

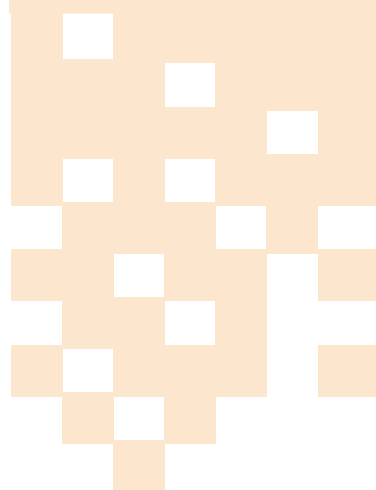


THINK GREEN. ACT SMART. SAVE ENERGY.



**BLUE** line  
INNOVATIONS

INNOVATIVE ENERGY SOLUTIONS





At Blue Line, we know that today's changing energy picture demands that we change the way we think about energy and how we use it:

- Pressure on finite resources
- Higher energy costs
- Rising energy prices
- Increasing greenhouse gas emissions
- Stressed infrastructure

These are just a few of the factors that are driving the need for reducing energy use. Blue Line is taking a leadership role in providing real-time feedback products that help households understand and reduce the amount of energy they use.

Blue Line partners with leading utilities, regulatory bodies and retailers to bring smart-home technologies to consumers. Together, this team will shape a smarter approach by delivering simple and usable demand-side management solutions that will allow consumers to make smarter energy use choices.

**The PowerCost Monitor™ is Blue Line's newest product to take the lead in turning our homes into smarter homes.**

Simple to install and easy to use, the PowerCost Monitor™ delivers real-time feedback about electricity usage to consumers, giving them the information they need to make smarter choices and reduce energy consumption.

The size of a small alarm clock and designed for a long battery life, the PowerCost Monitor™ lets consumers see exactly what they're using in real-time by both total and current cost and kilowatt hour. And when consumers know what they're using, then they better understand how to reduce their consumption.

Blue Line partners with leading utilities, regulatory bodies and retailers to bring smart-home technologies to consumers.



## What makes the PowerCost Monitor™ different:



Our PowerCost Monitor™ delivers real-time feedback about electricity usage to consumers.

# Partnering with Utilities to Conserve Electricity



## Partnering with Utilities to Conserve Electricity

### *Proven feedback technology for demand-side management*

Blue Line Innovations partners with utilities to deliver proven products that help their customers understand and change the way they use electricity. Recent studies have shown that when domestic users are given real-time feedback on their electricity usage through a friendly, in-home display unit, they were able to realize savings as high as 20%.\*

*The PowerCost Monitor™ technology consists of two discrete functional units:*

*The sensor is affixed to an existing household utility meter with a simple ring clamp. This sensor tracks the energy consumed.*

*The in-home display unit receives a wireless signal from the sensor and displays the consumption information in real-time.*

Real-time feedback on electricity use.

It gives customers the information they need.

Already proven through a number of pilot projects with leading utilities, Blue Line's PowerCost Monitor™ is a powerful in-home measurement and reporting unit that provides real-time feedback on electricity use. It gives customers the information they need to make the right decisions about changing their usage habits, purchasing electricity-saving lighting and appliances and conserving energy.

The PowerCost Monitor™ is simple to use, designed to be easily installed by the homeowner and does not interfere with meter reading. The large-format display is easy to read and provides information on electricity usage in both cost and kilowatt hours - all in real-time.

By providing customers with real-time and actionable information about their electricity usage, Blue Line's PowerCost Monitor™ provides superior value to conservation and demand-side management initiatives.

\* Based on Oxford University study by Dr. Sarah Darby, results presented September 2000 at the Second International Conference on Energy Efficiency in Household Appliances and Lighting.

