

NEWS RELEASE
For Immediate Release



Media Contact:
Millard Schewe
Simply Automated, Incorporated
5825 Avenida Encinas, Suite 101
Carlsbad, CA 92008
Office: 760-431-2100
mschewe@simply-automated.com
www.Simply-Automated.com

**Simply Automated Announces Improved Universal Powerline Bus (UPB)
Fixture Dimmer Module with 'Auto-Off' Timer**

SAN DIEGO, CA – June 20, 2007 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces an improved Universal Powerline Bus (UPB) Fixture Dimmer Module (model UFD-30) with 'Auto-Off' timer option. The new timer option provides time based solutions to fan, outdoor lighting and safety lighting applications.

Fixture Dimmer Modules are used on a UPB network to provide 'hidden' control of incandescent, halogen and magnetic low-voltage lighting. Fixture modules are controlled with either a remote switch (model USR) or via lighting scene-links from UPB dimming-controllers (e.g. model US1 or US2), or other transmitters such as a tabletop pedestal (model US28xTP) or a scheduler-timer (model UCS-01) with celestial clock. They are typically installed in or behind a lighting fixture such as a string of canned lights or in a covered or hidden electrical junction box and provide convenient dimming and on/off control.

The UFD-30 has 15 timer presets from 1 second, for momentary power (e.g. garage door, gate or solenoid), up to 4 hours. The timer preset input can be a function of the remote switch rocker or scene-links each capable of controlling different timer presets.

The most common application for the fixture dimmer is to add lighting control to a room being remodeled. For example, if a user wanted to control a new or secondary set of lights in a kitchen without adding wiring to another switch in the wall, one of the home's light switches could be replaced with a UPB dimmer-controller, such as the model US2 configured with two rockers: one for the primary light(s) and other for the fixture dimmer. This would allow the user to dim or turn on/off both lights individually from the same switch.

Another popular application for the fixture dimmer is to easily add control to existing lighting. If a room had a series of canned lights and the home owner wanted to adjust them separately – maybe turning down the lights by the TV and up in the back of the room – a fixture dimmer could be installed behind one string of cans to control their level separately. Typically wired into an electrical junction-box, near or behind a fixture, the fixture module can be used to dim or turn on/off lighting for most any application.

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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