

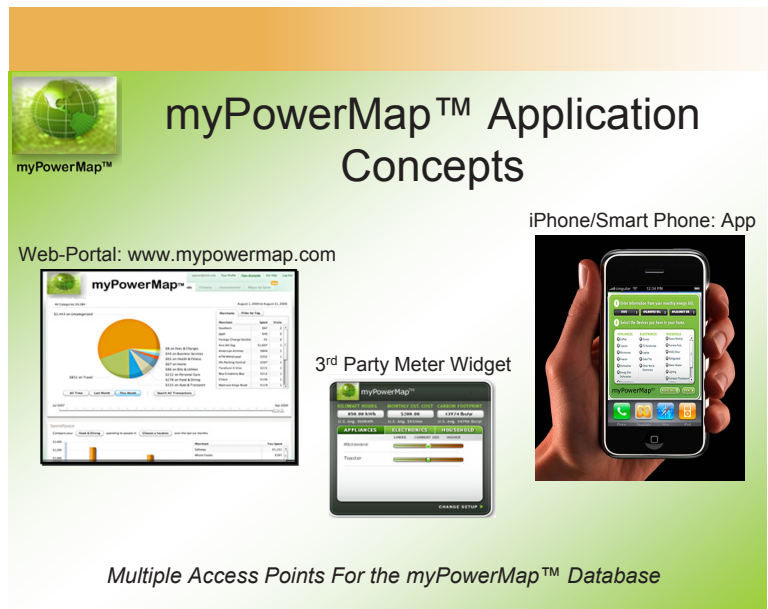
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The slide features a green background with an orange header. At the top left is the myPowerMap™ logo, which includes a globe icon. The main title is "myPowerMap™ Application Concepts". Below the title, there are three images: a screenshot of the web-portal showing a pie chart and data tables, a "3rd Party Meter Widget" showing a power meter interface, and a hand holding an iPhone displaying the myPowerMap™ app. Text labels identify each image: "Web-Portal: www.mypowermap.com", "3rd Party Meter Widget", and "iPhone/Smart Phone: App". At the bottom, the text reads "Multiple Access Points For the myPowerMap™ Database".

myPowerMap™ - Device, System and Method for Monitoring Power Consumption

Invention Summary: This first-of-its-kind technology gives customers a chance to see how each home appliance performs and how much energy each device is using. The invention consists of myPowerMap™ adaptor and myPowerMap™ web portal.

The myPowerMap™ adaptor plugs into any home outlet and can remotely monitor the condition of multiple appliances. The results can be viewed on a free Web-based program and contain easy to read charts and graphs. This unique online portal utility, called the myPowerMap™ web-portal for smart meter users, is supported through targeted advertising and affiliate programs from product manufacturers, service providers and retailers.

myPowerMap™ allows users to find out if their old refrigerator is the real culprit of their high monthly bills and if they are really getting savings out of those energy-saving light bulbs they bought. The user will receive product recommendations based on the condition of user appliances, behav-

ioral usage patterns and geographic profile using smart grid data. Power Map allows users to opt-in, for market research and advertising, and will only recommend items that will save at least \$50 in the first The myPowerMap™ \$50 Guarantee.

Market Applications: Decision support tools, both hardware and software, to manage home electrical and electronics energy efficient buying decisions; state-of-the-art energy management.

Advantages: Puts consumers in control of their energy use, allowing them to reduce energy consumption and save money. Green technology.

Intellectual Property & Development Status: Patent pending.