

For Release

## Results of Two-Year Study Demonstrates Residential Electricity Monitors Help Homeowners Conserve Electricity in a Big Way

January 30, 2008, Clearwater, Florida / St. John's, Newfoundland and Labrador: The results of a study released today at the 18<sup>th</sup> annual conference of the Association of Energy Services Professionals (AESP) in Clearwater, Florida provides more evidence that, when equipped with real-time energy feedback devices, homeowners can and do conserve energy.

Over the past two years, customers of Newfoundland Power and BC Hydro participated in a pilot study undertaken to determine whether the provision of a real-time feedback device is sufficient to provide residential customers with the information needed to reduce their electricity consumption. Some 200 families in total participated. All participants were provided with a PowerCost Monitor<sup>TM</sup> from Blue Line Innovations.

The study found that families in Newfoundland and Labrador reduced their electricity consumption on average by 18%. Families in British Columbia taking part in the study reduced their electricity consumption by an average of 2.7%. However, that figure rose to 9.3% during the winter peak. This study further supports the growing body of evidence that has been established by prior studies, finding that real-time feedback of energy consumption has a direct relationship to energy conservation by the consumer.

The PowerCost Monitor<sup>TM</sup> takes information from a home's electricity meter and displays the data in real-time inside the home on a user-friendly wireless display. The joint study was funded by the CEATI Customer Energy Solutions Interest Group, including BC Hydro, Newfoundland Power, and the National Rural Electric Cooperative Association, and Natural Resources Canada (NRCAN) Office of Energy Efficiency and conducted over an 18 month period between 2005-2007.

The pilot was intended to establish whether use of such a device helps customers save money and be an aid in promoting a "conservation friendly" culture.

Phil Elliott, P. Eng., Technology Coordinator of the Customer Energy Solutions Interest Group of CEATI commented on the study results: "This demonstrates that providing the consumer with information on how and when they use electricity and doing so in real time motivates them to conserve energy. It quantifies the "conservation effect" of real time monitoring of electricity consumption."

Danny Tuff, CEO of Blue Line Innovations, makers of the PowerCost Monitor, was also pleased with the study results. “The whole premise of our product is based on the fact that if people have a tool such as the PowerCost Monitor to measure their consumption of electricity, they will take the steps to conserve. It’s terrific to see that fact confirmed again.” Tuff continued on to say “Given that our headquarters are located in St. John’s Newfoundland and Labrador we are thrilled to see that Newfoundlanders embraced the technology and acted upon it to give us the best conservation numbers seen to date in all of North America. Results of 18% are off the charts and seeing this in our own backyard is particularly satisfying.”

Organizers of the study found the qualitative feedback from pilot participants was positive. Overall, the participants were very pleased with the performance and usefulness of the real-time monitor in helping them reduce energy consumption and manage their costs.

No price or conservation incentives were given to sample participants. Therefore, the conservation results observed in the pilot are interpreted as the minimum to be garnered in the absence of other possible conservation incentives. The report observed that if the real-time monitor is used in conjunction with other conservation and/or price measures, higher overall average reductions are possible.

To inquire about this report, the Customer Energy Solutions Interest Group, or to learn more about any of the other 14 CEATI programs, please visit [www.ceatech.ca](http://www.ceatech.ca) or call CEATI at 1.514.866.5377.

To learn more about the technology used in the study, please visit [www.bluelineinnovations.com](http://www.bluelineinnovations.com) or call Blue Line Innovations at 1.709.579.3502.

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