NEWS RELEASE
For Immediate Release

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Simply Automated Announces New Release of UPStart UPB Configuration Software with Fast and Easy UPStart Wizard

SAN DIEGO, CA – October 17, 2008 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces a new release of UPStart Universal Powerline Bus (UPB) network configuration software that includes a fast and easy Upstart Wizard.

Simply Automated's unique UPStart UPB network configuration software was upgraded to build 69 and includes many new features and functions to make it easy for a first time users to learn and create UPB home lighting and automation solutions. It is available for free download at www.Simply-Automated.com.

The UPStart Wizard is a simple step-by-step method of creating a secure UPB powerline network, adding up to 250 smart dimmers, controllers and devices and configuring up to 250 lighting scene-links. It is as easy as naming the room and light/load (E.g. ceiling light, cans, spots, fluorescents, lamp, etc…), naming the scene-links to be used (e.g. All On/Off, Home, Away, Entertain, Watch Movie, etc…), associating the specific dimmer-controllers' rockers or buttons to actuate the scene-links and then adding the light/load (e.g. ceiling light, cans, spots, fluorescents, lamp, etc…) to the specific scene-link. The UPStart Wizard also allows users to open an existing network file and make changes without using the more complex UPStart program.

Initial reaction from first time users who beta tested the product indicates that the learning process is at least two times faster than trying to learn UPStart by following an instructor or reading the available Quick Start Guides. A network of up to 8 devices can be created in less than 30 minutes after the devices have been installed.

This version of UPStart incorporates new products from Simply Automated, including the Dual Output (2 x 600W) Universal UPB Dimmer-Controller (model US22) and new dual-rocker with 4-button faceplates (model ZS26B and ZS26O). Unlike most other versions of UPStart, it also contains all the necessary tools to configure any available UPB device.

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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