



Contact:
Scott Klodowski
Director of Sales and Marketing
19201 Parthenia Street, Suite J
Northridge, CA 91324
P: 818.701.9831
F: 818.701.1506
www.pcslighting.com

FOR IMMEDIATE RELEASE

Powerline Control Systems Signs Seventh UPB Licensee Smart Home Ltd.

High-tech Israeli company licenses UPB Technology to produce 220V 50HZ UPB products for the international market.

Northridge, CA (July 7, 2008) – Powerline Control Systems, Inc. (PCS), the inventor and leading developer of the Universal Powerline Bus (UPB) technology and PulseWorx residential lighting controls, announced today a new licensee, Smart Home Ltd. (SHL), located in Tefen Israel. SHL will be producing a full line of international (220VAC 50HZ) versions of UPB based lighting controls.

"Since the inception of UPB, we have received numerous requests from all over the world for 220VAC 50HZ versions of the PulseWorx products." stated Marshall Lester, PCS CEO. "PCS has produced 50HZ versions of the PulseWorx firmware and now has a licensee that is ready to manufacture and market these products."

Having conducted extensive research into the various communication technologies, SHL chose to implement its *SHOVAV SYSTEM™* Home Automation products with **UPB™ protocol**. SHL's difference and innovation is in its capacity to provide UPB™ products for the worldwide 220V-240V 50Hz/60Hz electrical markets. This market includes Europe, Asia, Australia, Africa, the Middle East and most of South America.

Company Manager Yanu Zelig said "We all live in an era where energy is becoming an expensive commodity. Installing UPB products in any home will not just improve any lifestyle but also helps to save electrical energy. Since these products are cost/effective, they will eventually pay for themselves."

Recent improvements to the UPB powerline technology ensure that products communicate reliably over the existing wiring even in the most attenuated and noisy electrical environments. The addition of a Three Phase Repeater to the product line guarantees that UPB products function reliably even in the most hostile commercial situations.

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About PCS (Powerline Control Systems, Inc.)

Powerline Control Systems has been developing and 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 keypads, home controllers, dimmers, switches and custom-designed electrical control devices; powered by the UPB (Universal Powerline Bus) patented technology, the latest innovation from the PCS design team. PCS has received numerous awards from both industry organizations and the media, including Product of the Year and *CEPro* magazine's Top 50 Editor's Pick. www.PulseWorx.com. Contact Scott Klodowski at scottk@pcslighting.com.

About SHL (Smart Home Limited)

Smart Home Ltd. (SHL), based in Tefen, Israel, was established in 1995 with the aim of developing, manufacturing, and marketing its systems for the Home Automation (HA) market. The *SHOVAV SYSTEM™* incorporates two product lines: Home Automation & Computer Telephony Integration (CTI). This system integrates the ability of the home computer, telephony, and powerline infrastructure in order to provide a complete, comfortable, and affordable solution for automating all electrical and electronic equipment in residential, commercial, or industrial plants for further information visit www.shlhitech.com. Contact Yanu Zelig at yanu.zelig@shlhitech.com.