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Kay Builders Partners with HouseLogix to offer affordable Smart Home solutions to residents and home buyers.

Lehigh Valley, Pa. Friday May 15, 2009 ... Kay Builders has partnered with HouseLogix of Allentown to offer affordable smart home solutions for current Kay residents and new home buyers.

“At Kay Builders, we are offering our customers a convenient lifestyle in addition to a great home, and HouseLogix residential technology solutions complement that lifestyle perfectly,” says Rick Koze, president of Kay Builders, Inc. The HouseLogix partnership gives added value to Kay Builders’ residents. A HouseLogix smart home installation delivers highly desirable entertainment, security, energy savings and convenience features at a very reasonable cost. “In five years, this technology will become a standard part of every house package - like garage door openers, and granite countertops,” predicts Koze. “For now, we are positioning it as a cost effective upgrade for our customers.” The base HouseLogix home technology package includes business-quality Wi-Fi, security, lighting and temperature control, Internet music, easy home theatre, lifestyle buttons and Web-based remote control. A large variety of additional options, such as multi-zone music, security cameras, garage door integration and iPhone™ control can be added at any time.

A HouseLogix lifestyle engineer meets with each Kay homeowner to create a customized smart home package that addresses the customer’s specific needs. “The range of possibilities are endless,” notes Koze.

How a HouseLogix solution works: HouseLogix transforms homes, new or existing, into fully-integrated, connected “smart” homes by using a new type of reliable wireless technology that transmits a special signal around the house. This wireless signal can control lights, lamps, HVAC, audio-visual equipment and security. According to HouseLogix President Ted Rosenberger, the home owner “uses simple color touch panels and ‘lifestyle buttons’ to interact with the home eliminating the need for “remote controls and banks of unsightly light switches on the walls.”

The benefits of a HouseLogix smart home: “Homeowners can enjoy dozens of desirable features including automatic lighting and temperature control, music in every room, home theatre, video surveillance, electronic door locks, business-quality Wi-Fi and much more,” states Rosenberger. “The fact that our solution is wireless means that customers can start with a very basic system without compromising their ability to expand to a sophisticated whole-home solution at any time in the future.”

Controlling your house from anywhere: Each HouseLogix installation includes a “brain” for the house, called a controller. Smaller than a DVD player, the brain can be placed in a cabinet, and is tied into the Internet. This allows the house to immediately send an e-mail or text message if, for example there is water in the basement, the heat malfunctions or even if children do not arrive home from school at the expected time.

Homeowners can also log onto a secure Web site or use their mobile phone to control the temperature in their house,

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Press Release

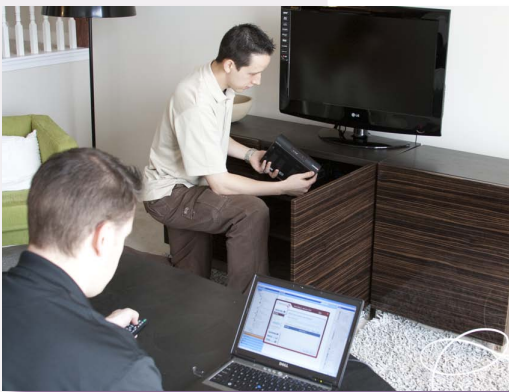
view security cameras or disarm the security system to let workmen in and arm it again when they leave. “For people with second homes or people who travel frequently, this is a huge benefit,” adds Rosenberger.

Finding the right Smart features for a home: HouseLogix professionals work closely with each homeowner to configure special “lifestyle buttons,” conveniently located around the home. For example, touching the “Good Night” button on the bed stand can turn off lights, lamps, and electronics around the house as well as adjust the thermostats, close the garage doors, lock the exterior doors and arm the security system.

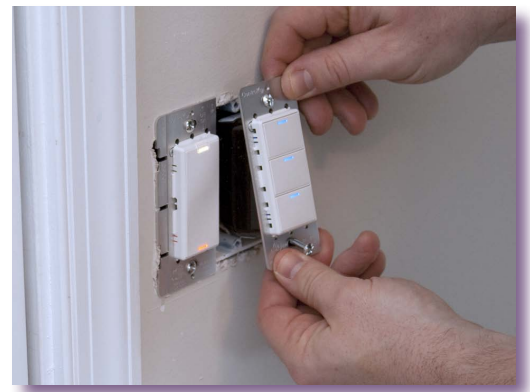
Existing Kay customers are eligible to upgrade to a HouseLogix system even if the house is already built. “Because the technology is wireless, we generally do not need to pull wires through walls,” says Rosenberger. At Kay’s Laurel Field community in western Lehigh County, the Knighthill townhome sales model has been fitted with a HouseLogix system for customer demonstrations.

HouseLogix is Eastern Pennsylvania’s premier provider of affordable wireless smart home solutions for residential customers. Using wireless technology, HouseLogix can add valuable convenience, security, energy savings and entertainment features to any home without opening walls. HouseLogix customers use color touch panels and customized “lifestyle buttons” to manage their home’s major systems including lights, thermostats, security and audio-visual equipment. Web and mobile phone access allow a home to be monitored and controlled from anywhere. HouseLogix professionals focus on providing a pleasant process for customers along with high-quality ongoing support services. For more information about HouseLogix, visit www.houselogix.com or call 610-928-3695.

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Houselogix General Manager Chris Allen and Technician Jonathan Deily installing the main controller and preparing to configure the system.



Wireless lightswitches can be programmed to act as “lifestyle buttons” that automatically adjust lighting, music etc., to suit the homeowners needs.



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