



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

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LIFE|WARE EYES RETROFIT MARKET WITH ZIGBEE SUPPORT ON NEW LINE OF LIFE|MEDIA MEDIA SERVERS

Life|media 170 series includes on-board ZigBee controller, providing tight integration with ZigBee lighting products from Centralite.

Denver, CO – CEDIA EXPO 2008 – September 4 – 7, 2008 – Booth #410 – Cracking the retrofit automation market wide-open is now a possibility thanks to new hardware from Exceptional Innovation, makers of Life|ware™ whole home automation and entertainment solutions.

“The retrofit marketplace is the largest opportunity for our dealers today and we have all been waiting for the right wireless and ‘no new wire’ technologies to mature in order to provide a complete retrofit solution for consumers,” said Life|ware CEO Seale Moorer. *“With the new 170-series of Life|media™ servers, we are providing the centerpiece of the retrofit solution that will provide a complete home automation and digital entertainment solution as well as enable digital content management and sharing throughout the home.”*

Moorer continues, *“What takes this solution to the next level is the control of ZigBee device subsystems via the integrated ZigBee controller. “Now that these new wireless and ‘no-new wires’ technologies are mature and reliable, we can easily integrate the many new retrofit products that are coming to market.”*

The new LMS-170 series provide consumers with a compelling solution which can quickly and easily be installed and integrated with other wireless and ‘no new wire’ products like Lutron RadioRA and Homeworks Wireless, Leviton VizaRF, Centralite LiteJET, Insteon, and other forthcoming audio products from industry leaders like Russound and NuVo.

The Life|media 170 series of media servers includes 125 Watts of digital amplification which is used in a 5.1 configuration. This allows for a full fidelity audio installation without the need to install a separate AV receiver at each location.

“With these servers, speakers and ZigBee devices for lighting and HVAC control, you have a whole home automation and entertainment solution in a single product that is reliable, wireless and installs quickly,” said Moorer.

To build on the opportunity, Life|ware has stepped up its integration with ZigBee-based lighting products from CentraLite. Life|ware dealers will now be able to configure CentraLite’s Jetstream products from within Life|ware Visual Project, the company’s award-winning configuration tool.

“This partnership just makes great sense,” said CentraLite’s Mike Dow, executive vice president. *“Retrofitting a home has never been an easy task, but with our switches and a terrific integration platform like Life|ware, you have a powerful solution to offer.”*

The ZigBee controller enables Life|ware to communicate with wireless ZigBee-based devices such as light switches, thermostats and security systems. ZigBee support is another step in Life|ware’s history of embracing standards to enable tighter integrations than ever before possible.

Dealers can experience the 170-series of media servers in Booth 410 at CEDIA EXPO 2008.

For more information, or for logos and images please visit www.life-ware.com.

About Life|ware

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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