

# BeCool

A mobile APP for energy efficiency



Chinese Taipei

May 12, 2021

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# Background

## Initial situation



- Rely heavily on import of energy resources

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## Feasible strategy



- Educate consumers and encourage the use of energy-efficient products.

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## Problem



- No unified national database that systematically lists information on the products.
- A time-consuming process to find the most suitable and environmental-friendly item.

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## Solution



- Developed BeCool, to fill the gap.

# About BeCool

Objective : Combine mobile devices and modern technologies to provide citizens with **immediate**, **personalized**, and **systematic information** services on energy-efficient appliances



The only means of immediate, up-to-date product energy data



Use modern technologies (OCR, Big Data Analysis, GPS)



Cover 12 categories of products in Energy Rating Labeling system

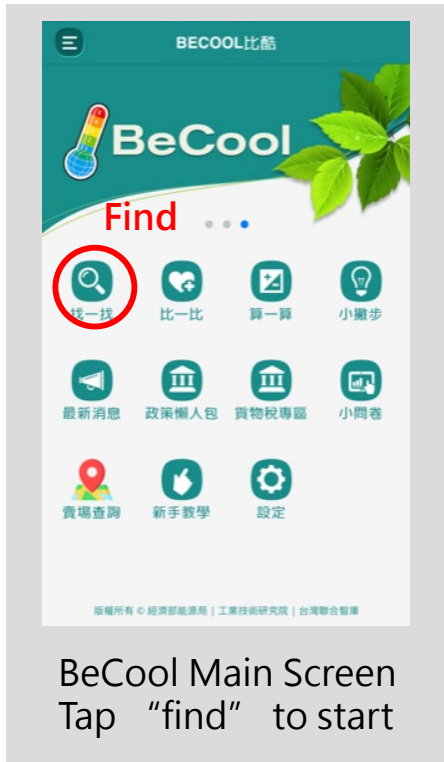


Guide consumers with the most suitable and environmental-friendly purchase

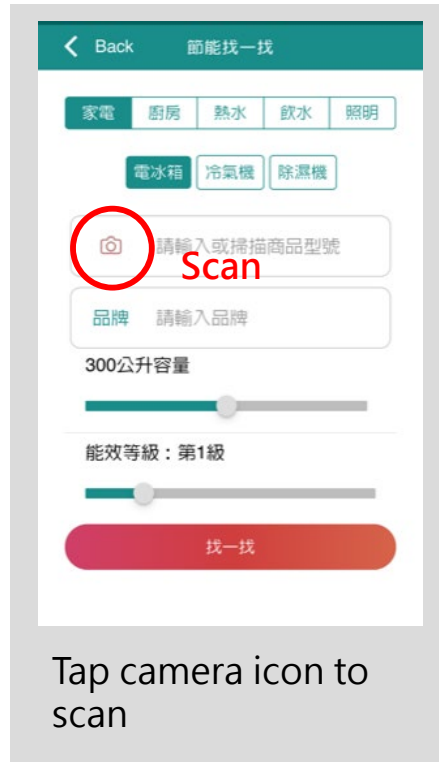
Available on iOS and Android. Free of charge.

