



## ***Press Release***

***For immediate release***

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### ***ZWaveWorld Offers “Thumbs Up, Thumbs Down” Reviews New Rating System Makes Buying Wireless Home Control Devices Easier***

PORTLAND, OR October 11, 2006—Have you seen the commercial where the husband asks his wife what a particular light switch is for, as he repeatedly flicks it up and down? The scene cuts to his neighbor’s car being pummeled by the garage door as it goes up and down in response to the light switch. Funny for sure, but as wireless home control devices become more commercially available, installing them could be a new reality show for the do-it-yourself (DIY) crowd.

“While the Z-Wave technology is solid and based on radio frequency protocol like your cordless phone, there’s still a trick to successfully installing the devices so they do what they’re intended to do,” said Scott A. Lowe, reviews editor for ZWaveWorld, the first independent website to provide consumers with news and product reviews about home control and automation (HCA) devices based on Z-Wave® technology.

And he should know. Scott and his wife Deborah are the real world lab “technicians,” installing a number of wireless home control devices that help them save energy, feel safer and provide conveniences like turning up the thermostat so the house is warm when they return home. Scott writes about their experiences in a diary-style prose that recounts their missteps so consumers can avoid the same mistake. He records the process and gives each product a grade—or frequency score—for how well it delivers on specific criteria such as “ease of use,” “value”, “ease of installation” and “documentation.” The frequency rating is either a strong signal to buy or a weak signal indicating a warning to consumers. Then he goes one step further in his “Rants and Raves” sidebar for each product review.

“We’ve all had the experience of taking a product out of the box and dealing with installation instructions and various components and hardware. Typically this process evokes a lot of rants and less often, a lot of raves, so I wrap up the reviews with a summary of my response to the total experience,” says Lowe.

ZWaveWorld.com introduced the new product rating system to help consumers choose the right wireless HCA products for their needs. But that’s only part of the strategy according to ZWaveWorld editor Catherine LaCroix, “We want consumers to benefit from the many conveniences Z-Wave devices offer without feeling threatened or completely inept at the task of installing these products. We also want to reduce the risk

so they can buy with confidence or at least be aware of the pros and cons of the product before they buy it.”

ZWaveWorld also hosts a community forum where consumers and other DIYers can share tips and hints, offer advice and ideas as well as recommend products or services. Visit [www.zwaveworld.com](http://www.zwaveworld.com) and read more about Scott Lowe’s adventure as he turns his home into his digital, state-of-the-art, remote-controlled castle.

### **About Z-Wave**

Z-Wave® technology is a low-cost, two-way, mesh network communications technology which enables everyday devices to be controlled and monitored wirelessly and securely from anywhere in the world. A fully developed, proven, affordable, easy-to-use and interoperable technology, Z-Wave is available in more than 100 wireless home control and automation products today, including lighting and appliance control, home entertainment, energy management, access control, security, and building automation. Z-Wave® is a registered trade mark of Zensys, Inc. and its subsidiaries in the United States and other countries.

### **About ZWaveWorld**

Launched in September, 2006 by veterans from the high-tech publishing industry, ZWaveWorld.com is the only independent website serving the burgeoning wireless home control market that focuses exclusively on Z-Wave technology, products and applications. ZWaveWorld, designed as a one-stop shop for consumers interested in Z-Wave products and services, 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 buying decision. By 2010, On World, Inc. projects that nearly two-thirds of all home automation and control devices will be wireless. Z-Wave, currently the de facto standard in wireless home control devices, is in the best position to benefit from this trend. ZWaveWorld is owned by ZWave World, Inc. in Portland, OR.

