



NEWS RELEASE
For Immediate Release

Media Contact:

Erin Lima, Marcom Manager
Simply Automated, Incorporated
5825 Avenida Encinas, Suite 101
Carlsbad, CA 92008-4401
Office: 760-431-2100
elima@simply-automated.com
www.Simply-Automated.com

**Simply-Automated, Incorporated Introduces
Low-Cost, Easy-to-Install UPB Home Automation Modules**

SAN DIEGO, CA – November 10, 2003 – www.Simply-Automated.com, Simply Automated, Incorporated introduces four new home automation products designed for ease-of-use and self-installation. These modules provide homeowners with a simple, reliable means to locally or remotely control lighting and appliances in their homes, as an alternative to costly hard-wired or wireless control systems.

The four modules include:

- Model UMC Computer Interface Module
- Model UML Lamp Module
- Model UMA Appliance Module
- Model URD Controlled Duplex Receptacle

These four new modules are based on the Universal Powerline Bus (UPB) technology developed by Powerline Control Systems, Inc. (PCS). UPB transmits control commands to various devices in the home over existing power circuits. The technology offers significant improvements in reliability and ease-of-deployment compared with previous powerline carrier strategies. "We believe that the exceptional merits of UPB technology will cause the industry to take a fresh look at communications over the powerline" says Frederick Kiko, President of Simply Automated, Incorporated "UPB is certain to become the new standard in this area."

Stan Mann, Vice President and Director of Business Development & Licensing for PCS, agrees. "The unreliability of previous powerline carrier technologies has been a major limitation to their widespread adoption. We are pleased that Simply Automated has recognized UPB as a solution to this problem."

Simply Automated, Incorporated plans to exhibit the new products at this year's Electronic House Expo in Long Beach, CA. The modules will be available for general shipment in January 2004.

About Simply Automated, Incorporated

Simply Automated manufactures self-installable home automation products for retrofit and new construction applications. Our new line of reliable UPB-based control modules reduces installation costs and enables customized automation and management of appliances, lighting and other devices in homes and small offices, without the need for additional wiring in the walls. 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.

About PCS

Founded in 1992, Powerline Control Systems (PCS) has been successfully developing, manufacturing, and marketing reliable, high-quality lighting controls for the residential and commercial markets. PCS' products are designed to work on standard powerlines, using the powerlines to communicate control signals without any additional wiring. Over the past four years PCS has been dedicated to the development and deployment of the Pulse Position Modulated UPB communication technology. PCS is based in Northridge, CA, and can be reached at (818) 701-9831.

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