# How does BeCool work?

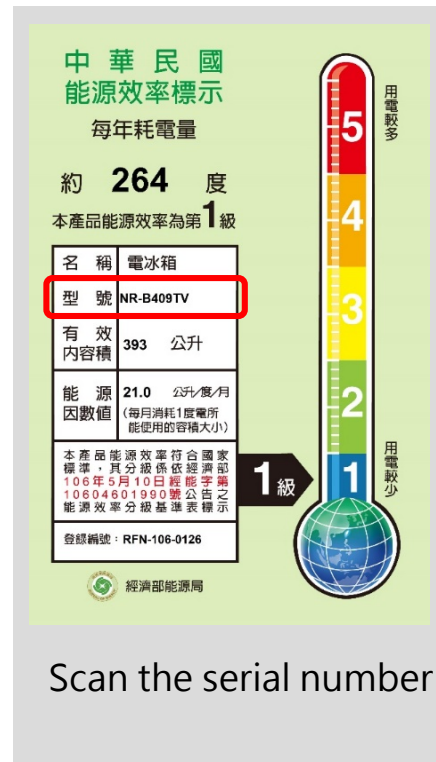
## “Find” feature



BeCool Main Screen  
Tap “find” to start



Tap camera icon to scan



Scan the serial number



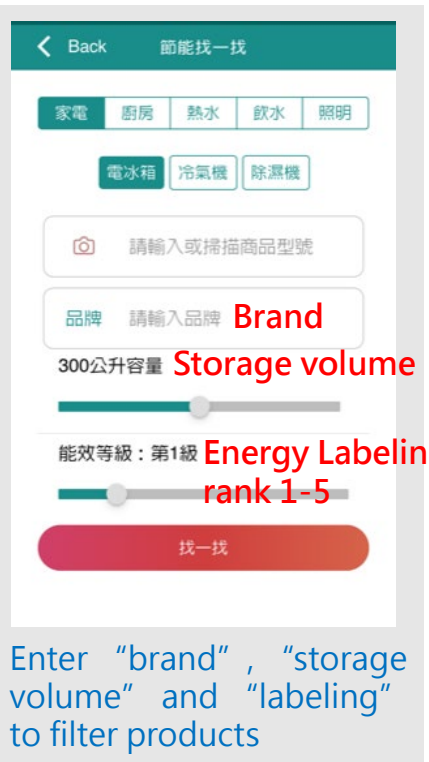
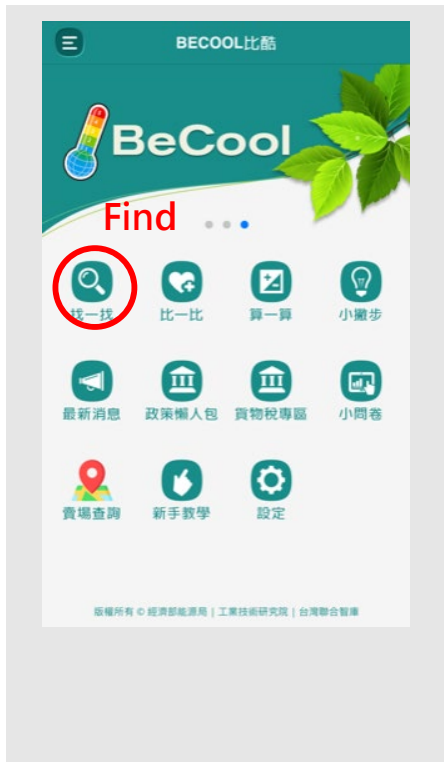
Product spec.

Refrigerator as an example

# How does BeCool work?

## “Find” feature

Refrigerator as an example



# How does BeCool work?

## "Compare" feature

**Add to likes**

**Compare**

**1** Choose products  
**2** Tap compare

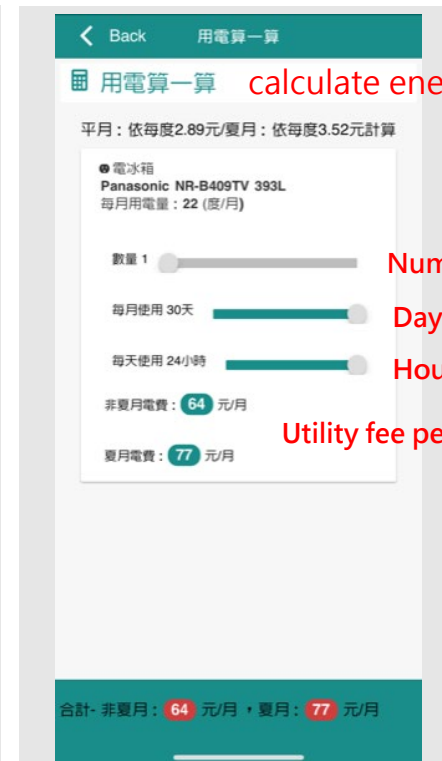
產品	NR-B409TV	SR-C380BV1
商品照片		
節能標準	第1級	第1級
容量(公升)	393	380
基本資料		
公司名稱	台灣松下電器股份有限公司	台灣三洋電機股份有限公司
廠牌	Panasonic	台灣三洋 (SANLUX)
產品型號	NR-B409TV	SR-C380BV1
市售型號	NR-B409TV-K/NR-B409TV-S	
狀態	正常	正常
外觀容量		
顏色	星空黑/銀河灰	鈦金
門數	2	2
寬度(mm)	675	616
深度(mm)	673	724
高度(mm)	1785	1800
總內容積(公升)	393	380
冷藏室(公升)	302	280
冷凍室(公升)	91	100

# How does BeCool work?

## "Calculate" feature



- 1 Choose products
- 2 Tap "next"

