



Making Everyday Easier

www.purelyinnovative.com

Are Flat-Panel TVs Melting the Polar Ice Caps?

An environmental watchdog indirectly claims that you can save the earth.



Stop the Polar Icecaps from melting - buy a Samsung LED

The agency estimates that **new electronic gadgets, including flat-panel TVs, will triple their energy consumption by 2030** to 1,700 terawatt hours. That's about the equivalent of the United States and Japan's total home electricity consumption, according to an Associated Press report.

That surge in energy consumption could indirectly cause environmental issues, including the melting of the polar ice caps.

The IEA points its finger directly at the consumer electronics industry, which is "the fastest growing [energy consumption] area and it's the area with the least amount of [energy efficiency] policies in place," according to Paul Waide, a senior policy analyst at the IEA.

Electronic gadgets already account for about **15 percent of household electric consumption**, according to the IEA, but it says **that figure is rising rapidly.**

"This will jeopardize efforts to increase energy security and reduce the emission of greenhouse gases" blamed for global warming, the agency said. It estimates that **the world will soon have 2 billion TVs in use.**

The good news, according to the IEA, is that **TV power consumption can be addressed.** That's where you enter the equation.

You can save the polar ice caps by monitoring your home's energy usage with a monitoring device or control system.

Studies show that energy monitoring software, such as TED-The Energy Detective, integrated into a home control system like Control4 can yield an **average 10 percent to 15 percent reduction in consumption, often far exceeding 20 percent.**

Now let's talk about reducing your energy usage with a bigger TV! Don't believe me?



Samsung's new LED DLP TV's use 40% less energy.

Inside the Technology Advisor

- ◆ Save the Polar Bears AND Get a Better TV!
- ◆ Control4 Helps to Control Your Electric Bill
- ◆ TED Energy Monitor
- ◆ July 4th History & Trivia

The Technology Advisor

Peace of Mind Amid Energy Anxiety

Learn to Control Your Electric Bill

Save money on your utilities by setting your lights to turn off automatically when a room is unoccupied for a certain amount of time.

Control4 uses dimmers, timers and occupancy sensors to reduce energy use. With Control4 managing a typical 3-bedroom home, over 850 pounds of CO2 emissions could be eliminated each year. That would be like not driving your car for a month. By controlling the amount of energy you use, you in turn can control your energy bill.

If you don't know how much energy you are consuming, how can you control your use and cost? You can't. A parallel is gas mileage. Take a hybrid gas/electric car for example. It has a meter that shows current and cumulative gas mileage. You use that meter to get feedback that can change your driving habits. If you monitor your electric use, you will ultimately change your electric use as well.

Control4 can help you change your energy use habits and reduce your energy consumption with the touch of a button. For example, the Control4 system can automatically adjust your home's temperature to its nighttime setting, turn off all the lights and arm your security system. It also has an away mode that can also be programmed to use minimal electricity— low lights and cooling/heating while you're away. Then use the Control 4Sight service to access it on your way home to bring it back to your comfort zone settings.

Control4 is very user friendly and completely customizable. Whatever your lighting preferences are –day or night– they can be programmed.

For more information on ways to be Eco with Control4, read our newsletter from Nov. '07 online at www.purelyinnovative.com/ar Under Archived Newsletters



Are We Melting Polar Ice Caps? Continued from Page 1 ...

DLP LED powered models not only deliver a lifelike picture quality, they are also ENERGY STAR compliant - helping the environment while saving yourself money.

- **High Brightness-40% brighter than traditional HDTV's**
- **High Contrast Ratio-10,000:1**
- **Affordable with one of the best price-per-inch of any HDTV at any screen size**
- **Long lasting light source-up to 60,000 hours**
- **Low Power Consumption-ENERGY STAR compliant**
- **Lead, Mercury and VOC FREE (Volatile Organic Compounds)**
- **Ultra Slim, Ultra Lightweight require**

less packing materials

- **Use 40% less power than conventional LCD's**
- **The ultra-fast DLP chip has an unparalleled 16 microsecond pixel response time, making it ideal for sports, action-packed or fast moving scenes and gaming.**
- **DLP=Digital Light Processing - DLP® technology is insusceptible to burn-in – unlike CRT and plasma systems, a DLP® HDTV and projector simply has no tube, phosphor or other elements to burn in.**

In Summary: Monitor your energy usage so you can reduce your energy consumption.

Buy energy efficient products, use timers, use dimmers and make it easy by automating it all.

For more information on Samsung products or DLP Technology, please email us at info@purelyinnovative.com

New at INNOVATIVE



TED Energy Monitor - A real-time energy monitor that works alone or with your Control4 automation system. Monitor your energy usage from the device or hook it up to your Control4 and see what you are spending on electricity, right on your TV or check it on your iPhone.

