

NEWS RELEASE
For Immediate Release



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**Simply Automated Announces New Universal Powerline Bus (UPB)
Appliance-Relay Module for Low Power Applications**

SAN DIEGO, CA – August 10, 2007 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces a new Universal Powerline Bus (UPB) Appliance Module (model UMA-E-W) for economical, low output power relay on/off applications. The new 'standard' UPB relay module offers an alternative to the heavy duty appliance module (model UMA-20).

Appliance modules are used on a UPB network to control fluorescent lights, pumps/motors or decorative indoor (holiday) or outdoor (low-voltage transformer) non-dimmable lighting. Appliance modules are controlled 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. Appliance modules are primarily used for their convenience; they can be moved from one power outlet to another when using decorative-seasonal lighting or when re-arranging appliances such as power tools in the garage.

The UMA-E is an economical low output power (12 Amp) relay module that accepts a two-prong plug. The most common application for the appliance module is to conveniently control non-dimmable lights based on a schedule. For example, if a user wanted to control Christmas tree or outdoor lighting, even a fountain pump, 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 appliance module. This would allow the user to turn on or off both lights from the same switch. Many users will also add a Scheduler-Timer to control the lighting or a fountain based on the time of day or sunrise and sunset. Schedulers are usually connected to an electrical outlet in the garage or utility room, and can control season lighting, outdoor lighting or even a vacation lighting schedule to give a home the 'lived in' look.

Another popular application for the appliance module is to easily add fluorescent lighting to a garage or basement. Typically plugged into the same ceiling-mount receptacle as the garage door opener, an appliance module can be used to control several fluorescent light fixtures providing light to see anywhere in the garage or basement. A Tabletop pedestal is an easy 'plug-in' solution to control an appliance or lamp module without the need of replacing wall-switches.

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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