

## Rochester Startup Wants to Save You Money on Your Electric Bill



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You rely on it everyday to power computers and even watch this newscast. But because all of us are using more energy these days, turning on the lights is getting more expensive.

"It will only continue to increase as we start buying electric vehicles and using more electricity in our vehicles," says Jennifer Indovina.

But Rochester based Tenrehte Technologies is hoping their green products will make your next bill less expensive.

"We wanted to make sure that the technology that we were developing from here on out actually meant something," says Indovina.

Launched in 2009, the home based business is working on a final design on PICOWATT. Just by plugging one of your appliances into a black box, Tenrehte says the savings could start ticking by the second.

"Its a way to cut that electric bill by about 20% to 30%," says Indovina.

Users can control the temperature of their homes from work using the internet. Even though the product hasn't hit store shelves yet, its already getting rave reviews. The company recently won first place in the green product category at the Consumer Electronics Show and \$25,000 from High Tech Rochester.

"We are working on a programmable thermostat version of the PICOWATT so you can call on your smartphone into your house and set your temperature," says Indovina.

PICOWATT still has to get approval from the feds. The company is hoping to have a final version of this product by the holiday season.

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