NEWS RELEASE
For Immediate Release

Media Contact:
Millard Schewe
Simply Automated, Incorporated
5825 Avenida Encinas, Suite 101
Carlsbad, CA 92008
Office: 760-431-2100
mschewe@simply-automated.com
www.Simply-Automated.com

Simply Automated Announces an Improved Universal Powerline Bus (UPB) Universal Dimmer-Controller with Faster Response

SAN DIEGO, CA – May 10, 2007– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces an improved Universal Powerline Bus (UPB) Dimmer-Controller Switch (model US2-40) with universal faceplate options and faster response time.

The US2-40 Universal Faceplate, Dimmer-Controllers are used on UPB networks, providing dimming and On/Off control of incandescent, fluorescent, halogen and magnetic low-voltage lighting. Dimmer-controllers are controlled by the faceplate rockers or buttons, or a remote switch (model USR), or via lighting scene-links from other UPB dimming-controllers (e.g. model US1). The US2 and other UPB transmitters such as a tabletop pedestal (model US28xTP) or a scheduler-timer (model UCS-01) with celestial clock can also remotely control the Universal Dimmer-Controller, as can home automation controllers with UPB driver capability. UPB dimmers are used in new construction or retrofit lighting applications, require no new or special wiring. The 900 Watt US2 Series replaces standard dimmer or switches and provides 'multi-button and multi-rocker' convenience of controlling any one of up to 250 UPB devices.

The fast response time feature has four settings to decrease the time between pressing the rocker and turning on the light. Now more than twice as fast as the previous model, the US2-40 series turns on lights as fast, or faster than, other brands. Another improvement to the US1 series includes flying leads for easy remote-switch traveler connection.

Simply Automated's unique universal faceplate technology offers the home owner 11 interchangeable faceplate choice, including single- double-, triple- or four-rocker faceplates, as well as single-rocker with 4-buttons, 4-button or 8-button faceplates. There are two button styles, thin-bar or oval, with custom button labeling options. All the faceplates are available in 5 standard colors (white, ivory, almond, brown and black). With 11 faceplate options in 5 standard colors there are 55 available faceplate options to meet virtually any décor or lighting control needs.

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.

- END PRESS RELEASE -
XXX