



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

LIFE|WARE PREVIEWS APPLE IPHONE AND IPOD TOUCH INTERFACES

The iconic handheld devices will become whole-home entertainment and automation controllers in next generation of Life|ware software.

Denver, CO – CEDIA EXPO 2008 – September 4 – 7, 2008 – Booth #410 – Exceptional Innovation, maker of Life|ware™ whole-home automation and entertainment solutions, will preview a Life|ware client interface for the wildly popular Apple iPhone and Apple iPod touch at CEDIA EXPO 2008.

“Life|ware was built to easily embracing the diverse hardware devices available in the home automation and Audio Visual marketplace,” said Seale Moorer, Life|ware’s chief executive officer. *“By offering iPhone and iPod touch clients for Life|ware; our dealers will be able to provide their customers with a powerful and affordable wireless remote control for Life|ware home automation and digital entertainment products.”*

Using an iPhone or iPod touch, users will be able to connect to their Life|ware systems over the home network. The iPhone and/or iPod touch then becomes a full-featured remote control giving the user complete access to and control of all of the home’s digital entertainment as well as home control subsystems like lighting, climate, security, surveillance and more.

“Consumers have quickly embraced the iPhone because it provides them with a great experience,” Moorer said. *“By adding Life|ware to an iPhone or iPod touch the great experience provided by these remarkable devices is extended to provide complete control over the various home automation devices, entertainment content, and AV devices in their home.”*

Moorer continues, *"I believe that these products are the start of how the connected world begins to come together for consumers and I am excited to see products like the iPhone and iPod touch coming to market so that consumers can easily manage their lives"*

Dealers can see the iPhone/Life|ware experience in Booth 410 during CEDIA EXPO 2008. Life|ware Certified dealers can learn more about Life|ware's upcoming offerings on lifewareuniversity.com. The iPhone and iPod touch clients will be available with the release of Life|ware 2.0.4.

For more information, please visit www.life-ware.com.

About Life|ware

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

Press Contact: Caster Communications, Inc. at 401.792.7080
Kimberly Lancaster klancaster@castercomm.com
Nick Brown nbrown@castercomm.com
Lauren Simmen lsimmen@castercomm.com
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