



Bringing the user to the centre stage

The BeAware project is delivering mobile and ambient interface technologies aimed at increasing the user awareness of energy consumption at home, while boosting energy conservation practices. The net power energy saving at home is expected to be around 15%.



The main project outcome is Energy Life, a game which gives the users feedback on how effective their use of energy is at home. Such feedback can be conveyed to the user by mobile or ambient interfaces. Energy Life also raises awareness on the power energy consumption through smart tips and quizzes.

The rationale for the Energy Life concept is that game inspired applications can contribute to turn energy consumers into active ones, and engaging them to share their energy-saving behaviours

within their community. This is enabled by social network technologies, and empowers them to adopt energy conservation practices. At the core of BeAware there are user-friendly technologies and concepts, driven by innovative cognitive models and social studies on the behaviour of the energy users.

Understand & Relate
⇒ Engage ⇒ Adapt!

