



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

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LIFE|AMENITIES ENABLES RESIDENTS TO LINK TO CONCIERGE SERVICES FROM THEIR TV

From security to convenience, Life|amenities deliver community and guest services to MDU's and planned developments.

Denver, CO – CEDIA EXPO 2007 – September 5 – 9, 2007 – Booth # 320 & Life|ware Village – Life|ware™ introduces the Life|amenities concierge services program for multi-dwelling units (MDU). Calling for dry cleaning, arranging for taxi services and making dinner reservations has never been easier for sophisticated urban hi-rise communities.

MDUs seemingly offer unique services and convenient locations that appeal to today's urban executives which has quickly made them a rising trend in the real estate market. With smart-home technology becoming the latest "utility" in new MDU building projects, builders and developers integrating Life|ware with Life|amenities into their projects have a clear point of differentiation to offer prospective buyers.

"As demand continues to increase for new technology and greater amenities in the MDU market, builders can now offer this enhanced service experience to their prospective buyers," stated Mike Seamons, vice president of marketing for Life|ware. *"Life|amenities offers users a personal concierge to render numerous services all at the touch of a button."*

Life|amenities takes personalization to a whole new level by allowing homeowners endless options and connections to their home and the world around them. Residents can access their music, TV shows, digital pictures and more along with their lights, thermostat, security and audio systems through their television remote. In that same comfortable spot, they can order dinner, reserve a car, schedule a spa appointment, set a golf tee time, purchase show tickets, and contact the building manager. This home automation and entertainment package is now a personal concierge and will be exclusively available with Life|ware.

Life|ware lets users enjoy the experience anywhere and everywhere—through a TV connected to a Life|media Server, a Media Center Extender or Xbox 360™, a home or office PC, a Life|point™ touch panel, or through a wireless mobile device.

CEDIA EXPO attendees will be able to preview Life|amenities in booth #320. Logos and images are available at www.life-ware.com.

About Life|ware, from Exceptional Innovation

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

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