



Finally, an app that simplifies energy!





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An innovative and simple smart-phone app that will help Ontario energy consumers master Time-of-Use billing and save money on their electricity bills was launched today by EnergyMobile Studios, an Ottawa company that wants to use emerging mobile technologies to better educate and inform their customers.

The Powercents app is the first of its kind in Ontario. Its aim is to empower consumers to make better decisions about household energy use. "The best way to do that is with good, simple access to information that is not clouded by any specific agenda," says EnergyMobile founder Tim Johnson. "The more we know, the better our decisions."

The app release is timely. Electricity prices are rising. On May first, costs will go up by ten percent. Johnson believes that the Powercents app can find deep, persistent savings in people's homes.

Powercents is easy to use and visually stunning. The app helps people make personalized changes that will have a big impact. It contains resources to simplify the Time-Of-Use billing system. The current price of electricity is prominently displayed. Alerts can be set to notify you when the price changes so you can avoid overpaying. The app also offers no-cost and low-cost energy efficiency tips. It explains how to read your utility bill, debunks common electricity myths, and helps you to visualize savings with the calculator tool. These resources will expand people's knowledge about when and how they use energy in their home.

"Improving energy literacy is at the heart of our products," says Johnson. "We want to help people save money without complicating their day to day lives." As a bonus, by improving their efficiency, Powercents customers can help relieve some of the strain on Ontario's power grid. This lowers our dependence on fossil fuels and helps the environment by reducing carbon emissions.

"We are making strides towards a modernized grid," said Johnson. "Ontario consumers are ready to get involved in a more transparent conversation about electricity."

## About EnergyMobile Studios

EnergyMobile is a local Ottawa company devoted to building smart, functional, beautiful apps that simplify energy for consumers and the utilities that serve them. Founded by energy expert, Tim Johnson, in 2010, EnergyMobile uses emerging mobile technologies to raise awareness and increase energy literacy. We are passionate about making energy decisions easier. We believe if you know more, you'll save more.

## Media Contact

For more information, contact:  
Annie Duchesne  
Director: Marketing and Research  
EnergyMobile Studios Inc.  
E. [annie@energymobile.ca](mailto:annie@energymobile.ca)  
W. <http://www.energymobile.ca>  
W. <http://www.powercents.ca>



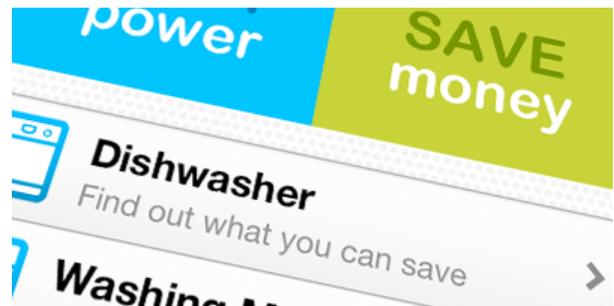
## KNOW WHEN IT'S CHEAP.

The pricemeter, countdown timer and alerts help you to take advantage of lower prices. Now that the Province of Ontario uses a Time-Of-Use billing system, the price of electricity fluctuates during the day. Get notified when prices change – avoid overpaying!



## SHIFT & SAVE.

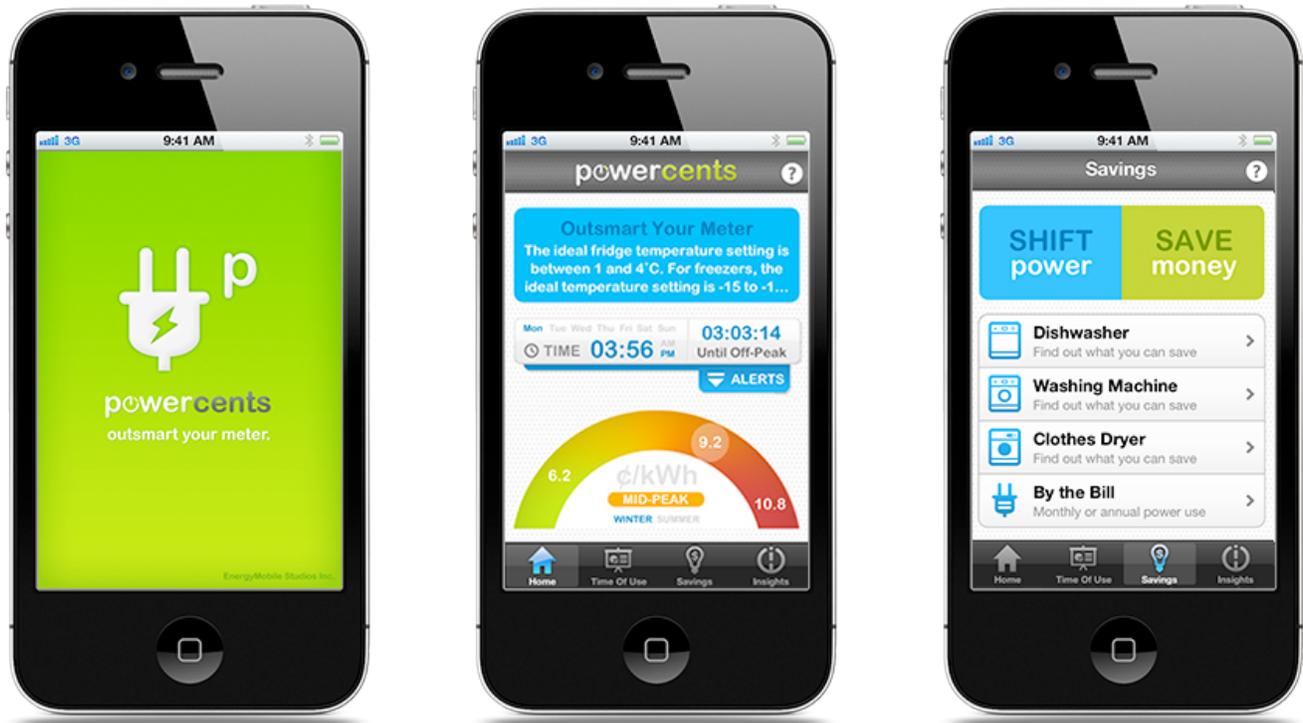
Change when power is used in your home and see what you'll save. Learn about small changes in your power use that make a big difference over the course of a year. Use the calculators to see how much money you can save by shifting consumption to Off-Peak hours.



## MAKE BETTER DECISIONS.

Energy costs are rising. Make better decisions that save you money with helpful Powercents tips and resources. Find ways to conserve energy in your home and keep it running efficiently with our handy seasonal checklists.





## It's the app that pays for itself! Take control of your electricity bill with Powercents. How?

**Know when it's cheap:** the cost of energy changes throughout the day. Get notified when energy costs are highest. Avoid overpaying!

**Shift and Save:** Change when power is used in your home and see what you'll save. Learn about small changes that make a big difference.

**Get the Big Picture:** Energy costs are rising. Make better decisions with our helpful tips and resources.

## Contact Us

2446 Bank Street, Suite 634  
Ottawa, Ontario  
Canada K1V 1A8

P. 855.876.8760  
F. 613.822.7345  
E. [info@energymobile.ca](mailto:info@energymobile.ca)