

Smarthome Expecting Blue Line PowerCost Monitor™ to Be a Big Seller This Holiday Season

By Mike Scharnagl

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Smarthome, the leader in home automation and energy saving products, recommends the Blue Line PowerCost Monitor as one of the top tech gifts this holiday season.

Irvine, CA – With the official start to the holiday season only a few weeks away, gift giving comes to mind. For that tech-savvy, green minded person on your list, Smarthome recommends the Blue Line PowerCost Monitor™. The product, according to Smarthome, will be one of the big “tech gifts” this holiday season.

The Blue Line PowerCost Monitor™ informs the user in real time, exactly how much electricity their household is consuming. A wireless sensor clamps to the user’s home power meter and transmits information to a portable, wireless receiver that displays their energy usage information on a large LCD screen. Various electricity rates can be programmed for extreme accuracy, including single (flat) rates, tiered rates, and time-based rates. By monitoring their energy costs, the user can decide when to cut back on their energy use to save money. Third party research puts actual savings at 6% to 18%. The Blue Line PowerCost Monitor™ uses smart technology to calculate the user’s home electricity and displays that information in a way that everyone can understand - dollars and cents.

“People often struggle for a gift for Dads or for the person that likes gadgets, and the Blue Line Powercost Monitor™ is really a gift that keeps on giving. The user can find the products in their home that are consuming the greatest amount of power and determine whether they need to remain on or even more helpful, with the functions on the unit, one can measure the impact of modifying settings and report back the estimated dollar savings over the course of a month,” commented Laurie Maroni, Vice President of Marketing for Smarthome. “People find significant energy savings – that’s a great gift - money back in your pocket.”

Sales of the Blue Line PowerCost Monitor™ (BLI-28000) have jumped through Smarthome’s website and catalog since its launch in May of this year, and sales are expected to continue to rise during the holiday season. Shoppers are expected to shy away from frivolous items and focus on more practical gifts. The BlueLine Power Cost Monitor™ retails for under \$100 and can be purchased online at <http://www.smarthome.com/powercostmonitor>.

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Founded in 1992, Smarthome, a division of SmartLabs, was created based on the realization of a need for automated products that make lives easier, safer and more enjoyable. Today, Smarthome sells more than 5,000 hard-to-find products, including home automation solutions featuring award-winning INSTEON technology. Smarthome sells its products through their award-winning website - Smarthome.com, their direct mail catalog and via their brick and mortar retail store located in Irvine, CA. Smarthome products can also be purchased online through Amazon, Crutchfield, Skymall and Rockler.

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