

NEWS RELEASE
For Immediate Release



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Simply Automated Announces a Pre-Configured Universal Powerline Bus (UPB) Outdoor Dimmer Landscape Lighting Kit with SimplySmart™ Technology

SAN DIEGO, CA – November 15, 2011 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces a pre-configured Universal Powerline Bus (UPB) Outdoor Dimmer Landscape Lighting Kit with SimplySmart™ Technology. It includes two (2) single-rocker dimmers and one (1) Scheduler-Timer Controller.

The Simply Automated Pre-Configured Outdoor Dimmer Landscape Lighting Kit (model DKIT-06) allows automatic scheduled control of two or more loads, which can connect to landscape lighting transformers, fountain pumps or any 120VAC light/appliance up to 900W (7.5 Amps). The Scheduler-Timer (models UCS-01, included) can be configured to a specific zip code or latitude-longitude so it knows when the sun rises and sets. This makes it very easy to use since schedules can be based on dawn and dusk, never needing to be adjusted for seasons or re-adjusted after a loss of power. Pre-configured dimmer switches mean there is no complicated configuration or tools (like a PC) needed to set up a system.

The kit is as easy to install as installing two dimmer switches and setting the time and location for the Scheduler-Timer. And because it utilizes UPB technology that operates over the home's existing electrical system, the kit requires no rewiring or new construction. "UPB technology is robust and reliable, an order of magnitude better than X10" says Fred Kiko, President and founder of Simply Automated, Incorporated. "And with SimplySmart technology, no computer programming is required, just press buttons to set and adjust (lighting) scenes."

The pre-configured dimmer switches can also be remotely activated or deactivated from inside the home. Using the Scheduler-Timer, simply selecting a scheduled event and pressing 'enter' toggles the lighting on/off. All scenes are safely stored in the devices' non-volatile memory so nothing is lost in a power outage. The scheduler will keep time for up to 1 week without power.

Simply Automated's UPB and SimplySmart technology allows all the pre-configured units to talk to each other and work together, lighting scenes for the whole home. Landscape Lighting Kits also work with other Simply Automated pre-configured lighting kits and accessories (dimmer switches, scene controllers, lamp modules and more) enabling fast installation, expansion and added value. Only one of each pre-configured kit or accessory model-number can be installed in a home. For more flexibility, see Simply Automated's Custom Series for maximum flexibility and expansion.

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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