

**NEWS RELEASE**  
**For Immediate Release**



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**Simply Automated Announces a Pre-Configured Universal Powerline Bus (UPB) Lamp Plug-in Starter Kit with SimplySmart™ Technology**

SAN DIEGO, CA – March 16, 2009– [www.Simply-Automated.com](http://www.Simply-Automated.com), Simply Automated, an industry leader in home automation lighting and control, announces a pre-configured Universal Powerline Bus (UPB) Lamp Plug-in Starter Kit with SimplySmart™ Technology. It includes two (2) plug-in lamp dimming modules and one (1) tabletop pedestal controller with 4-button faceplate.

The Simply Automated Pre-Configured Lamp Plug-in Starter Kit (model DKIT-02) allows control of lighting in up to two separate rooms from one conveniently placed tabletop controller. The 4-buttons of the Tabletop Pedestal 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 plugging in two lamps. 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 lamp dimmers' light levels with the buttons and setting them up to store a scene, using SimplySmart technology is as easy as tapping a button 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 lamp modules' 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 Lamp Plug-in Starter Kit (DKIT-02) is the second in a series of compatible dimmer kits and accessories. Other pre-configured kits, dimmer controllers, tabletop 4-button controllers, plug-in lamp dimming 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](http://www.Simply-Automated.com). Or you can contact us by phone during regular business hours at (800) 630-9234.

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