

NEWS RELEASE
For Immediate Release



Media Contact:
Millard Schewe
Simply Automated, Incorporated
6108 Avenida Encinas, Suite B
Carlsbad, CA 92011
Office: 760-431-2100

mschewe@simply-automated.com
www.Simply-Automated.com

Simply Automated Announces a Pre-Configured Universal Powerline Bus (UPB) Dimmer Starter Kit with SimplySmart™ Technology

SAN DIEGO, CA – February 16, 2009– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces a pre-configured Universal Powerline Bus (UPB) Dimmer Starter Kit with SimplySmart™ Technology. It includes two (2) single rocker dimmer controllers and one (1) deluxe dimmer controller base with a single rocker and 4-button faceplate.

The Simply Automated Pre-Configured Dimmer Starter Kit (model DKIT-01) allows control of lighting in up to three separate rooms from one conveniently placed scene controller. The 4-buttons of the Deluxe Dimmer Controller are used for lighting scenes. Custom, dimmed lighting scenes to match a mood or need can be created at the touch of a button using SimplySmart technology.

The kit is as easy to install as three standard dimmers. And because it utilizes UPB technology that operates over the home's existing electrical system, the kit requires no rewiring or new construction. "SimplySmart technology is what really makes installation a breeze" says Fred Kiko, President and founder of Simply Automated, Incorporated; "No computer programming required, just press buttons to set and adjust (lighting) scenes."

By adjusting dimmers' light levels with the rockers and setting them up to store a scene, using SimplySmart technology is as easy as tapping a button sequentially to store or change a lighting scene. Once the scene has been stored, pressing the same button once activates the scene, and pressing the button two times deactivates the scene. All scenes are safely stored in the dimmer switches' non-volatile memory so nothing is lost in a power outage.

Pre-Configured kits with SimplySmart technology are configured at the factory for easy use and compatibility. The Dimmer Starter Kit (DKIT-01) is the first in a series of compatible dimmer kits and accessories. Other pre-configured kits, dimmer controllers, tabletop 4-button controllers, lamp dimming plug-in modules and Scheduler-Timer (model UCS-01) are available and can be combined together to provide solutions throughout the home.

Simply Automated's UPB and SimplySmart technology allows all the pre-configured units to talk to each other and work together, lighting scenes for the whole home. Security panel low-voltage trigger outputs can also control Simply Automated pre-configured lighting kits and accessories, enabling fast installation and added value. Only one of each pre-configured kit or accessory model-number can be installed in a home. For more flexibility, see Simply Automated's Custom Series for added flexibility and expansion.

About Simply Automated

Simply Automated, an industry leader in home automation and lighting control, offers the broadest, most cost effective, flexible assortment of lighting and home automation products in the marketplace. No new wiring is required, making our products ideal for both new and retrofit construction. An extensive line of ultra-reliable UPB-based control modules, transceiver switches and in-wall controllers allow simple, low cost installations, and provide advanced applications not applicable to RF-based systems. For additional information we invite you to visit www.Simply-Automated.com. Or you can contact us by phone during regular business hours at (800) 630-9234.

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