

FOR IMMEDIATE RELEASE

LiteTouch Introduces Exclusive New Hybrid Installation Technology

Revolutionary Hybrid Wall Box Dimmers offer wired and wireless lighting control in the same device.

Salt Lake City, Utah (September 4, 2008) - Today, LiteTouch, Inc. introduced the company's new Hybrid installation technology to Custom Electronics Professionals at the CEDIA EXPO 2008 being held in Denver, Colorado September 4 – 8.

The new technology allows LiteTouch installers to have both wired and wireless technology at their fingertips. With the flip of a simple dip switch, the new LiteTouch Hybrid Wall Box Dimmer can be set to communicate either wired or wirelessly.

LiteTouch is the first and only lighting control system to market this breakthrough technology, offering lighting control system installers ease, flexibility and cost savings when installing new or retrofit lighting control systems in residences and businesses.

“With existing market technologies, installers were forced to choose between buying an all-wired or an all-wireless wall box dimmer, this often leads to an extensive pre-planning exercise. New LiteTouch Hybrid Installation Technology means that installers can now ‘Refuse to Choose,’ having the best of both options in a single device,” said Angie Larson, LiteTouch’s Vice President of Sales and Marketing.

The new technology will be available in early 2009 in LiteTouch’s long-standing industry standard, the 5000LC CCU (Central Control Unit), which is being rebranded the LiteTouch FIVEk to mark the Hybrid technology introduction. With LiteTouch Hybrid technology, the FIVEk CCU will be able to not only deliver power and dependability, but also deliver the flexibility to be installed in either a low voltage centralized installation, a Cat5 conventional installation or a wireless conventional installation. Or have a system with all three.

In keeping with LiteTouch’s industry-unique commitment to offer upgrade opportunities to all current LiteTouch systems owners, existing 5000LC CCUs can be easily upgraded by adding new C2000+ Hybrid cards into existing hardware.

LiteTouch is demoing Hybrid Installation Technology in the FIVEk system at the CEDIA EXPO. Hybrid technology will also be available in the LiteTouch Neo system in 2009.

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About LiteTouch, Inc.

LiteTouch lighting control products offer real-world benefits including convenience, security, time-savings, safety, energy conservation and design aesthetics. “Experience Lighting Control,” an online tour detailing many of these benefits is available at LiteTouch.com

LiteTouch, a lighting control industry leader for more than two decades, is headquartered in Salt Lake City, Utah. LiteTouch’s products are available through an extensive network of representatives, authorized dealers and distributors.

For more information and hi-res artwork, contact:

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[Experience Lighting Control at LiteTouch.com](http://ExperienceLightingControl.com)

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WIRED & WIRELESS
REFUSE TO CHOOSE