

Blue Line Innovations and Google PowerMeter™ partner to add more choice to real time electricity monitoring.

San Francisco, CA, December 20, 2010 - Google PowerMeter™ broadened its device partners by adding connectivity to the PowerCost Monitor™ by Blue Line Innovations.

Google PowerMeter is a free energy monitoring tool that helps you save energy and money. Using energy information provided by the PowerCost Monitor, Google PowerMeter enables you to view your home's energy consumption from anywhere online. It incorporates features such as tracking energy over time, always on power, predicting costs, budget tracking and community sharing.

The PowerCost Monitor, which introduced its WiFi Gateway accessory this summer, is the only electricity monitoring product in full device partnership with both Google PowerMeter and Microsoft Hohm®. The WiFi Gateway allows families with a PowerCost Monitor or Black & Decker Power Monitor to view their data on line or through a mobile device and provides them with their choice of online partner. A very simple plug and play configuration allows the consumer the flexibility to change their partner selection at any time.

Peter Porteous, CEO, Blue Line Innovations said, “We are very pleased to be partnering with Google PowerMeter today (December 20). Our WiFi launch and partnership with Microsoft Hohm was very successful and now we are able to offer consumers even greater choice and control over energy usage”.

Porteous continues, “This really signals our business and product strategy. At Blue Line we see ourselves in the access to data space. Our patented and proven optical sensing technology has been on the market since 2004 and provides a safe, universal and do it yourself (no electrician required) solution for homeowners. The PowerCost Monitor turns dumb meters into smart meters and smart meters into even smarter meters.”

“The innovation and investment in smart grid and home automation is really exciting but at the end of the day universal access to real time data is paramount.”

Recent industry reports suggest that today only 7% of smart meters deployed are in broadcast mode and over the next decade only 50% of the market will have smart meters in place. The PowerCost Monitor provides accurate, real time data reporting to approximately 90% of the market today – legacy, analogue, digital or smart meters.

Porteous commented, “This is a very exciting role for us in the home energy management ecosystem. Whether it’s helping get real time data to an online partner such as Google PowerMeter, to a utility partner who isn’t yet ready to invest in a broadcasting smart meter network or a home automation partner, Blue Line Innovations has a range of delivery systems to provide real time energy data access to that home”

About Google PowerMeter™

Google PowerMeter™ is a free energy monitoring tool that helps you save energy and money. Using energy information provided by utility smart meters and energy monitoring devices, Google PowerMeter enables you to view your home's energy consumption from anywhere online. See <http://www.google.com/powermeter/about/about.html>

About Blue Line Innovations

Blue Line Innovations Inc. developed and markets the PowerCost Monitor™, a line of wireless, portable, real-time energy reporting devices for the home. Blue Line Innovations has been active in the business of real time energy feedback for 6 years with over 130,000 PowerCost Monitors™ in the market since 2004. Easy to install, the PowerCost Monitor™, communicates wirelessly to the meter and now through a WiFi Gateway to the internet and Microsoft Hohm® and Google PowerMeter™. Independent research has confirmed that homes using the PowerCost Monitor™ can save up to 18% on their monthly electricity bill. For more information and the retailer in your area see, www.bluelineinnovations.com

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