

NEWS RELEASE
For Immediate Release



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Simply Automated Announces a Pre-Configured Universal Powerline Bus (UPB) Deluxe Dimmer-Controller Switches with SimplySmart™ Technology

SAN DIEGO, CA – August 20, 2009– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces immediate availability of a pre-configured Universal Powerline Bus (UPB) Deluxe Dimmer with 4-Button Scene Controller and SimplySmart™ Technology.

The Simply Automated Pre-Configured Deluxe Dimmer with 4-button scene controller (model US2W12) enables expansion of the lighting control solutions provided with any of the SimplySmart Starter Kits allowing control of lighting in up to 5 separate rooms from one conveniently placed scene controller. No computer or programming is required. The Deluxe Dimmer with a single-rocker and 4-button faceplate in white can control a local lighting circuit (on/off/dim up to 900 Watts) from the rocker. It will also control lighting scenes from the 4-buttons and be part of other lighting scenes.

The deluxe dimmer, like all Simply Automated switches, is as easy to install as a standard dimmer. And because it utilizes UPB technology that operates over the home's existing electrical system, the switches require no rewiring or new construction. "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 dimmers' light levels with the rockers 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 dimmer switches' non-volatile memory so nothing is lost in a power outage.

Pre-Configured deluxe dimmer-controllers with SimplySmart technology are configured at the factory for easy use and compatibility. The US2W12 is the third in a series of compatible dimmer kit accessories. Other pre-configured kits, dimmer controllers, tabletop 4-button controllers, lamp / appliance 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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