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## **Power Monitor Device Created by Microsoft and Blue Line Innovations to Track Energy Usage**



The green sector is aggressively taking steps to create the most effective platform to save energy. From this comes an innovation that will help consumers monitor how much energy they are using at any given time: the Hohm PowerCost Monitor and WiFi Gateway. The device attaches to a household utility meter to display an accurate reading. The idea is to motivate users to make changes and simple lifestyle choices to save money and energy in real time.

How the device works is simple. The consumer gets information on his or her Hohm's device and personalized account reflecting the data collected and transmitted by the WiFi Gateway. The information on the personalized Hohm's account will display power consumption in a graph form. Based on the data gathered and the user's energy consumption scheme the device generates a personalized power-saving recommendation for the consumer. It is an excellent tool to use in conjunction with a home energy audit from a [certified green inspector](#).

Hohm has also created social media accounts on websites such as Facebook and Twitter

to provide opportunities for consumers to get energy-saving tips and ideas to improve their home's energy efficiency. It also allows interaction between consumers who can compare notes and obtain more information on how to achieve energy efficiency at home. Microsoft [NASDAQ:MSFT] said that with the use of their graph representations consumers will be able to identify the pattern of electricity usage in their household and identify any potential problems that may exist. With the monitoring capabilities of the device and an energy plan from a [green consultant](#), consumers should be able to save a considerable amount on power bills immediately.

The device is available at Blue Line Innovations and select retailers for an estimated retail price of \$249. Those who already have a PowerCost Monitor can take advantage of the additional WiFi Gateway for \$159.