

NEWS RELEASE
For Immediate Release



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Simply Automated Announces Pre-Configured Universal Powerline Bus (UPB) Appliance-Relay-Modules with SimplySmart™ Technology

SAN DIEGO, CA – January 15, 2012– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces immediate availability of two pre-configured Universal Powerline Bus (UPB) Appliance-Relay-Modules with SimplySmart™ Technology.

The Simply Automated Pre-Configured Appliance-Relay-Modules (models UMA25 and UMA26) enable expansion of any of the SimplySmart Starter Kits allowing control of lighting in any areas of the home from one conveniently placed scene controller or scheduler controller. No computer or programming is required. The relay modules can control a connected lamp/load (e.g. landscape lighting transformers, fountain/circulating pumps and motors) with on/off capability up to 15 Amps. They are used with SimplySmart kits, scene controllers, I/O module or Scheduler-Timer and are part of lighting scenes; typically controlled from a Scheduler-Timer or other switches' buttons.

The relay modules are as easy to install as a plugging in a lamp/load. And because they utilize UPB technology that operates over the home's existing electrical system, the modules can be used anywhere in the home and installed/removed as needed (seasonal holidays – Halloween, Christmas, or whenever). "SimplySmart technology is what really makes installation a breeze" says Fred Kiko, President and founder of Simply Automated, Incorporated; "No computer programming required, just press buttons to set and adjust (lighting) scenes."

By manually turning on a relay module and setting them up to store a scene, using SimplySmart technology is as easy as tapping a button sequentially to store or change a lighting scene. Once the scene has been stored, pressing the same button once activates the scene, and pressing the button two times deactivates the scene. All scenes are safely stored in the relay modules' non-volatile memory so nothing is lost in a power outage (or during storage).

Pre-Configured relay modules with SimplySmart technology are configured at the factory for easy use and compatibility. The UMA25 and UMA26 are two in a series of compatible lighting automation kit accessories. Other pre-configured kits, dimmer controllers, tabletop 4-button controllers, plug-in modules and Scheduler-Timer (model UCS-01) are available and can be combined together to provide solutions throughout the home.

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. 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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