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New iPhone App Combats Energy Waste

Los Angeles, CA, December 20, 2010 -- The Light Bulb Finder mobile app helps iPhone users combat energy waste through energy-efficient lighting. Now available for free download via the App Store on iTunes, users can quickly see whether they will get their money's worth by switching to energy-efficient light bulbs. They can get instant recommendations for energy-saving bulbs with the right fit and light quality, create shopping lists, and buy bulbs directly through the app or at local retailers.

“The app helps users make informed choices and realize considerable dollar savings while conserving our natural resources,” said Adam Borut, president of Eco Hatchery, a sustainability consulting and software firm that created the app. “Lighting technology has come a long way in the past couple years, and consumers now have access to a wide range of styles and brands with the look and light quality that they demand.”

With iPhone in hand, users walk through their homes entering simple information about their current fixtures and incandescent bulb styles. Light Bulb Finder gives on-the-spot recommendations for energy-saving replacements. For each recommendation, the app displays an image of the bulb, price, dollar savings, payback period, and carbon footprint reduction so that users can make informed decisions.

Users can order energy-saving bulbs via iPhone, iPad or iPod touch. Or they can refer to the shopping list on their device to purchase recommended bulbs at neighborhood stores.

Light Bulb Finder Features

- Use simple image screens to enter fixture and bulb information while walking through the home.
- Choose which bulbs to replace based on financial payback and environmental impact. View savings based on individual electricity rate and lighting usage.
- Create a shopping list of recommended bulbs and purchase directly through the app or refer to the list when shopping at local retailers.
- Install new energy-saving bulbs using a customized Room-by-Room Replacement Guide
- Share energy and environmental savings on Facebook to encourage friends to save energy, money and the environment.

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The Light Bulb Finder app is available for free download on iPhone, iPad and iPod touch through the iTunes app store. The app is also available for Android phones via the Google Android Market.

Please visit www.lightbulbfinder.net for additional Light Bulb Finder information including detailed descriptions, screenshots and an app tour.

About Eco Hatchery: The Light Bulb Finder mobile application was developed by Eco Hatchery, a sustainability software and services firm that hatches community energy efficiency programs. Programs integrate personal engagement with tracking and reporting of aggregate energy savings and greenhouse gas emissions reductions: www.ecohatchery.com

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