



For immediate release

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Veteran High-Tech Publisher Announces New E-Zine
Taps Burgeoning Z-Wave® Technology Market

DENVER, September 14, 2006 – ZWave World, Inc. (Portland, OR) today announced ZWaveWorld.com, a media property designed to meet the growing information needs of consumers interested in installing home control and automation products based on Z-Wave technology. The announcement was made at the Custom Electronic Design and Installation Association's (CEDIA) annual expo where many new Z-Wave products are expected to be unveiled to the trade industry of marketers, retailers, value added resellers, dealers, installers and manufacturers.

ZWave World CEO and a *Wired* founding publisher Randall Stickrod said, "In a few short years, Z-Wave has become the de facto standard in the home control and automation industry because Z-Wave products operate on a lower, less crowded RF channel and are completely interoperable with each other. Consumers can purchase them at their local home improvement stores and go home and install the devices themselves."

Stickrod added, "Z-Wave technology enables the HCA industry to move forward at a rapid clip, serving the growing segment of consumers who want the myriad benefits of home control wireless products."

According to Zensys, OEM and single source of the Z-Wave chipsets, there are currently 125 companies marketing nearly 150 Z-Wave consumer products and services with more than 300 products expected on the market by year's end. Zensys' Z-Wave technology was also the recipient of the recent Wall Street Journal's 2006 Innovation Awards in the wireless category.

For consumers, ZWaveWorld.com is designed to be their one-stop shop for the most comprehensive, informative and collaborative collection of Z-Wave products, services and technical information provided by trusted journalists and industry experts.

Catherine LaCroix, ZWave World's vice president of content elaborated, "The web site is being developed as the first and only independent news and information source covering Z-Wave home theatre, home lighting, motion sensors and home security and appliance control devices. It will offer product reviews and features, spotlight "killer" applications for the digital home, provide how-to articles, links to popular blogs and local installer listings and community forums for consumers to share tips and exchange ideas."

About the HCA Market

The Consumer Electronics Association predicts that the home system controller market will grow to \$3.2B by 2009. According to research firm Frost and Sullivan the home automation market will see a 9.8% CAGR from 2006 to 2012 with high-tech heavyweights such as Intel and Cisco throwing their support behind Z-Wave and consumer companies Leviton, Monster Cable, Logitech and Intermatic marketing more Z-Wave HCA products. According to San Diego analyst firm, On World Inc., by 2010 two-thirds of all home automation and control devices will be wireless.

About ZWave World

ZWaveWorld.com is the only independent website focusing exclusively on the Z-Wave technology offering. It is the one-stop shop for consumers' information needs about Z-Wave technology and the products and services currently available and in development that are Z-Wave interoperable and compatible. Geared primarily for consumers of Z-Wave products, ZWaveWorld.com presents news and product reviews, feature articles and "how-to's" with a trusted and authoritative voice, leading end-users through the discovery and education process to an informed purchase decision. In addition, ZWaveWorld offers the most vibrant online community of individuals in the Z-Wave ecosystem: consumers, vendors, dealers, VARs and manufacturers and service providers such as installers and contractors. The community is fostered and cultivated by the use of state-of-the-art collaborative and hosted communication tools in order to facilitate a robust exchange of Z-Wave technology views, ideas, tips and hints.

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