



**For further information contact:**

For further information contact:

Rachel Lear / Louise Mapp

Ascent PR

T: 0118 988 0501

E: rachel.lear@ascentpr.co.uk

Judy Wakelin

Bye Bye Standby

T: 01844 337804

E: judy.wakelin@domia.eu

**NEW GADGET TO CONTROL KIDS COMPUTER GAME  
USAGE**

A new government document released yesterday suggests that parents should be policing computers and games consoles to make children more active, in a bid to tackle obesity in the UK. The document titled *Healthy Weight, Healthy Lives* contains strict advice for parents on limiting the amount of time children spend playing computer games. However, this is no easy task as parents can never be in two places at once!

A new energy saving gadget could be just the answer. Bye Bye Standby is a gadget that allows you to control home appliances via a remote control. Simply plug the offending computer games console into the Bye Bye Standby 'Smart Socket' and control power to it from up to 30 metres away via the remote control.

You can now even control appliances via the Internet from a remote location using Bye Bye Standby online. This also has a timer function, so you can programme the console to go off at a certain time.

Young children may not even notice the plug – once the power is cut via the Bye Bye Standby remote, or via the internet controller there is no way for the console to work. Children are less likely to argue the situation if they know the parents hold the power to their precious computer!

Geoff Ellis, product director at Bye Bye Standby says, "Young children are at risk of becoming 'couch potatoes' if they learn from an early age that they can sit for hours playing computer games. We realise that monitoring a child's computer game usage can be a difficult task – Bye Bye Standby makes life much easier for parents."

**Key features of Bye Bye Standby®:**

- Simple plug-and-play installation - does not require additional wiring
- Smart Sockets can control up to four devices each
- Group on/off function
- Up to 30 metre remote control
- Compatible with any appliance up to 1,000watts (or 3,000W with a heavy-duty Bye Bye Standby® socket)

**Key features of Bye Bye Standby® Online:**

- Control home appliances from your mobile phone or any web browser worldwide
- Easy installation – plug and play system requires no PC or software installation at home (one power connection, one network connection – no other wires)
- Control energy consumption by remotely switching off appliances not in use
- Combine multiple actions (e.g turn all lights off at the touch of one button)

**-ENDS-**

**Notes to editors:**

- Bye Bye Standby® is available for review, please call Rachel Lear or Louise Mapp 0118 988 0501 [rachel.lear@ascentpr.co.uk](mailto:rachel.lear@ascentpr.co.uk).
- Bye Bye Standby® can be bought in the high street, at wholesale and online including stores such as Comet, Costco, Currys, Waitrose or visit [www.byebyestandby.co.uk](http://www.byebyestandby.co.uk)
- Bye Bye Standby® Online is available at [www.byebyestandby.co.uk](http://www.byebyestandby.co.uk)
- Bye Bye Standby Recommended Retail Price £29.99
- Bye Bye Standby online Recommended Retail Price £49.99

**About Bye Bye Standby®: [www.byebyestandby.co.uk](http://www.byebyestandby.co.uk)**

Bye Bye Standby® is an energy saving product which allows you to remotely cut power to electrical devices when in standby mode. Bye Bye Standby® is part of the Domia Group – a home control specialist and leading developer of smart energy solutions. Independent research shows that Bye Bye Standby® will save the average UK family household £38 a year, which could represent as much as £940million across the nation.