NEWS RELEASE
For Immediate Release

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

SAN DIEGO, CA – June 18, 2009– 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) Lamp-Dimmer-Modules with SimplySmart™ Technology.

The Simply Automated Pre-Configured Lamp-Modules (models UML7 and UML8) 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. No computer or programming is required. The lamp modules can control a connected lamp/load (e.g. holiday lights) with on/off/dim capability up to 300 Watts. They are used with SimplySmart kits, scene controllers, I/O module or Scheduler-Timer and are part of lighting scenes; typically controlled from other switches' buttons.

The lamp modules are as easy to install as a plugging in a lamp. And because they utilizes UPB technology that operates over the home's exiting 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 adjusting lamp modules' light levels 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 lamp modules' non-volatile memory so nothing is lost in a power outage (or during storage).

Pre-Configured lamp modules with SimplySmart technology are configured at the factory for easy use and compatibility. The UML7 and UML8 are the first in a series of compatible dimmer 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. Security panel low-voltage trigger outputs can also control Simply Automated pre-configured lighting kits and accessories, enabling fast installation 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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