



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Michelle Laird

503-705-4577

pr@smartlabsinc.com

**Tricia Parks To Keynote  
Inaugural INSTEON Development and Technology Conference**

*Parks Associates Founder and CEO to Advise Companies to  
To Look Beyond the Living Room if They Want to Own the Digital Home*

**IRVINE, Calif. – March 28, 2006** – The INSTEON™ Alliance announced today that Tricia Parks, founder and CEO of Parks Associates, will deliver the keynote address for its inaugural INSTEON Development and Technology Conference being held in conjunction with Parks Associates' signature event, CONNECTIONS™: The Digital Home Conference & Showcase.

Parks Associates projects that revenues for home control systems (of all types) will grow 8% - 9% per year and reach more than \$3 billion by 2009. Parks will address the need for all companies – from silicon providers to consumer electronics manufacturers that are banking on a slice of the digital home market – to look at market opportunities beyond the living room. To fulfill the vision of a completely connected home, companies need to evaluate how and if home control fits into their home networking strategies.

“While companies are naturally acting to seize opportunities offered by a new round of entertainment options and benefits, there are also multiple opportunities beyond entertainment,” says Parks. “Long term winners will embrace technologies that fulfill consumers' expectations for a truly connected home; one that includes but is not limited to networked entertainment and computing devices. This also represents an approach for the next several years for differentiation to consumers deciding which entertainment approaches to adopt.”

Parks Associates is a market analysis and research company dedicated to providing meaningful information and counsel to companies offering technology-based products aimed at improving people's lives. Parks presents worldwide on consumer trends, market requirements, and industry structure, with an eye to meshing visionary and progressive ideas to consumer needs and wants.

The INSTEON Alliance consists of more than 700 member companies and developers that are implementing the INSTEON wireless home control technology that leverages the powerline to offer the most cost effective, reliable and simple-to-use platform for consumer electronics products. INSTEON technology is the award-winning home control networking technology created by SmartLabs.

“Our conference will provide companies competing for the digital home an understanding of what will drive consumers to adopt home control,” said Joe Dada, founder and CEO of SmartLabs. “We decided early on that for home control to reach the mass market, it needed to be based on a technology that made it reliable, affordable and simple to use. This is why INSTEON leverages wireless RF and the powerline. In the home, there are simply too many places where wireless alone won’t work.”

Decision makers evaluating home control and the future of the connected home are invited to attend the INSTEON Development and Technology Conference on May 2, 2006, at the Santa Clara Convention Center in Santa Clara, Calif. The cost is \$750 for the conference and includes admission to Day 2 of CONNECTIONS. Online registration is available at [www.parksassociates.com](http://www.parksassociates.com). Attendees need not be INSTEON Alliance members.

For more information about INSTEON, the INSTEON Alliance and its inaugural Development and Technology Conference, please visit [www.insteon.net](http://www.insteon.net).

Members of the press interested in attending the event, please contact Michelle Laird at 503-705-4577 or email [pr@smartlabsinc.com](mailto:pr@smartlabsinc.com).

### **About INSTEON**

INSTEON delivers a dual-mesh (wireless and powerline) networking technology optimized for home management and control. Simple, affordable and reliable, INSTEON links together core home systems such as lighting, security, comfort control, consumer electronics, appliances and safety sensors for remote monitoring and control. All INSTEON devices are peers, meaning any device can transmit, receive and repeat other messages without requiring a master controller or complex routing software. Adding more devices makes an INSTEON network more powerful by virtue of a simple protocol for communication retransmissions and retries.

### **About SmartLabs Inc.**

Founded in 1992, SmartLabs, Inc. is the world’s leading authority on electronic home improvement and automation. SmartLabs is organized into three divisions: Smarthome Direct, which includes [Smarthome.com](http://Smarthome.com), “the Amazon of electronic home improvement” (*Newsweek*, 2004); SmartLabs Design, creators of best-in-class home control products; and SmartLabs Technology, the pioneering architects of INSTEON. SmartLabs’ INSTEON Alliance offers a focused community for developers to incorporate the INSTEON standard into their products. SmartLabs 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). SmartLabs is headquartered in Irvine, Calif.

# # #