information about the PowerCost Monitor WiFi Gateway, including photos and screen shots, are readily available.

**Peter Porteous**  
**CEO**  
**Blue Line Innovations Inc.**  
**Leading the way in real time energy reporting**  
**[www.bluelineinnovations.com](http://www.bluelineinnovations.com)**

Follow us on:   

pporteous@bluelineinnovations.com  
office 709.579.3502 ext 215  
cell 506.325.0804  
skype peter.porteous

 *Please consider the environment before printing this e-mail*

For media inquiries, please contact;

Shaun Markey  
[shaunmarkey@rogers.com](mailto:shaunmarkey@rogers.com)  
1.613.878.9951