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## Irondequoit startup wants PICOwatt in control

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All you want is clean dishes. It really doesn't matter when the dishwasher actually runs.

And what if running appliances like the dishwasher could be controlled by a system of monitors and the Web so that they switch on when power use is lowest — and rates are potentially cheapest — on the electric grid?

Tenrehte Technologies Inc., a Rochester-area startup tech company, is banking on people willing to shell out \$80 for its PICOwatt — a device that plugs into home appliances to allow remote monitoring of power consumption and turning on and off via a household WiFi network.

The gadget is expected to be released in April. It was among 11 gee-whiz gadget finalists at Consumer Electronics Association's 2009 i-stage competition held in October in Phoenix. The winner was San Francisco-based Regen and its ReNu solar panel.

Tenrehte President and CEO Jennifer M. Indovina said the company plans on showing PICOwatt in January in Las Vegas for the Consumer Electronics Association's massive annual product show.

The company was started in January by Indovina and her father, Mark A. Indovina, both of Irondequoit.

The two both spent time at a variety of technology firms in the past, and began talking in fall 2008 about jointly starting a business.

The intellectual property behind PICOwatt was developed by a six-person team and built from off-the-shelf components, the Indovinas said.

The company also is working with Rochester Institute of Technology and State University of New York at Albany to develop the software further, Mark Indovina said.

While PICOwatt is starting out as a consumer product, the goal is to get the technology embedded into building materials such as breaker boxes, Jennifer Indovina said.

Along with such smart-grid technology as PICOwatt, Tenrehte also is developing medical monitoring technology that easily keeps tabs on basic vital signs and high-end wireless embeddable computers for home networks.

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