

Dealerscope

PRODUCT & STRATEGY FOR CONSUMER TECHNOLOGY RETAILING

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Monster Green Power. The Monster MDP 900, along with Monster's new MDP 800 (\$99) and MDP 650 (\$69.95), all geared toward PC users, help consumers reduce "vampire load" energy drains and save money. Key to the effectiveness of Monster's MDP 900, MDP 800 and MDP 650 Digital Life™ PowerCenters is a special GreenPower Outlet Management system that eliminates energy waste in connected PC systems. Users plug their computer into the GreenPower Control outlet, then plug their additional connected PC peripherals (printer, monitor, scanner, loudspeakers, etc.) into the specially marked Monster GreenPower Controlled outlets. When the computer is turned off or goes to sleep, the other GreenPower outlets automatically switch off, eliminating the energy wasted by peripheral components when they're not in use. When the computer turns back on, the GreenPower outlets automatically power the peripherals up again. Monster also offers three energy-saving products for the home theater enthusiasts, the Monster Empowered™ IR PowerCenters™ EPIR 2450 (\$499.95) and EPIR 3650 (\$599.95) and the High Definition IR PowerCenter 2550 (\$499.95). Each features remote-controlled outlets that can be completely switched off using any universal learning remote. Users simply plug their HDIV or other energy-wasting electronics into these outlets and add the PowerCenter to their remote, then they can use their remote to completely cut power to AV components that would ordinarily use electricity even when their home theater isn't turned on.

www.monstercable.com

NEW SKUs

