

## **FOR IMMEDIATE RELEASE**

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## **Smarthome Activities at CES Indicate Growing Momentum**

*Technology announcements, product releases, new partners and corporate developments reflect company's continuing industry leadership*

**IRVINE, Calif., Dec. 21, 2005** – Smarthome™, the world's leading authority in electronic home improvement and automation, has generated considerable momentum in the past year and is preparing to communicate the company's latest news at the 2006 International Consumer Electronics Show.

Smarthome's INSTEON™ home control technology won 2005's CES Innovation Award, and the technology has proved popular in real-world electronic home improvement products and with development partners. In just seven months, Smarthome's INSTEON Alliance has attracted more than 400 manufacturing and developer partners, and more than 40 INSTEON-enabled projects are in development with anticipated introduction in 2006. First Alert, for example, is incorporating INSTEON in its smoke detectors, and Somfy, a manufacturer of window coverings and theater screens, is using INSTEON to improve climate control and energy efficiency.

First Alert, Somfy and Smarthome will be showing the INSTEON home control network at this year's CES. In addition new partners Broan, Elk, Perceptive Automation, Integration Associates and HAL (home automated living) will be demonstrating new applications of INSTEON-enabled home control products and solutions at the Smarthome booth and partner Pavilion (Booth number 26424).

The company will make a number of announcements at CES. On the corporate front, Smarthome will announce a re-branding of its parent company that properly reflects the company's diverse business units, and role as a visionary think tank and industry leader delivering best-in-class home control solutions. It is announcing its new licensing

strategy for INSTEON chips, and the inaugural INSTEON Alliance Conference scheduled for the spring of 2006.

Smarthome will also be releasing its new line of affordable INSTEON-based home control lighting products. These products will enable consumers to easily and inexpensively set up reliable and user-friendly remote control systems for lighting and appliances.

“We’ve seen a marked increase in channel and development partners and we see this as further confirmation that products designed for home control are on the brink of a mass-market explosion,” said Rajeev Kapur vice president sales and marketing, Smarthome. “As industry analysts and trend watchers have long been saying, when the barriers of cost and complexity are removed, consumers will eagerly embrace technologies that allow previously inert products such as faucets, thermostats and window blinds to become part of a remotely managed network, and INSTEON makes this possible.”

Smarthome executives are actively participating in the dialogue about the future direction of the electronic home improvement and home control industry. At CES, Joe Dada, CEO of Smarthome, will participate in a home networking panel discussion, “The Long and Short of Networking Technologies,” at 3 p.m. on Jan. 5 (Session HN6, LVCC South Hall, S102-103). Dada will go head-to-head with ZigBee spokespersons to discuss how INSTEON, a dual-mesh (powerline and radio frequency) home control networking technology, compares to other wireless networking solutions.

Smarthome executives will be available for press and analyst briefings during CES (Jan. 5-8). Contact Michelle Laird at 503-705-4577 or mlaird@olearypr.com to make an appointment, or stop by booth 26424.

### **About Smarthome**

Founded in 1992, Smarthome Inc. is the world’s leading authority on electronic home improvement and automation. Smarthome is organized into three divisions: Smarthome.com, “the Amazon of electronic home improvement” (*Newsweek*, 2004); Smarthome Design, creators of best-in-class home control products; and Smarthome Technology, the pioneering architects of INSTEON. Smarthome’s INSTEON Alliance offers a focused community for developers to incorporate the INSTEON standard into their products. Smarthome products are sold to an international customer base via the Web, phone and retail outlets, as well as to professional dealers and installers through

SmarthomePro. The company's online catalog can be found at [www.smarthome.com](http://www.smarthome.com); information regarding INSTEON can be found at [www.insteon.net](http://www.insteon.net). Smarthome is headquartered in Irvine, Calif.

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