

## [Lowe's Adds Monitor and WiFi Gateway to Store Inventory](#)

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Lowe's is now selling the PowerCost Monitor and its WiFi Gateway plug and play accessory, which enables real-time energy feeds to Microsoft Hohm and Google PowerMeter. The PowerCost Monitor is available in Lowe's stores located in 24 states, including California, Washington, Florida, Massachusetts, Maryland, and New York.

This is the first time a bog box retailer has offered real-time energy reporting products, which suggests the homeowner market for energy monitoring is expanding.

Blue Line Innovations CEO Peter Porteous observes, "The last few years have been fueled by early adopters but we can see that families across the country are looking for simple, proven difference makers to combat their monthly electricity bill. Having product available just down the street is really important to accelerate the market. We really love the Lowe's energy center concept and think that bundling energy conservation products together as a destination in the store is a winning idea. We're really pleased to be working with Lowe's and supporting their efforts in the energy center. The free applications offered by Microsoft Hohm and Google PowerMeter have really brought new interest to the category. These are great tool kits for homeowners offering the ability to see, chart, and compare your real time electricity use combined with helpful tips and resources. We're seeing some really positive results – homeowners have the potential to save six to twelve percent, or more, off their monthly electricity bill."

The PowerCost Monitor is designed to be installed by consumers without the need for a technician by attaching an optical sensor to the home's electric meter. The data is then transmitted wirelessly to a portable in-home monitor and through the WiFi Gateway and an in-home router to the cloud.

Porteous adds: "Utilities have been asking us to get solid retail distribution in place. Many utilities want to offer energy conservation programs and incentives for their customers but how to make this happen in the field has been a problem. Broad, just down the street product availability, really allows the utility to focus on communicating with their customer and building program awareness."

Blue Line Innovations developed and markets the PowerCost Monitor, a line of wireless, portable, and real-time energy reporting devices for the home. For more information, visit [www.bluelineinnovations.com](http://www.bluelineinnovations.com).