SAVE UP TO 20% ON YOUR ENERGY BILL. \$1,200 - that's the amount the *average* household pays each year for electricity according to the U.S. Department of Energy. I live in a 2 bedroom townhouse and spend \$150-200 each month year-round. Most of the people who get this newsletter live in 4 bedroom houses and spend twice as much as I do. Imagine how many hundreds of dollars we can save.

That's what TED is all about. A real-time accurate electricity monitor. If you can measure it, you can manage it. Read some of the reviews below and at our website for testimonials of actual money saved!

ENVIRONMENTALLY FRIENDLY - New government policies and high energy costs are driving us to be more aware of our home energy usage. With TED and Control4 combined you get real-time energy information! By using Control4-enabled switches, relays, dimmers, and thermostats, the TED Energy Monitor for Control4 can help make homes greener than ever.

YOU WILL IMMEDIATELY KNOW -

- How much electricity is being consumed that very minute.
- How much money is spent every day and so far this billing cycle.



REVIEWS FROM TED CUSTOMERS

- You would be challenged to find a better tool at a better price. The simple installation makes this very attractive. Plus I can move it to any other location as long as I am on the correct phase. I like to demonstrate how it works and how to calculate the difference on the Utility bills.—Feb. '09
- Excellent product, simple to use and simple to set up.—Feb. '09
- The energy detective did all that I wanted when I decided to purchase it. - March '09

MONITOR YOUR HOME'S ENERGY USAGE ON THE iPhone - View your home's energy consumption over the internet with your iPhone. Used with the Safari web browser, you can create Home Screen favorites icons to quickly view your information.



TED Footprints Application - Would you like to monitor your home and learn more about your energy usage? Keep track of it all on your PC with the Footprints application.

- Discover trends of usage, times of waste
- Load/Profile major appliances, such as Water Heater, HVAC system, or other heavy loads. Records time-of-use, run-time and cost-to-run on specified loads.

REVIEWS FROM TED CUSTOMERS

- This device will make you aware of how much energy you waste! I now save around 10-15% on my power bills. I recommend it to anyone that cares about saving money on their power bill and for ones that want to know approx what their bill will be each month before they get it! - Feb. '09
- With this unit I found out that my refrigerator was costing about \$50 a month to operate. It is easy to use. Nice to get an idea of your monthly bill ahead of time. I purchased a new refrigerator and am paying for it with the money I am saving on electricity.—Oct. '08

For more information on the TED Energy Monitor or Control4, please email us at info@purelyinnovative.com or visit us online www.purelyinnovative.com/ted



Chino Branch -

14271 Fern Avenue
Chino, CA 91710

Long Beach Branch-

800 E. Wardlow Rd, Suite C
Long Beach, CA 90807

Toll Free: 800-875-5675

Phone: 909-287-7900

Fax: 909-614-7770

Send us an email at:

info@purelyinnovative.com

Services We Offer:

- Managed IT Services - Let us help maintain your network and desktops
- Home Theater and Board Rooms - Displays, Projectors, Video and Audio Distribution, Speakers and Surround Sound
- Home and Office Automation
- Security Systems - Access Control, Wired and Wireless, Security Cameras, Monitoring and Remote Connectivity
- Customer Tracking and Accounting Software Solutions
- AltiGen Phone Systems - VOIP, SIP, Fax Servers, Computer Integration and Line Analysis
- DirectTV - Delivering the best HD channels - and more of them than anyone.
- QuickBooks Certified
- Verizon Authorized Dealer - Save on Business Plans

Visit us online at:

www.purelyinnovative.com

4th of July History and Trivia

- The major objection to being ruled by Britain was taxation without representation. The colonists had no say in the decisions of English Parliament.
- Both Thomas Jefferson and John Adams died on Independence Day, July 4, 1826.
- In 1941, Congress declared 4th of July a federal legal holiday. It is one of the few federal holidays that have not been moved to the nearest Friday or Monday.
- 304 million - The nation's population on this July Fourth.
- The estimated amount of hot dogs eaten by Americans on the Fourth of July is 150 million.
- Ann Landers, Neil Simon, Patti Johns and Calvin Coolidge, were all born on the 4th of July.
- Father of the country and architect of independence George Washington held his first public office at the age of 17.

Receive an American Express Gift Card

Thanks to loyal customers like you, INNOVATIVE is growing faster than ever! We certainly couldn't have done it without the help of our customers referring their friends and colleagues. That's why we'd like to thank you for your referrals with an American Express Gift Card.

All you have to do is refer a business owner or IT Manager in the Corona and Chino areas to INNOVATIVE who is looking for any of the services we offer. As a token of our appreciation, we'll send you a gift card.

Just consider this our way of saying "Thanks!"

To send us a referral, simply call President John H. Johns at 800-875-5675 Ext 101 or send him an e-mail to info@purelyinnovative.com. Tell your friend or colleague to mention your name when they call.