

NEWS RELEASE
For Immediate Release



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Simply Automated Announces New Universal Powerline Bus (UPB) Lamp Module for Low Power Applications

SAN DIEGO, CA – August 17, 2007 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces a new Universal Powerline Bus (UPB) lamp module (model UML-E-W) for economical, low output power lamp applications. The new 'standard' UPB lamp module offers an alternative to the heavy duty lamp module (model UML-20).

Lamp modules are used in a UPB network to dim and control lamps or other loads in a room or any part of the home. Lamp modules are controlled via lighting scene-links from UPB dimming-controllers (e.g. model US1 or US2), or other transmitters such as a tabletop pedestal (model US28xTP) or a scheduler-timer (model UCS-01) with celestial clock. Lamp modules are primarily used for their convenience; they can be moved from one power outlet to another when re-arranging furniture in bedroom, living room or study.

The UML-E is an economical low output power (300W) dimmer that accepts a two-prong lamp plug. It has a lamp-sense trigger option that can detect a lamp being switched on. This feature allows a user to turn on a lamp and the module directly from the lamp's switch. The advantage is that the user does not have to walk over to the primary wall-switch to turn on the lamp, they can simply turn the lamp switch on twice and the lamp module provides power to the lamp.

The most common application for the lamp module is to control a secondary lamp from the room's primary light switch. For example, if a user wanted to control a lamp plus the primary light of a wall-switch from the same wall switch position, a UPB dimmer such as the model US2 could be configured with two rockers: one for the primary ceiling light(s) and other for the lamp module. This would allow the user to turn on or off both lights from the switch, preventing the need to walk across the room to turn the lamp on or off. Many users will also add a tabletop pedestal to control the lamp module and other lights in the room. Tabletop pedestals are used most frequently in bedrooms or family rooms to control lights in the room (E.g. nightstand or reading lamps) or throughout the house.

Another popular application for the lamp module is to provide integrated security system lighting. When a security system's low-voltage output triggers are connected to an I/O module (model UMI-32) lighting scenes can be linked to alarms, providing light in the event of an intruder or fire alarm, or to automatically turn on or off lights when disarming or arming the security system.

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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