

NEWS RELEASE
For Immediate Release



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**Simply Automated Announces Dual Output UPB Dimmer --
Reduces Wall-Switch Clutter**

SAN DIEGO, CA – November 18, 2008 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces *availability* of a new Dual Output, Universal Powerline Bus (UPB) Dimmer-Transceiver Switch Base (model US22-40) with Universal faceplate options to reduce wall-switch clutter and enhance convenience of lighting control and home automation.

Residential lighting is enhanced by turning on one, two, or a group of UPB controlled lights at the push of a button or rocker. The Dual Output, Universal Dimmer makes lighting control more convenient and elegant than ever before. With two 600 Watt outputs, the number of light switches at an entryway, great-room or even bathroom may be reduce by 50%. Instead of having two, four or more light switches stretching across a wall, the home owner can have all the needed lighting controls in half the space.

Simply Automated's unique universal faceplate technology offers the home owner 13 interchangeable faceplate choice, including single- double-, triple- or four-rocker faceplates, as well as single- or dual-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 6 standard colors (white, ivory, almond, light almond, brown and black). Fred Kiko, founder and President of Simply Automated, explains "with 13 faceplate options in 6 standard colors, there are now 78 available faceplate options to meet virtually any décor or lighting control needs."

The Dual Output, Universal Dimmer also includes a timer feature that can help save energy. This makes the Universal dimmer ideal for bathroom applications where lights, fan or even heat lamp controls can be doubled up in one junction box and automatically shut-off at a variety of preset times. For example, each button could have a timer preset, a rocker can have two timer presets and any lighting scene could have its' own timer preset. Other applications for the Dual Output Dimmer include retrofit replacement of conventional dual toggle switches. Or for homes designed with lighting load control centers, the space required in the load center can be cut in half, reducing the cost of expensive load center cabinets.

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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