



waterwise

UK Water Efficiency Product Awards

Winner

Category: IT and Communications

Smart and Blue Hydrao Showerhead

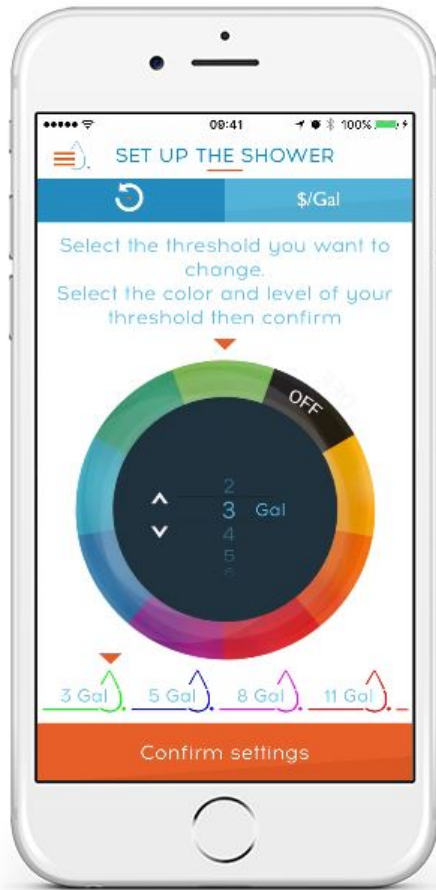
Key Features: Colour changing lights that give real time water usage information at point of use, integration with a smartphone app

The Hydrao Showerhead is a smart showerhead based on Smart and Blue's patented energy-harvesting technology that calculates precise water flows in real-time and enables significant water savings effortlessly.

By means of coloured-LED sequence (much like a traffic light) that goes from green to red, users are informed of their water usage in real-time while taking their shower. The goal is to raise awareness and get users to consciously change their behavioural patterns (without the guilt-trip). This drives significant water savings, with minimal effort from the end user.

As well as behaviour change, using Hydrao has been shown to raise general





awareness of global environmental issues, and it has been particularly useful for engaging children in these issues.

It is simple to install and is the only plumbing fitting that is virtually universal and just as easy to use. The device is particularly effective for families with children to teach them eco-reflexes. When paired with our smartphone app, users can view their shower data for up to 1,000 showers on a rolling basis and see their monetary savings in real-time. Hydrao is pre-configured and works out-of-the-box, so even those who don't have smartphones can use it. 1,000 of our first users fed back their shower data that showed an average water savings of 21L per shower. Based on the average cost of water and

energy in France (where the product was first developed), this works out to annual savings of 200€ for a family of 4 (half water/half energy). The device therefore pays for itself in a matter of months.

Hydrao shows great future potential, as added water-quality sensors could allow for real-time data regarding bacteria and pollution, and when crossed with public demographic and geographic data, it could be a powerful tool for water management services.

Hydrao demonstrates that IT and point of use communication technology can be used effectively to engage people and change their behaviours



The Waterwise UK Water Efficiency Product Awards celebrate products and technology that contribute to water efficiency, which benefits the economy, society and environment.