

**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](mailto:elima@simply-automated.com)

[www.Simply-Automated.com](http://www.Simply-Automated.com)

**Simply Automated Announces Two New Easy-to-Install  
Universal Phase Couplers for Powerline Communications**

SAN DIEGO, CA – February 23, 2005 – [www.Simply-Automated.com](http://www.Simply-Automated.com), Simply Automated, Incorporated is proud to announce two new Universal Phase Couplers that, when installed in conjunction with Universal Powerline Bus (UPB) home automation products, make a highly reliable system even better.

Passive phase couplers transmit powerline communication signals between the two power phases that exist in most homes. Besides UPB signals, these Universal Phase Couplers also pass X10 and broadband frequencies, and thus are able to address mixed technology applications with only one device per home.

Both models are designed with LEDs that indicate proper phase connection and operation. Beginning early in the 2<sup>nd</sup> quarter of 2005, the available will models include:

- Wire-in Universal Phase Coupler (Model ZPC-W), which is designed for mounting inside a junction box, and
- Breaker-box Mount Universal Phase Coupler (Model ZPC-B), which is designed to be mounted inside most standard power centers that have available space for a 220V circuit breaker.

Simply Automated manufactures ultra-reliable, easy-to-install, home automation products for retrofit and new construction applications. Our 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](http://www.Simply-Automated.com). Or you can contact us by phone during regular business hours at (800) 630-9234.

**- END PRESS RELEASE -**  
**XXX**