

NEWS RELEASE
For Immediate Release



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Simply Automated Announces an Improved Universal Powerline Bus (UPB) Remote Switch with Brighter LED

SAN DIEGO, CA – March 10, 2008– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces an improved Universal Powerline Bus (UPB) Remote Switch (model USR-40 and USR1-40) with two faceplate options in 5 standard colors.

The USR-40 Series of Remote Dimmer Switches are used with Simply Automated devices on UPB networks, providing dimming and On/Off control of master switches (US1 and US2 Series), fixture modules (model UFD and UFR) and controlled receptacles (mode URD). UPB dimmer-controllers are controlled by the faceplate rockers or buttons, or a remote switch (model USR), or via lighting scene-links from other UPB dimming-controllers (e.g. model US1 or US2). The USR connects via standard traveler wire to the master UPB device and mimics single rocker or dual-tall rocker presses to control the master device, and if configured through the master switch - other remotely located UPB devices. UPB dimmers are used in new construction or retrofit lighting applications and require no new or special wiring.

The USR-40 is an improvement to the previous remote switch solution (USR-30). It is 100% backward compatible, provides two travel wires for the double rocker configuration and has a lower depth profile and brighter, green LED.

Simply Automated's unique universal faceplate technology for model US2 series, offers the home owner 11 interchangeable faceplate choice, including single- double-, triple- or four-rocker faceplates, as well as single-rocker with 4-buttons, 4-button or 8-button faceplates. There are two button styles, thin-bar or oval, with custom button labeling options. All the faceplates are available in 5 standard colors (white, ivory, almond, brown and black). With 11 faceplate options in 5 standard colors there are 55 available faceplate options to meet virtually any décor or lighting control needs. The USR can inexpensively provide 3+way control of the US1 900W single rocker dimmer, US2 900W universal dimmer and other Simply Automated wire-in modules.

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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