

NEWS RELEASE
For Immediate Release



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Simply Automated Announces Pre-Configured Universal Powerline Bus (UPB) Controlled Receptacles with SimplySmart™ Technology

SAN DIEGO, CA – February 15, 2012– www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces immediate availability of two pre-configured Universal Powerline Bus (UPB) Controlled Receptacles with SimplySmart™ Technology.

The Simply Automated Pre-Configured Controlled Receptacles (models URD27 and URD28) enable expansion of any of the SimplySmart Starter Kits allowing control of lighting in any areas of the home from one conveniently placed scene controller or scheduler controller. No computer or programming is required. The controlled receptacle can control a connected lamp/load (e.g. lamps, landscape lighting transformers, fountain/circulating pumps or motors) with on/off capability up to 12 Amps. They are used with SimplySmart kits, scene controllers, I/O module or Scheduler-Timer and are part of lighting scenes; typically controlled from a Scheduler-Timer or switches' buttons.

The controlled receptacles are as easy to install as a standard receptacle. And because they utilizes UPB technology that operates over the home's existing electrical system, the receptacles can be used anywhere there is an existing outlet. "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 manually turning on the receptacle 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 receptacle's non-volatile memory so nothing is lost in a power outage (or during storage).

Pre-Configured controlled receptacles with SimplySmart technology are configured at the factory for easy use and compatibility. The URD27 and URD28 are two in a series of compatible lighting automation kit accessories. Other pre-configured kits, dimmer controllers, tabletop 4-button controllers, 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. 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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