

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



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**Simply Automated Announces New Universal Powerline Bus (UPB)  
Controlled Receptacle in Almond and Ivory**

SAN DIEGO, CA – May 18, 2007 – [www.Simply-Automated.com](http://www.Simply-Automated.com), Simply Automated, an industry leader in home automation lighting and control, announces a new Universal Powerline Bus (UPB) Controlled Receptacle (model URD-30) in standard Almond and Ivory colors. The new Almond and Ivory colors offer more solutions to meet the decorative needs of home owners.

Controlled UPB receptacle are used on a UPB network to control lamps, pumps/motors or decorative indoor (holiday) or outdoor (low-voltage transformer) non-dimmable lighting. The receptacles 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. Controlled Receptacles are primarily used for lamps, AV equipment or outdoor lighting transformers. They can replace an existing un-controlled outlet and provide convenient on/off control.

The URD-30 has an always on (bottom) outlet and controlled (12 Amp) relay outlet on the top. The most common application for the controlled receptacle is to add lighting/lamp control to a room. For example, if a user wanted to control a reading lamp or appliance, 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 controlled receptacle. This would allow the user to turn on or off both lights from the same switch.

Another popular application for the controlled receptacle is to easily add control to outdoor or seasonal lighting. Typically wired into a garage or protected outdoor electrical junction-box, an controlled receptacle can be used to turn on/off lighting where ever an un-controlled outlet can be replaced.

Now available in Almond and Ivory, as well as White, the controlled receptacle (model URD-30) is a convenient and reliable solution for lighting automation and control.

**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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