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Google PowerMeter comes to Australia

High-Tech Google and Current Cost Collaboration Gives Australians Total Remote Electricity Control

Thanks to a major new initiative launched by Google and Current Cost, the leading global manufacturer of real-time displays (RTDs), householders will now be able to sign-up to Google PowerMeter, a free online tool that connects to Current Cost devices, enabling users to receive real-time energy information on their customised Google homepage, wherever they are.

“This is a great opportunity for Australians to take control of their bills and stop wasting money on electricity they do not need,” says Ian Ballantyne, Technical Director of SmartNow, the Australasian distributor for Current Cost.

“Without real-time information, trying to reduce a power bill is like trying to reduce a monthly grocery bill without knowing any prices. With the real-time information from Google PowerMeter and a Current Cost ENVI, The Graham restaurant in Port Melbourne discovered that leaving the coffee machines on overnight was costing up to \$3000 a year.”

“As a result of our landmark agreement with Google, users now have immediate and flexible access to information that will enable them to change their energy habits,” says Current Cost Managing Director, Martin Dix.

“Both parties are very excited about the new partnership which aims to empower people to cut energy wastage, minimise costs and reduce their carbon footprint.”

The ability to offer customers total flexibility with bespoke products has always been a key focus for Current Cost. Now, its preferred partner collaboration with Google will allow real-time data on how much energy is being consumed in the home to be sent directly to the Google PowerMeter.

This free software tool then visualises the information for users to view on their own iGoogle homepage, a personal web portal which enables individuals to create and access a wide range of customisable information, web feeds and Google Gadgets.

Current Cost's engaging and interactive devices are already being used by well over a million domestic users globally. Leading the battle against energy waste and improving domestic energy efficiency as a whole remains a top priority for the technology specialist, reinforcing campaigns by the UK Government and associated bodies such as *Act on CO2* and *10:10* that have also put the spotlight on reducing domestic energy wastage in the UK.

"As individuals, we all have a part to play in reducing our impact on the environment - and we can make a real difference," says Dix. "In the area of reducing domestic energy wastage in particular, Google and Current Cost are providing the tools and information to do the job."

Current Cost real-time displays, including the class-leading ENVI, are available from SmartNow.

For more information on the Google PowerMeter and to order the Current Cost ENVI real-time display log on to www.SmartNow.com.au

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Notes to Editors

SmartNow was founded in 2009 as the importer and distributor for Current Cost in Australasia. A Western Australian company with offices in Perth and Melbourne, SmartNow has been created to bring cost-effective energy efficiency solutions to Australia and New Zealand during a time of rapidly rising electricity prices.

Current Cost was founded in 2004 and is the UK's most experienced manufacturer of real time displays for monitoring domestic electricity usage. The company continues to lead the market in innovation and was the first manufacturer to supply RTDs to the Top Six energy companies. Current Cost continues to lead the market in innovative RTD design and is the largest supplier worldwide, with over one million monitors installed to-date. C² proprietary technology is found in all the company's range of devices and is available in individual recognition plugs, standard meters, load management devices and other home electrical appliances. The information gathered by the C² software can be downloaded to a PC or as a part web application, so that households, housing associations and any other organisation can track improvement in energy efficiency and wastage reduction.

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