

FOR IMMEDIATE RELEASE

SWITCH AUTOMATION LAUNCH

Sydney, October 7, 2008

Digital Homeware is pleased to announce a change of name to Switch Automation. The change of name coincides with the launch of a new product range and the latest release of their operating system.

Automation companies are experiencing annual growth in excess of 25% pa. This explosive growth in demand is driven by several factors:

- Desire of consumers to introduce more technology in the home but have it easy to operate
- Legislation requirements to manage energy and water use in new buildings
- Demand of developers to provide a rich and interactive community

The growth in this market has brought many new entrants into the installer space. Switch Automation recognise this increase in integrators as an opportunity to provide a product that is simple to install and rapid to commission.

Switch Automation is a small, nimble and proactive technology company based in Sydney and has seized opportunities in this changing environment and bring product to market quickly.

The company has an underlying philosophy of integrating innovative technology using IP and open standards. Together with a range of interactive touch screens and integrated entertainment solutions, a range of VoIP based IP intercom solutions leverages widely used and fully scalable technology capable of video and voice communications over Ethernet or internet.

Switch Automation's solutions are designed for residential, business and hospitality including multi-residential apartments, gated communities and hotels.



ABOUT SWITCH AUTOMATION

Switch Automation specialises in the design, development and production of automation control solutions for residential, commercial, industrial and multi-dwelling applications.

Switch Automation products feature state-of-the-art technologies built on open standard, internet enabled architecture using simple structured cabling ensuring your project is completely future proof. With a wealth of experience, Switch Automation is the system of choice for supplying a completely integrated solution for a wide range of applications.

Switch Automation is a CEDIA (Custom Electronic Design and Installation Association) member and are proud to have developed systems that have been recognised by our industry for quality and innovation including the 2007 & 2008 Smarthouse Best of the Best awards for Best Automation System and Best Management System.

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