

Kent adds [PowerCost Monitor](#) and Free [Google PowerMeter](#) Service to its NB line up

Tuesday February 1, 2011. Woodstock, New Brunswick

Kent Building Supplies has added to its energy conservation product line up in all 16 New Brunswick locations by now offering the proven [PowerCost Monitor](#)[™] and a free on line energy reporting tool called [Google PowerMeter](#)[™].

[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](#)[™], is a real time electricity reading and reporting product developed by a Canadian company, [Blue Line Innovations](#). The company, a proven leader in this field, was founded in 2003 in St John's and now has Management and Investor ties to New Brunswick.

How the PowerCost Monitor[™] Works

Emphasis on conservation is prompting growing interest in real time energy feedback devices. Blue Line's [PowerCost Monitor](#)[™] is a stand-alone product that provides the homeowner with *immediate* feedback on their electrical consumption *as* that consumption occurs, no more waiting for the end of month bill.

The [PowerCost Monitor](#)[™] has two components; an optical sensor and a portable in home display. The self-install sensor, attaches easily to the electricity meter simply by tightening one screw and is compatible with all residential electricity meters in New Brunswick.

Once turned on, the sensor automatically collects data from the meter. It then sends that data to a small LCD monitor inside the home. There are no wires associated with either the sensor or the display unit and the data passes from the sensor to the display unit wirelessly.

The display unit shows the homeowner how much money is being spent on electricity from minute to minute and keeps a running total in dollars and cents.

The [PowerCost Monitor](#)[™] also provides a 30 day go forward estimate both in dollars and kilowatt hours based on the current consumption at that moment and has an appliance feature to allow the family member to understand the cost associated with specific appliances or behavior changes.

Numerous research studies by utilities such as NL Power, BC Hydro and Hydro One Ontario have confirmed that homes using the [PowerCost Monitor](#)[™] can save up to 18% on their monthly electricity bill. Better real time visibility into how, where and when you are using electricity in the home can lead to more informed decisions and actions in the home. Most

families are surprised to see for the first time how much waste or phantom power occurs in their home. Now real and informed action can occur to eliminate this waste. "If you can't measure it, you can't manage it".

In late summer 2010 the [PowerCost Monitor™](#) added a [WiFi Gateway](#) accessory which also allows the real time electricity data to be sent through a home owner's internet router to Google PowerMeter for on line and mobile reporting.

The broad availability of the [PowerCost Monitor™](#) and [WiFi Gateway](#) in all Kent New Brunswick locations coincides with the [NB Energy Commission](#) public session tour throughout the first half of February and commencing in Edmundston on February 1st. Senior Blue Line Innovations staff will be visiting the respective Kent Building Supplies location the morning of the NB Energy Commission public session and will be available for discussions or questions about energy conservation products and opportunities. The [PowerCost Monitor™](#) retails for \$119 and Kent will be offering a \$20 coupon throughout the month of February.

Peter Porteous, CEO Blue Line Innovations commented from his home in Woodstock, "we are delighted to have Kent join us as a preferred retailer partner in NB. This is the right time for this topic and this product. Addressing energy conservation, whether as a Province or as a home owner is absolutely on everyone's mind. The terrific news is there are real difference making, user friendly today products that can help every homeowner make double digit reductions to their monthly electricity bill.....and take pride in knowing that they are making a positive impact on the environment. We will be travelling the province for the next 3 weeks and would welcome the opportunity to discuss the [PowerCost Monitor™](#) and energy conservation in general with as many New Brunswickers as possible".

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 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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