

LAUNCH OF THE POWER PREDICTOR

Taking the guesswork out of generating renewable energy

A simple and inexpensive device that measures the amount of solar power and wind energy that could be generated by home owners and businesses has been launched.

Called the Power Predictor, the device forecasts how long it takes to recover the costs of installing renewable energy equipment. It also recommends the most cost-effective form of renewable energy and the most appropriate equipment manufacturers.

Toby Hammond, inventor of the Power Predictor and managing director of Better Generation, said: "For most people, micro power generation is a step into the unknown. No one should spend thousands of pounds on renewable energy equipment without knowing the payback time based on the amount of energy they could generate at their premises."

The Power Predictor takes the guesswork out of micro generation because it is based on site-specific data that shows just how much can really be saved rather than on modelled data which is considered by many to be highly inaccurate.

The Power Predictor is available from www.powerpredictor.com or by calling 0207 738 5800. It will sell for £99.95 with trade prices available on application.

The Power Predictor was borne out of growing interest in the generation of alternative renewable energy as a means of reducing CO2 emissions.

Until now, there has been no single device capable of measuring how much solar and wind energy a particular site can generate, as well as providing a report reviewing the most suitable products available, how to buy them, what the payback time will be and what carbon savings can be achieved.

In the past people have bought expensive equipment only to find it has not been as efficient as expected or that an alternative product should have been used. Better Generation believes the Power Predictor will remove this obstacle and act as an enabling technology to help encourage the take up of renewable energy on a mass scale both in the UK and abroad.

Toby Hammond added: "Our intention has been to take the guesswork out of micro generation by creating a device that is not based on modelled data, which is often inaccurate, but on site specific data that shows anyone at home or at work, how much they could save by generating solar or wind energy."

- Ends -

For further information please visit www.bettergeneration.com or contact:

Simon Compton, Fleur Howard

Tavistock Communications

Tel: 020 7920 3150



Notes to Editors:

The Power Predictor:

The Power Predictor consists of two parts: The website www.powerpredictor.com which creates the Savings Report and the Power Predictor device.

It was invented in 2008 by Toby Hammond following 18 months of research and development.

Once a Power Predictor has been bought, it needs to be mounted where the user intends to install the renewable energy equipment. The device is then turned on and left for a minimum of 30 days to collect data. The USB memory card is then removed and inserted into the customers computer to generate the bespoke Power Report. Products can then be compared and payback times measured before a purchase is made of the most suitable equipment.

Better Generation:

Founded in 2006 by ecologist Toby Hammond, who has a background in sustainable development consultancy.

Toby and the Better Generation founding team felt that after a number of years working in fairly mainstream jobs, they wanted to do something practical to help address the issue of climate change.

The Better Generation team launched www.bettergeneration.com to create an independent platform to assist consumer understanding of the issues surrounding energy use and climate change. The other main aim of the website is to build a community whose collective knowledge could be used to find innovative ways of reducing energy consumption. In just over two years, the Better Generation website has grown to be one of the most active green energy online communities in the UK.

In late 2008, Better Generation decided to expand their ambitions and develop the project into a global initiative that could really impact positive climate change in a measurable way. To achieve this the team set out to develop a low cost, mass-market tool, to improve consumer education and the take up of renewable energy. The result was the Power Predictor.

As part of this drive, Better Generation sought a manufacturing partner who could provide the delivery capability for the product and expand the team to include people with a relevant track record of successful global business operation.

The result was that in late 2008, Better Generation formed an investment based partnership with Beyond Asia Capital Ltd. (www.beyondasiacapital.com). Key Beyond Asia Capital personnel, including Graham Brant and Christophe Aulnette, both pioneers at Microsoft with long histories of delivering global consumer technology based solutions have joined the Better Generation team to help them realise their goal.