

## **greenMeter Eco-driving App for iPhone and iPod Touch Revs to Version 2.0**

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Williamsburg based Hunter Research and Technology today announces greenMeter 2.0 for iPhone and iPod Touch. greenMeter computes a vehicle's power and fuel usage characteristics to help drivers increase efficiency, reduce fuel consumption and cost, and lower environmental impact. Results are displayed in real time while driving, to provide instantaneous feedback, and can be shown with U.S. or metric units. Version 2.0 adds three new eco-driving efficiency displays.

Williamsburg, Virginia - Hunter Research and Technology announces the immediate worldwide availability of greenMeter 2.0 in the iTunes App Store. greenMeter computes a vehicle's power and fuel usage characteristics to help drivers increase efficiency, reduce fuel consumption and cost, and lower environmental impact.

Using data from the device's built in accelerometer, greenMeter calculates horsepower, miles per gallon, annual fuel cost, crude oil consumption, and carbon footprint. Results are displayed in real time while driving, to provide instantaneous feedback, and can be shown with U.S. or metric units. Because greenMeter uses a novel algorithm that integrates and visualizes data over the entire speed range, the app does not require GPS, thereby enabling usage on all generations of iPhones and iPod Touches.

In version 2.0, greenMeter adds three new eco-driving efficiency displays: glowing leaves that change color from green to red, an analog gauge similar to real vehicle instruments, and an LED-style bar graph like the type used in many hybrid vehicles. greenMeter 2.0 also comes with a new "easy setup" option to help users specify vehicle characteristics.

Originally launched in September 2008, greenMeter has been purchased by users in over 60 countries around the world. The app can help a typical driver reduce environmental impact and save hundreds of dollars in fuel expenses every year, but its overall global impact is even more important. "Based on a conservative estimate of worldwide use in its first year, greenMeter has likely saved about 2 million gallons of gas, reduced fuel expenses by over \$5 million, dropped oil consumption by nearly 20,000 barrels, and prevented almost 47,000 tons of CO2 from entering the atmosphere," says Dr. Craig Hunter, the greenMeter developer.

### **Pricing and Availability:**

greenMeter 2.0 works on any iPhone or iPod touch running iPhone OS 2.2.1 or later (including iPhone OS 3.0-3.0.1) and is available for \$5.99 (USD) on the iTunes App Store. More information, including screenshots and demo videos, is available on the Hunter Research and Technology website. Media professionals interested in reviewing greenMeter can request a promotional code to download the app from iTunes at no cost.

### **greenMeter 2.0:**

<http://hunter.pairsite.com/greenmeter/>

### **Press Images:**

<http://hunter.pairsite.com/pr/>

### **Purchase and Download:**

<http://itunes.com/app/greenmeter>

Hunter Research and Technology is run by Dr. Craig Hunter, a practicing engineer with over

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18 years experience in mechanical engineering, aerospace engineering, and software development. Craig received the 2004 NASA Software of the Year Award and a 2004 Apple Design Award (Best Scientific Computing Solution on Mac OS X) for his work in software development. Craig founded Hunter Research and Technology in 2008 to create innovative, relevant, and compelling apps that take advantage of the advanced hardware and software capabilities of iPhone OS devices. The company currently has nine apps available on the iTunes App Store, with more in development. Copyright 2008 - 2009 Hunter Research and Technology LLC. All Rights Reserved. iTunes, iPhone, and iPod are registered trademarks of Apple Computer Inc. in the U.S. and/or other countries.

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