



FOR IMMEDIATE RELEASE

## Powerline Control Systems, Inc. And ELK Products Inc. Create Strategic Alliance

*This partnership will develop, manufacture and market an ELKM1 Bus specific UPB Powerline Interface.*

Northridge, CA (July 26, 2010) – PCS (Powerline Control Systems, Inc.), the inventor of UPB® technology, and ELK Products, Inc announced a strategic business alliance that will combine PCS' UPB technology and the ELK M1 Control Data Bus protocol into one interface device. This partnership would provide users of the ELKM1 and EZ8 control panels the ability to effortlessly control PulseWorx devices into system installations directly without the need of adding a Serial Port Expander and field wiring. The ELKM1PIM and PIM-E will be fully interoperable with other UPB enabled devices.

ELK and PCS currently share many customers in the Home Automation and Security industry. The new association between the two companies will offer system integrators of ELK and PCS more design flexibility and provide users more capability and ease of use at a lower cost.

"ELK is exactly the kind of company we're looking to work with," adds Scott Klodowski, Director of Sales and Marketing, Powerline Control Systems. "Alliances like these make both companies stronger and we can both benefit from that strength and pass it on to our customers."

The new partnership will allow many PulseWorx products to connect directly on the ELK network and provide a seamless control interface, as well as allowing virtually unlimited system feature expansion over the electrical wiring.

"We have partnered on many projects with PCS and I believe this alliance is a perfect extension of that relationship" said Todd Hudson Director of Sales and Marketing, ELK Products, Inc.

This interface device is available through both PCS and ELK Products. The PulseWorx product line is sold through a network of distributors, certified integrators and authorized dealers. For more information, visit [http://www.pulseworx.com/Order\\_PCS\\_.htm](http://www.pulseworx.com/Order_PCS_.htm), email [pwopr@pcslighting.com](mailto:pwopr@pcslighting.com) or call 888.701.9831. ELK Products are sold through trade, retail and international distributors. For a complete listing, visit [www.elkproducts.com/distlist.htm](http://www.elkproducts.com/distlist.htm) or call (800) 797-9355.

**About PCS (Powerline Control Systems, Inc.):** Powerline Control Systems has been developing, manufacturing top-of-the-line lighting, and electrical control devices for the residential and commercial markets since 1992. PCS provides a complete range of products under the PulseWorx® brand, such as touchscreens, keypads, home controllers, dimmers, switches and a variety of other electrical control devices; powered by the UPB® (Universal Powerline Bus) patented technology, the innovation of the PCS design team. UPB is answering the call for a lower cost, high reliability lighting control system to provide an alternative to expensive proprietary and hardwired systems.

PulseWorx devices use the existing powerlines in the home, making them perfect for existing home retrofit and remodel situations, as well as new construction. PCS has licensed its technology to other companies and received numerous awards from both industry organizations and the media, including Product of the Year, CEPro magazine's Top 50 Editor's Pick and MRA's Best No-New-Wires Technology.

UPB and PulseWorx are registered trademarks of Powerline Control Systems, Inc., Northridge, California. All other trademarks are property of their respective owners.

**About ELK:** ELK is a leading designer and provider of personalized home and business security, energy conservation management and convenience solutions. ELK has a long history of creating simple, yet innovative products that have now become industry standards. Our customer service is world class and we stand behind the products we sell with industry leading technical support and warranty.

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