

FOR IMMEDIATE RELEASE

For more information, contact:
Terry Reavis
(888) 414-3569, ext. 101
treavis@cleanalert.com

Wireless FILTERSCAN® Monitor Sends Text/Email Alerts When HVAC Filter Becomes Dirty, Less Efficient and Potentially Damaging

Take the guesswork out of home air filter maintenance, while improving air quality and saving up to \$200 in fuel bills annually.

OBERLIN, OH (JULY 1, 2014) — The new FILTERSCAN® WiFi Air Filter Monitor and Notification System from CleanAlert helps homeowners create more efficient, healthy homes by sending text and e-mail alerts* to a Smartphone, tablet, or personal computer when a central HVAC system (heating or air conditioning) filter needs servicing. Measuring 6 inches x 4-5/8 inches x 1-1/2 inches, the monitor is easy to install and operate, functions with a wide variety of air filters, and is compatible with most residential HVAC systems.

Using patented technology to actively measure a filter's remaining life, the \$99.95 WiFi unit takes the guesswork out of the important household chore of changing air filters. A clean filter prevents any slippage in HVAC system performance and efficiency, enabling homeowners to gain up to \$200 in annual energy savings.

Health benefits: Besides undermining system efficiency, dirty air filters can make homeowners feel sick, too, especially family members with allergy and asthmatic issues.

“A well-maintained HVAC system air filter keeps the air your family breathes clean,” says Terry L. Reavis, Vice President Sales & Marketing for CleanAlert, known for its innovative airflow-sensing solutions.

“As an air filter becomes clogged with dirt, dust, pet dander and other particles, the HVAC system will all too ‘efficiently’ recirculate these pollutants into every corner of the home. By installing a FILTERSCAN WiFi Air Filter Monitor, homeowners will enjoy cleaner air, while maintaining system efficiency.”

- more -

* Text and e-mail alerts require subscription with annual fee of \$14.95.



The FILTERSCAN WiFi Air Filter Monitor and Notification System from CleanAlert notifies homeowners when an HVAC filter needs changing.



The FILTERSCAN monitor alerts homeowners via Smartphone or tablet computer when it's time to replace their home air filter.

Never too soon or too late: Just like an automobile's gas gauge, the FILTERSCAN takes a scientific approach to maximizing a home's air quality by monitoring how much "cleaning power" remains in an air filter while in use. Timely replacement has a dual benefit by ensuring the filter is replaced neither too soon nor too late.

Wait too long and the heating or cooling system not only loses efficiency and wastes energy but could also need expensive repairs.

According to Reavis, "Clogged filters are the primary cause of home heating and cooling system failures that can cost thousands of dollars to repair. Clogged filters can also strain the blower on a system, making it operate less efficiently and increasing utility bills by up to 15 percent."

Meanwhile, replacing a filter before it's time also creates needless expense, and without a gain in system efficiency to justify it. "The question of when to service an air filter has vexed homeowners for years, so many consumers have resorted to servicing their filters according to a schedule," Reavis continues. "Unfortunately, this approach can lead to unnecessary expense when filters are replaced too often."

How it works: The FILTERSCAN WiFi Air Filter Monitor is calibrated to the unique parameters of nearly any home HVAC system. It does so by determining the internal air pressure using a clean filter as a baseline reading.

As a filter becomes dirty, the system's pressure level changes due to the increasing resistance from particulates caught in the filter. Once this pressure reaches approximately two times the initial baseline level, the FILTERSCAN and AirFilterSentry™ alerts the homeowner via text and/or email that a new filter is required.

The FILTERSCAN unit should be recalibrated each time a new air filter is installed. As a result, homeowners can change filter models as they wish without undermining clog-detection performance. Consumers can even arrange for their local HVAC service contractor to receive the alert.



Using patented technology to actively measure a filter's remaining life, the \$99.95 FILTERSCAN monitor takes the guesswork out of when to change a home's air filter.

"Roughly eight out of 10 homeowners wait too long to service a filter," says Reavis. "This delay allows pressure to build up in an HVAC system, increasing energy costs and decreasing equipment life. Installing the FILTERSCAN will eliminate this costly guesswork and ensure that the HVAC system is operating effectively, efficiently and safely."

For more information on the FILTERSCAN WiFi Air Filter Monitor, call (888) 414-FLOW (3569) or visit cleanalert.com.

ABOUT CLEANALERT

[CleanAlert, LLC](#) creates, designs and manufactures high-performance, low-cost airflow products for a wide variety of applications and markets. Dedicated to delivering consistent quality and reliability while remaining sensitive to the customers' exacting requirements and specifications, CleanAlert is committed to helping end users lower operating costs, reduce energy consumption and improve the environment.

Headquartered in Oberlin, Ohio, near Oberlin College, a national leader in green building design, CleanAlert LLC has offices in Tampa, Fla., and Philadelphia, Pa.

FILTERSCAN® is a trademark of CleanAlert LLC.

###

For editorial assistance, contact Joel Williams c/o O'Reilly DePalma at (815) 469-9100; e-mail: joel.williams@oreilly-depalma.com.

For downloadable hi-res product photography, visit:
<http://www.media-resources-ordp.com/cleanalert/2014/wifi-filterscan-c.shtml>.