# What makes the PowerCost Monitor™ different:



INNOVATIVE ENERGY SOLUTIONS

## Blue Line Innovations Inc.

1st Floor, ICON Building, 187 Kenmount Rd.  
St. John's, Newfoundland and Labrador  
Canada A1B 3P9

Phone: 1.709.579.3502

E-mail: [info@bluelineinnovations.com](mailto:info@bluelineinnovations.com)

[www.bluelineinnovations.com](http://www.bluelineinnovations.com)

© 2007 Blue Line Innovations

Printed in Canada.

# POWERCOST MONITOR™

## PRODUCT INFORMATION SHEET



Blue Line Innovations' PowerCost Monitor™ provides real-time information on energy consumption, allowing electricity users to see:

- How much energy they are using from moment-to-moment
- The total amount of money they are spending on electricity
- The difference in electricity consumption caused by turning on and off the various electrical appliances in the home / small business
- How much money they can save by reducing usage

What makes the PowerCost Monitor™ unique:

- Uses wireless technology to send usage information from outside meter to inside home
- Does not interfere with meter reading
- Easily installable by the end user and requires no electrician for installation
- Displays current electricity cost per-hour in dollars and cents and in kW
- Displays total energy consumption in dollars and cents and in kWh
- Displays the user's peak electricity consumption within a 24 hour period
- Programmable for local utility rates including flat, multi-tiered and time-of-use rates
- Displays time and outside temperature (in degrees Celsius and Fahrenheit)
- Signal and battery strength indicators

### POWERCOST MONITOR™ FEATURES:

#### COMPATIBILITY

##### Meter Types:

- Electromechanical
- Digital/Solid-State
- AMI
- AMR
- Smart Meter

##### Pricing Structures:

- Flat
- Tiered (up to nine tiers)
- Time-of-use

#### EASY TO INSTALL

- Designed to be installed by the consumer; no need for 3rd party contractors or electricians
- LED provides visual feedback of device operation
- No special tools required



#### STANDARDIZATION

- Uses standard, commonly available AA Alkaline batteries
- No need for any external power source

# Blue Line Innovations PowerCost Monitor™ Specifications

## PowerCost Monitor™

- Part # BLI-24000
- Packaged Unit Weight: 1.12 kg (2.47 lbs)

## Display Dimensions

- Width: 88.4 mm (3.5 in)
- Height: 185.1 mm (7.3 in)
- Thickness: 31 mm (1.2 in)

## Power Requirements

- Sensor: Standard - 2 Alkaline AA 1.5 volt (LR6 type)  
Extreme Cold Weather - 2 Lithium AA 1.5 volt (L91 type)
- Display: Standard 2 Alkaline AA 1.5 volt (LR6 type)

## Communication Range

- Frequency: 433 Mhz
- Range: Approx. 30 meters (100 ft)
- Updates from Sensor to Display Unit: Approx. every 30 seconds

## Operating Temperature

- Display Unit: 10°C to 45°C (50°F to 113°F)
- Sensor Unit: -40°C to 60°C (-40°F to 140°F)

## Accuracy:

- $\pm 5\%$

## Meter Types

- Standard Non-Demand Kilowatt-Hour Electromechanical and Solid-State Meter
- Compatible with AMR, AMI, and Smart Meter technologies



## Blue Line Innovations Inc.

1st Floor, ICON Building, 187 Kenmount Rd.  
St. John's, Newfoundland and Labrador  
Canada A1B 3P9

Phone: 1.709.579.3502

E-mail: [info@bluelineinnovations.com](mailto:info@bluelineinnovations.com)

[www.bluelineinnovations.com](http://www.bluelineinnovations.com)

**[www.save-electricity.ca](http://www.save-electricity.ca)**

© 2007 Blue Line Innovations Inc.

Printed in Canada.





INNOVATIVE  
ENERGY  
SOLUTIONS

**Blue Line Innovations Inc.**

1st Floor, ICON Building, 187 Kenmount Rd.  
St. John's, Newfoundland and Labrador  
Canada A1B 3P9

Phone: 1.709.579.3502

E-mail: [info@bluelineinnovations.com](mailto:info@bluelineinnovations.com)

[www.bluelineinnovations.com](http://www.bluelineinnovations.com)