

Competing typology comparison chart April 2012

- denotes rating dependent upon specific application and/or particular model

	PRODUCT TYPOLOGY												
	EcoSwitch® Easy Reach Power Switch	Switch off at the wall	Switched Powerboard	Timer (single)	Timer (powerboard)	Plug with switched outlet	Remote control outlet	Remote control powerboard	Master/slave powerboard	Outlet using TV's RC	Powerboard using TV's RC	Cord-line switch between plug&socket	Footswitch powerboard
Very simple to understand and install?	Yes ✓	~	Yes ✓	~	~	Yes ✓	No ✗	No ✗	No ✗	No ✗	No ✗	Yes ✓	Yes ✓
Very easy to operate?	Yes ✓	No ✗	Yes ✓	~	Yes ✓	No ✗	~	~	Yes ✓	Yes ✓	Yes ✓	Yes ✓	Yes ✓
Rated for 240V 10Amps?	Yes ✓	N/A ✓	Yes ✓	Yes ✓	Yes ✓	Yes ✓	~	~	~	~	~	No ✗	Yes ✓
I only want to switch one appliance. Will it be 100% safe?	Yes ✓	Yes ✓	~	~	~	Yes ✓	~	~	~	~	~	No ✗	~
User avoids the clutter?	Yes ✓	No ✗	No ✗	No ✗	~	No ✗	Yes ✓	Yes ✓	Yes ✓	Yes ✓	Yes ✓	Yes ✓	~
Reminds user to use it?	Yes ✓	No ✗	~	Preset ✓	Preset ✓	~	No ✗	No ✗	Preset ✓	No ✗	No ✗	No ✗	~
Device itself consumes standby?	No ✓	N/A ✓	No ✓	No ✓ if rotary	No ✓ if rotary	No ✓	Yes ✗	Yes ✗	Yes ✗	Yes ✗	Yes ✗	No ✓	No ✓
Is everything 100% off?	Yes ✓	Yes ✓	Yes ✓	Yes ✓ if rotary	Yes ✓ if rotary	Yes ✓	No ✗	No ✗	No ✗	No ✗	No ✗	Yes ✓	Yes ✓
Can control any/all appliances?	Yes ✓	Yes ✓	Yes ✓	~	~	Yes ✓	~	~	No ✗	No ✗	No ✗	No ✗	Yes ✓
Requires memorising of codes?	No ✓	No ✓	No ✓	No ✓	No ✓	No ✓	Yes ✗	Yes ✗	No ✓	No ✓	No ✓	No ✓	No ✓
Requires programming?	No ✓	No ✓	No ✓	Yes ✗	Yes ✗	No ✓	Yes ✗	Yes ✗	Yes ✗	Yes ✗	Yes ✗	No ✓	No ✓
Can require resetting after eg. power-outs?	No ✓	No ✓	No ✓	Yes ✗	Yes ✗	No ✓	Yes ✗	Yes ✗	Yes ✗	Yes ✗	Yes ✗	No ✓	No ✓
Consumes batteries?	No ✓	No ✓	No ✓	No ✓	No ✓	No ✓	Yes ✗	Yes ✗	No ✓	No ✓	No ✓	No ✓	No ✓
Hangs out from the wall?	No ✓	N/A ✓	No ✓	Yes ✗	No ✓	Yes ✗	Yes ✗	No ✓	No ✓	Yes ✗	No ✓	No ✓	No ✓
Potential signal confusion?	No ✓	No ✓	No ✓	No ✓ if rotary	No ✓ if rotary	No ✓	Yes ✗	Yes ✗	~	Yes ✗	Yes ✗	No ✓	No ✓
Makes redundant my possibly expensive, but still working powerboard?	No ✓	No ✓	Yes ✗	No ✓	Yes ✗	No ✓	No ✓	Yes ✗	Yes ✗	No ✓	Yes ✗	No ✓	Yes ✗
Ideal for all stand-alone appliances?	Yes ✓	N/A ✓	No ✗	~	No ✗	No ✗	~	No ✗	No ✗	No ✗	No ✗	No ✗	No ✗
Visible in use, and ugly?	No ✓	N/A ✓	Yes ✗	No ✓	Yes ✗	No ✓	No ✓	No ✓	No ✓	No ✓	No ✓	No ✓	Yes ✗
Can generate electronic noise?	No ✓	N/A ✓	No ✓	No ✓ if rotary	No ✓ if rotary	No ✓	Yes ✗	Yes ✗	Yes ✗	Yes ✗	Yes ✗	No ✓	Yes ✗ if relay
Complete with cord clips, etc.?	Yes ✓	N/A ✓	N/A ✓	N/A ✓	N/A ✓	N/A ✓	N/A ✓	N/A ✓	N/A ✓	No ✗	No ✗	No ✗	N/A ✓
Price?	LOW ✓	NIL ✓	Medium	LOW ✓ if rotary	Medium	LOW ✓	LOW ✓	High	High	Medium	High	LOW ✓	Medium
Value proposition?	HIGH ✓	~	Medium-Low	Medium	Medium-Low	VERY LOW	LOW	LOW	Medium-Low	Medium-Low	LOW	VERY LOW	Medium