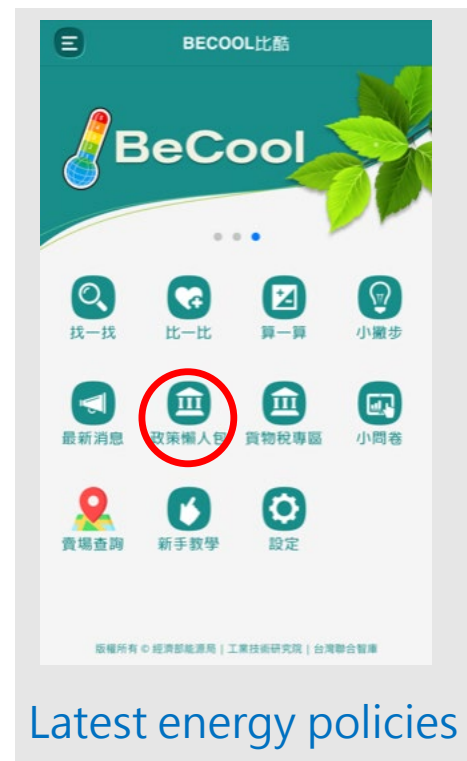
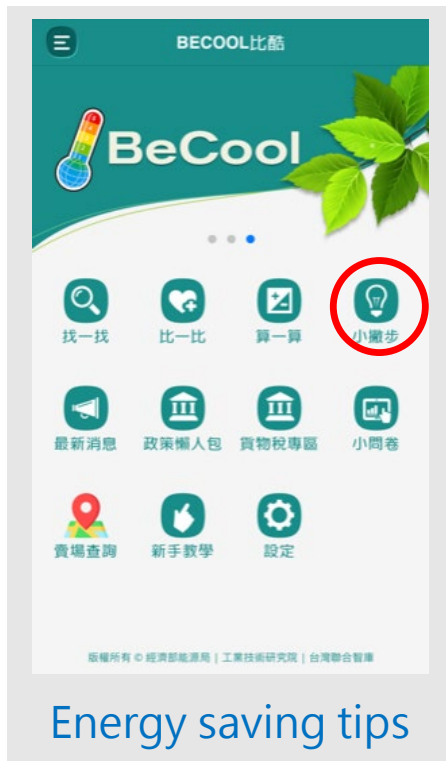


- Number of products
- Days / month
- Hours / day
- Utility fee per month



# How does BeCool work?

## Other useful features



# Main results of BeCool

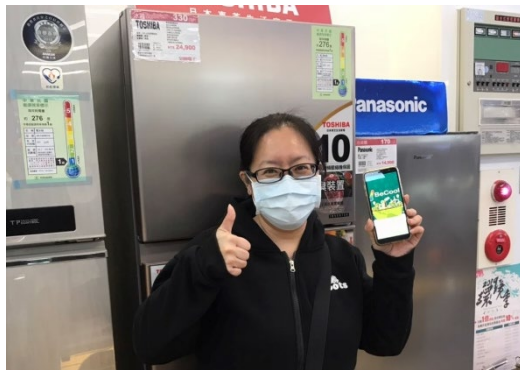
55,408

Downloads  
(by March 2021)

11

News broadcast

Nomination for  
Energy Globe  
World Award 2020



## News Report



# Success application and future steps

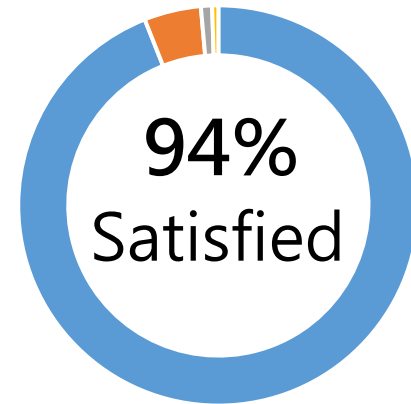
- **Application**

- ✓ Take less than 10 minutes to complete the claim form
- ✓ Available 24/7



Gas stove/water heater

BeCool



■ Satisfied ■ Neutral ■ Dissatisfied ■ No opinion

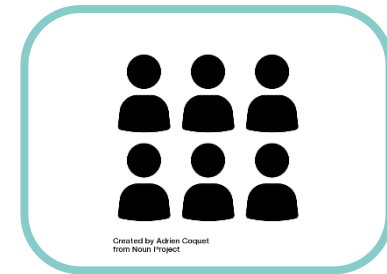
- **Future steps**



Continuously improved



Market surveillance



Public participation

# Contact information

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# References

Icon source:

- Product Information by agus raharjo from the Noun Project
- GPS by Yazmin Alanis from the Noun Project
- consumer by Nithinan Tatah from the Noun Project
- gas stove by aditvest from the Noun Project
- water heater by Vectors Market from the Noun Project
- Apps by Aneeque Ahmed from the Noun Project
- inspection by Adrien Coquet from the Noun Project
- public by Adrien Coquet from the Noun Project