

NEWS RELEASE
For Immediate Release



Media Contact:
Millard Schewe
Simply Automated, Incorporated
6108 Avenida Encinas, Suite B
Carlsbad, CA 92011
Office: 760-431-2100

mschewe@simply-automated.com
www.Simply-Automated.com

Simply Automated Announces an Improved Universal Powerline Bus (UPB) Remote 3+Way Controller with Dual (2) Blue/Green LEDs

SAN DIEGO, CA – November 11, 2010– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces an improved Universal Powerline Bus (UPB) Remote 3+Way Controller (model USR-40A and USR1-40A-W) with dual (2) blue/green status LEDs.

The USR-40A Remote Controller Base is an improvement to the previous remote 3+way solution with blue/green LEDs that match and can track the master dimmer controller switches' LEDs and the controlled load. Previously, UPB remote switches only had one single-color LED and it only turned on/off with the load. The USR-40A LEDs shine blue when the load is off and green when the load is on. With dual (2) LED sets, two traveler wires and double tall rocker, it supports two master devices or one dual-circuit dimmer controller switch (model US22). The USR-40A is 100% backward compatible with previous versions of the USR series.

The USR-40A Remote 3+Way Controller Base connects via traveler wire with Simply Automated UPB devices, providing dimming and On/Off control of master dimmer controller switches (US1, US2 and US22 Series), fixture dimmer and relay modules (model UFD and UFR) and controlled receptacles (mode URD). On the USR-40A base fits a single rocker (model ZS11) or a dual-tall rocker (model ZS12) faceplate, which are both available in 6 color options: white, almond, light almond, ivory, brown and black. The model USR1-40A-W is an assembled combination of the model USR-40A base and model ZS11-W white single rocker.

UPB dimmer controller switches are controlled by the faceplate rockers and buttons, remote 3+way controllers (USR Series), and by lighting scene-links from other UPB dimming controller switches, schedulers (model UCS) and third-party whole-home control systems.

From one to 12 Remote Controllers can connect via standard traveler wire to the master UPB device and mimics the single rocker or dual-tall rockers controlling the master device; and if configured for lighting scene links through the master switch - other networked UPB devices. UPB dimmers are used for multi-point lighting control in new construction or retrofit lighting applications and require no new or special wiring.

The USR1-40A-W USR-40A is available immediately and provides 3+way or more way control of the US1 (900W) single rocker dimmer, US2 (900W) and US22 (2x550W) universal dimmers and other Simply Automated wire-in modules.

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