

NEWS RELEASE
For Immediate Release



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

SAN DIEGO, CA – May 14, 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 Security Panel Starter Kit with SimplySmart™ Technology. It includes two (2) single rocker dimmer controllers and one (1) low-voltage 3-input and 2-output IO module.

The Simply Automated Pre-Configured Dimmer Security Panel Starter Kit (model DKIT-04) allows control of lighting in up to two separate rooms from one IO module connected to a security panel. The IO Module controls lighting scenes triggered by a security panel's low-voltage or contact closure outputs. Pre-configured lighting scenes for intrusion, fire and delayed entry alarms or events can add safety and convenience to a home security system. There is no need to enter a dark home again with Simply Automated lighting controls.

The kit is as easy to install as two standard dimmers and connecting 3 low-voltage trigger outputs. And because it utilizes UPB technology that operates over the home's existing electrical system, the kit requires no rewiring or new construction. "UPB technology is robust and reliable, an order of magnitude better than X10" says Fred Kiko, President and founder of Simply Automated, Incorporated. "And with SimplySmart technology, no computer programming is required, just press buttons to set and adjust (lighting) scenes."

The pre-configured lighting scenes of the IO Module can also be trigger activated or deactivated from most alarm panel keypads or keyfobs. All scenes are safely stored in the 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 Dimmer Starter Kit (DKIT-04) is the first 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 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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