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New Mobile App Helps Households Switch to Energy-Efficient Lighting

Los Angeles, CA – October 6, 2010 -- A new mobile app makes it easy to switch from conventional to energy-efficient lighting - one of the fastest ways for homeowners to save money and reduce environmental impact. Light Bulb Finder is available for free download through the Google Android Market. The iPhone version is coming soon.

The first of its kind, Light Bulb Finder enables users to easily input current bulb and fixture information while walking through their homes. The app recommends Compact Fluorescent Light Bulb replacements with the right fit and features. It also provides the cost, dollar savings, payback and environmental impact of making the switch. CFLs use about 75 percent less energy than their incandescent equivalents.

Users can purchase recommended bulbs directly via mobile phone or use their customized list to shop at local retailers. A wide variety of CFLs are available, from twister and dome to chandelier, spots and outdoor flood lamps.

“The app calculates savings based on the user’s own electricity rates and lighting usage so that they can make the best decisions according to their financial priorities. When purchasing bulbs recommended by the app, users can be confident that they are getting the right bulbs for their fixtures,” said Adam Borut, president of Eco Hatchery, the creator of Light Bulb Finder.

Light Bulb Finder can lead to significant energy savings for our communities and is a valuable tool for schools, environmental groups, cities, and utility companies, he added.

“Until now, few Americans have taken advantage of the savings CFLs can bring due to concerns about the cost, quality, fit, features, and appearance. But energy-efficient bulbs have come a long way in just a few years,” he emphasized.

According to Energy Star, if every home in the U.S. replaced just one incandescent bulb with a CFL, we would save enough energy to light more than 3 million homes for a year and save about \$600 million in annual energy costs. In addition, we would prevent 9 billion pounds of greenhouse gas emissions per year, equivalent to the emissions of about 800,000 cars.



LIGHT BULB FINDER ALLOWS USERS TO:

- 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 calculations based on individual electricity rate and lighting usage.
- Buy bulbs via mobile phone or purchase at local retailers.
- Get Room-by-Room Replacement Guides as a reminder of where to install new energy-saving bulbs.
- Share energy and environmental savings on Facebook to encourage others to save energy, money and the environment.

About: 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

For more information about Light Bulb Finder and to download the app, please visit:
www.lightbulbfinder.net

