

**NEWS RELEASE**  
**For Immediate Release**



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**Simply Automated Announces an Improved Universal Powerline Bus (UPB) Single-Rocker Dimmer with Faster Response and 'Auto-Off' Timer**

SAN DIEGO, CA – May 10, 2007– [www.Simply-Automated.com](http://www.Simply-Automated.com), Simply Automated, an industry leader in home automation lighting and control, announces an improved Universal Powerline Bus (UPB) Single-Rocker Dimmer Switch (model US1-40 and US11-40-W) with faster response time and 'Auto-Off' timer option. The faster response turns lights on quickly and the new timer option provides users a whole new array of energy savings solutions.

The US1 Series of Single-rocker dimmers are used on UPB networks, providing dimming and On/Off control of incandescent, fluorescent, halogen and magnetic low-voltage lighting. Single-rocker dimmers are controlled by the rocker, or a remote switch (model USR), or via lighting scene-links from other UPB dimming-controllers (e.g. model US2). The US1 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 single-rocker dimmer, 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 US1 Series replaces standard dimmer or switches and provides the 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 US1-40 series turns on lights as fast, or faster than, other brands. Other improvements to the US1 series include flying leads for easy remote-switch traveler connection and a unique, thermally activated overload protection circuit to ensure safety and longevity.

The new timer option opens a whole new set of application solutions, the most common of which is automatically turning lights off that are frequently left on - saving energy. Ideal for bathroom light and fan applications, the 'dual-press' rocker-function of the dimmer can have a preset time (e.g. 10 minutes) for a single rocker press and another (e.g. 20 minutes or no-timer) for a double press. Scene-links from other devices and their button/rocker actuators (e.g. buttons on a model US2) can be used to control numerous timer presets on one US1. Single rocker dimmers are used where ever multi-rocker or multi-button controls are not needed. The model US2-40, 900 Watt Universal Dimmer-Controller has 11 faceplate options and 5 standard colors for applications where more than local load control is needed.

**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](http://www.Simply-Automated.com). Or you can contact us by phone during regular business hours at (800) 630-9234.

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