

Fry's Selling Inexpensive PowerCost Home Energy Monitor

by Susan DeFreitas, January 20th, 2010

Consumers want it, the big tech players want in on it, and now the big boxes are rolling it out: [home energy monitoring systems](#). Fry's Electronics is getting in on the action with the PowerCost Monitor from Blue Line Innovations, which will be featured at all Fry's stores and available online from the company's website.

The [PowerCost Monitor](#) features a counter-top display akin to a small electric clock. It displays your moment-to-moment and total electricity costs, in real time, both in terms of price and kilowatts, as well as your peak energy costs within the last 24 hours. Additionally, it keeps you posted on the time and outside temperature. According to Blue Line Innovations, the PowerCost Monitor typically helps customers reduce electricity consumption by 6 to 18%.



image via Blue Line Innovations

Blue Line says that tests in Ontario and elsewhere have proven that householders who have access to real-time feedback are better able to incorporate conservation habits into their daily routine that decrease household electricity bills. The PowerCost Monitor retails at [Fry's](#) for \$99.99.