

# ecoGator

## A smartphone App building on the EU Energy Label



The ecoGator app offers consumers a low-cost method of achieving energy efficiency with every appliance purchase. In addition, it helps consumers lead a more sustainable lifestyle.

Developed through the myEcoNavigator project, the new smartphone app supports consumers in their purchase decisions by providing information about the most energy efficient products on the market. For this purpose, the app provides a list of up-to-date actual available best performing products based on the respective national Topten product lists. The user can directly compare the product features and energy consumption of the chosen appliances.

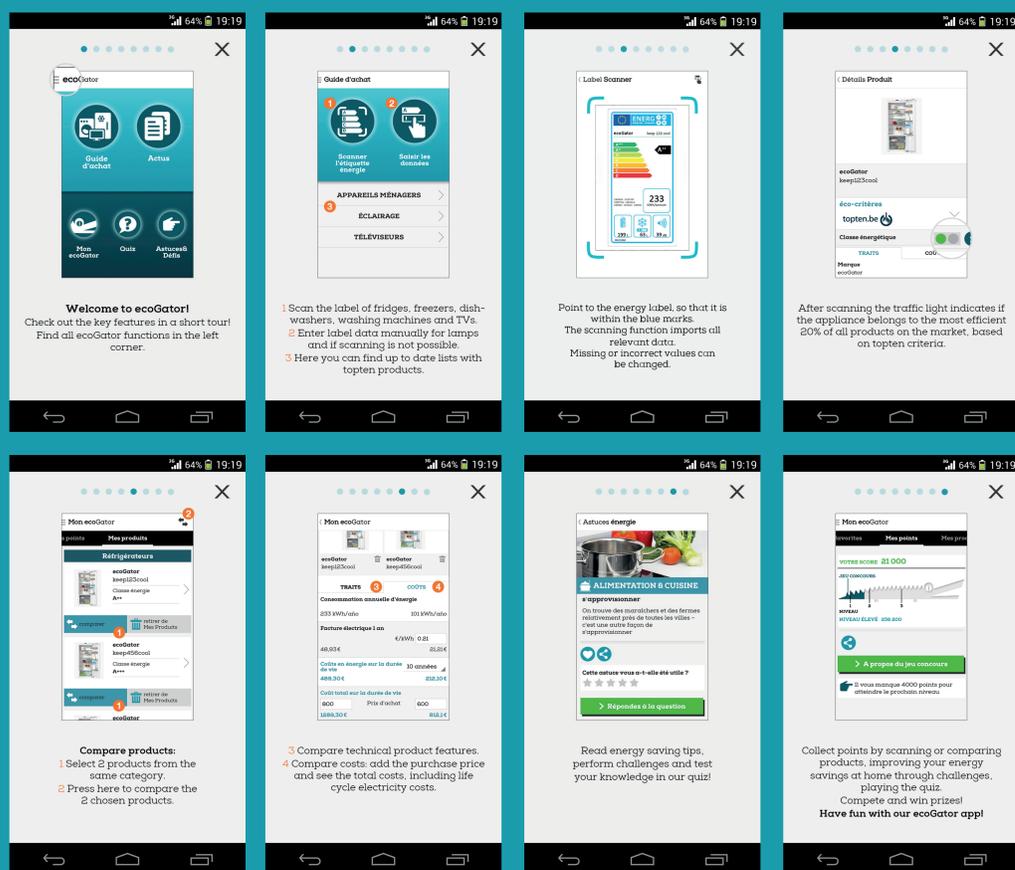
The app is easy to use and can be accessed through smartphones for product identification and in-store advice. ecoGator was launched in October 2014, and by summer 2015 some 15 000 users had already installed the app on their smartphone.



'gamification' elements – such as quizzes and tips – encourage more frequent use and at the same time builds up knowledge of how citizens can make their homes more efficient.

ecoGator offers many features surrounding the topic of electricity and saving energy in everyday life. In the app consumers will find fast, effective and cost-effective energy-saving tips in six categories: Food & Cooking, Washing & Cleaning, Home Office & Entertainment, Lighting & Heating, Bath & Relaxation, and Outdoor.

You are already an energy-saving professional and know all the tips and tricks by heart? Then you can test your knowledge in an energy quiz. In addition, ecoGator provides regular updates on news, innovation aspects and trends relating to energy efficiency.



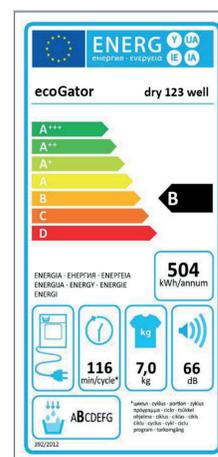
### INNOVATIVE SCANNING FUNCTION

ecoGator is the first app which can read and process data from the EU energy label by simply using a smartphone camera.

After scanning the label, a traffic light system clearly indicates if the product belongs to the most efficient 20% of all products on the market. As a result of the standardised EU label format, ecoGator can be potentially used in the entire European market.

The app automatically detects the product category based on the label (layout) affixed to the respective appliance. Via the scan, the app calculates the electricity cost per year as well as for a given product lifetime.

### TRY TO SCAN THIS LABEL



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Authors: Kerstin Schilcher, Thomas Bogner (both Austrian Energy Agency); Sophie Attali (Guide Topten)

Correspondence: Austrian Energy Agency, Mariahilfer Straße 136, 1150 Wien, Austria. Email: kerstin.schilcher@energyagency.at

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