

PRESS INFORMATION

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Current Cost Extends Reach into US Market

Managing director Martin Dix secures new US distributor and actively promotes innovative Current Cost technology in the USA

Current Cost, the largest global provider of Real Time Displays (RTDs) is driving its reach into the US energy market and has just announced that it has established a US distributor. The focussed expansion follows the recent announcement by the technology specialist that it has sold over a million of its simple, inexpensive energy monitoring devices.

Householders in the USA can now purchase a device and join the one million plus homes in the UK and overseas that are using Current Cost technologies to highlight the amount of energy being wasted in homes and cut the cost of their electricity bill by logging on to www.currentcost.net

So far, the feedback from the US market has been overwhelmingly positive, with Current Cost receiving universal praise for its practical, energy monitoring technologies from US delegates at the World Meter Design Congress in San Diego last month. All of the Current Cost devices, including the TREC, ENVI and EMC² were exhibited in live demonstrations on the stand and delegates could see the wattage fluctuating on the RTDs as various electrical devices were switched on and off.

“We also used the EMC² device to turn lights off remotely, which was particularly impactful,” says Martin Dix. “We were the only real-time energy manufacturer to attend the event and managed to catch the attention of nearly everyone there.”

So far, Current Cost has had great success working with utilities companies in the UK, helping them retain and gain customers by making it easier for householders to identify and cut energy wastage. The US consumes a staggering four trillion kWh of electricity per year and is extremely varied in terms of geographical supply. The event in San Diego enabled Current Cost to identify potential new customers in the US utilities markets while at the same time get a better understanding of some of the complexities of the industry in the USA.

Following its success at the San Diego show, Current Cost plans to bring its knowledge and experience in the UK to future energy events overseas. The next event the technology specialist plans to attend is Metering Europe, held between 22 and 24 September in Vienna.

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Notes to Editors

[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 such as clock radios. 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.