

## Save energy: Blackle in stead of Google

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Blackle saves energy because the screen is predominantly black. "Image displayed is primarily a function of the user's color settings and desktop graphics, as well as the color and size of open application windows; a given monitor requires more power to display a white (or light) screen than a black (or dark) screen."

In January 2007 a blog post titled Black Google Would Save 750Megawatt-hours a Year proposed the theory that a black version of theGoogle search engine would save a fair bit of energy due to thepopularity of the search engine. Since then there has been skepticismabout the significance of the energy savings that can be achieved andthe cost in terms of readability of black web pages.

We believe that there is value in the concept because even if theenergy savings are small, they all add up. Secondly we feel that seeingBlackle every time we load our web browser reminds us that we need tokeep taking small steps to save energy.  
How can you help?

We encourage you to set Blackle as your home page. This way every timeyou load your Internet browser you will save a little bit of energy.Remember every bit counts! You will also be reminded about the need tosave energy each time you see the Blackle page load.

Help us spread the word about Blackle by telling your friends andfamily to set it as their home page. If you have a blog then give us a mention. Or put the following text in your email signature:"Blackle.com - Saving energy one search at a time".  
Have a look at our energy saving tips page for ideas on steps you can take to save energy.

There are a lot of great web sites about saving energy and being moreenvironmentally friendly. They are full of great tips covering thelittle things that we can all do to make a difference today. TryBlackling "energy saving tips" or visit [treehugger.com](http://treehugger.com) a great blogdedicated to environmental awareness.