

Energy Scavenging, Battery Life and Should We Build More Power Stations?

Why Energy Efficiency of Hardware and Software Matters

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Free Mobile Apps “Drain Battery Faster”



19 March 2012 Last updated at 17:34

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Free mobile apps 'drain battery faster'

Free mobile apps which use third-party services to display advertising consume considerably more battery life, a new study suggests.

Researchers used a special tool to monitor energy use by several apps on Android and Windows Mobile handsets.

Findings suggested that in one case 75% of an app's energy consumption was spent on powering advertisements.

Report author Abhinav Pathak said app makers must take energy optimisation more seriously.



Like many games, Angry Birds has a free version supported by targeted advertising

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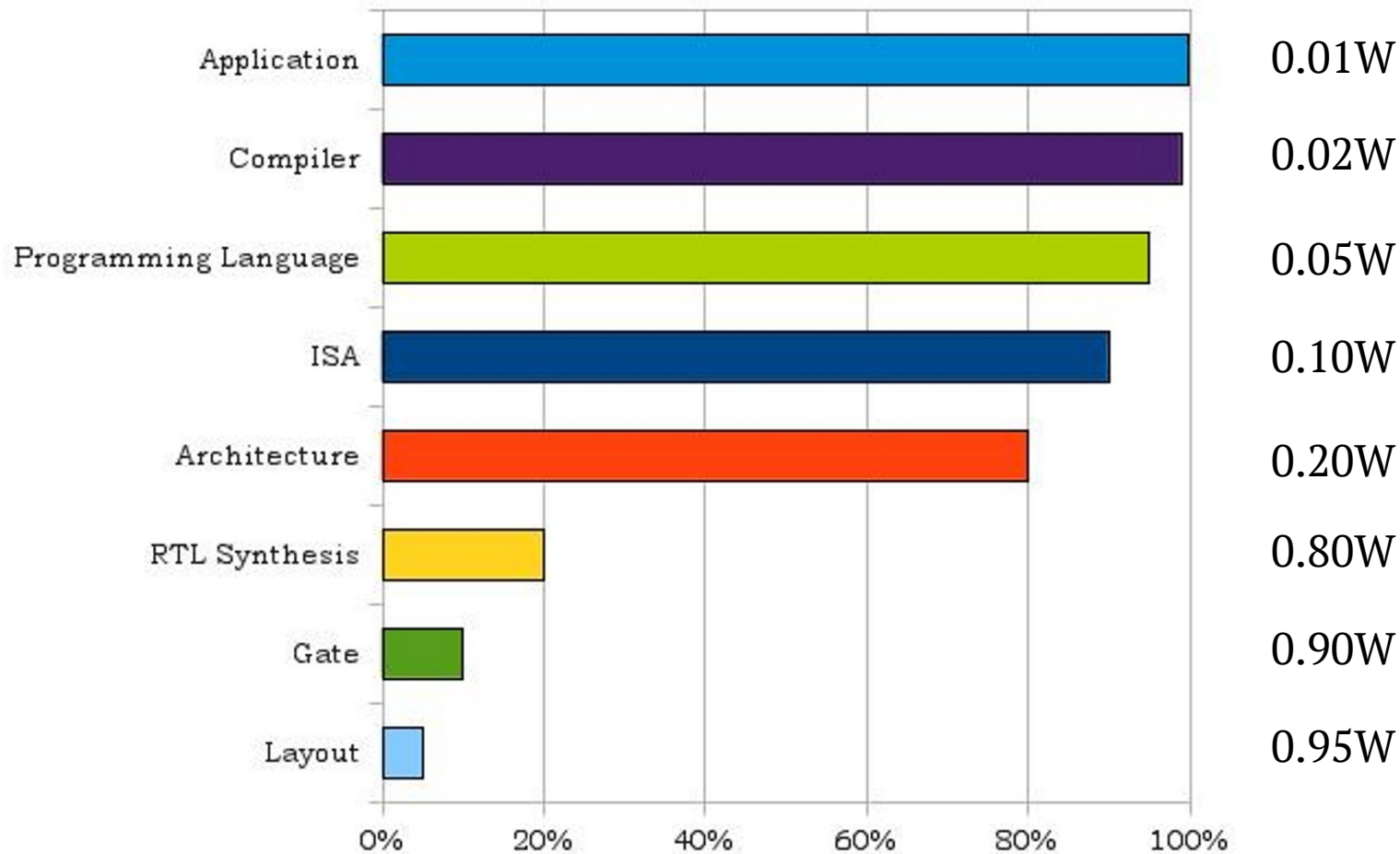
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All Computers Large and Small



Potential to Save Energy

How does this affect a 1 watt design?



Overview of Today

- Academic/industrial research
 - EACOF
 - spEEDO
 - ENTRA
 - EACOF
- Industrial products
 - mbed
- Practical energy measurement
 - workshop on the hardware measurement board

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