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Dealers at Tech Week Get Advanced Preview of New ELAN , Sunfire and HomeLogic Products

Over 15 new Products and Major Software Releases Demonstrated by "The Power of Three" Companies

/24-7PressRelease/ - LEXINGTON, KY, May 16, 2008 -- ELAN Home Systems, Sunfire , and HomeLogic will debut over 15 new products, technologies and major software releases at Tech Week 2008 to attending Dealers at the over-sold conference, adding even more energy and excitement to this one-of-a-kind program. The unique compatibility of these new products demonstrate the ongoing commitment of the three companies to provide Dealers with easier to install systems, greater productivity and one-stop support. ELAN's Tech Week 2008 is being held from May 13 through 16, and is the industry's most intensive technical training event specifically designed and produced for ELAN, Sunfire and HomeLogic Installers. The announcement was made by Bob Farinelli, ELAN's Chief Technology Officer and President of ELAN, Sunfire and HomeLogic.

The trio of sister companies' new product, software and technology introductions presented all under one roof clearly communicates and demonstrates the group's new "Power of Three" initiative.

"The Power of Three" is ELAN, Sunfire and HomeLogic who have come together to deliver the first truly seamless home system for Dealers, backed by a support, training and sales infrastructure unlike any other in the business. While there are many facets to the Power of Three initiative, the following top-level highlights illustrate three major strengths the combined companies have to offer:

- Profit: The group's combined programs & streamlined selling provides unmatched economies of scale for Dealers.
- Productivity: The Power of Three creates efficiency through repeatable proposals, design packages, installations, one place and team for training, sales and Installer daily needs.
- Presentation: Together ELAN, Sunfire and HomeLogic provide the most complete face to a Dealer and their Clients, with Home Entertainment, Home Theater & IP-Based Control products that make sense, meet Customer needs and are all designed to work together.

Highlights of ELAN's specific product and software update introductions at Tech Week will include the brand new VIA! Valet10.0-EM 10" tabletop/under-cabinet Touch Panel/Widescreen Video Monitor, a major software update that allows for linking of up to eight SS1 System Stations, new 2-way serial drivers for enhanced control of Lutron HomeWorks lighting systems and Jandy Pool & Spa's Aqualink , a preview of ELANTOOLS - their next generation of Dealer setup software, and more.

Sunfire will showcase new product releases including the new 401 Series electronics platform for receivers and preamps; integrating Sunfire's proprietary amplifier technology with ELAN's OI Film Interactive Touchpads for Zone 2 control, Sirius Radio and front mounted gaming connectivity; and Sunfire models TGR-401 Receiver, TGP-401 Preamp/Processor and TGA-7401(7x400), 7201 (7x200), 5201 (5x200) Amplifiers with Sunfire's Trackingdown Converter output stage. These amps are the coolest running, most powerful in their class. New speakers will also be shown. Adding to the XT Series is the Cinema Ribbon Bipole - the only on-wall ribbon bipole available today, the Subrosa Subwoofer - the world's first 2700 Watt flat panel subwoofer, and the expansion of the High Resolution Subwoofer Series into complete 5.1 home theater speaker packages with the new HRS Sat4 and Sat 4c.

HomeLogic's new technology introductions at Tech Week include ELAN OI and VIA! compatibility, an enhanced A/V-Centric GUI, DVR functionality, updated drivers that provide advanced ELAN S8.6 and S12 Support, and ELAN serial and IR driver library support that allows import of any ELAN 1-way serial or IR driver into HomeLogic systems.

"Tech Week attendees are in for a real treat this go-around! They will get sneak peeks at upcoming products and technologies from ELAN, Sunfire and HomeLogic and see first hand how these three amazing companies have joined forces in an ongoing initiative we are calling 'The Power of Three'. Our goal is to help our Dealers attain greater economies

of scale and to have access to a combined one-stop team and location for all their Custom Install needs," stated Bob Farinelli.

"We are also excited to welcome and honor our 17 'Power of Three Dealers' and the 39 representatives from these companies who are here at Tech Week. We are committed to aggressively growing this initiative in order to deliver increased profit for our Dealers in everything that they do," added Farinelli.

In addition, Tech Week attendees will benefit from product demonstrations and updates presented by the conferences impressive group of Sponsors including Tech Week 2008's VIP Headline Sponsors, Lutron and Middle Atlantic Products, VIP Sponsors LiteTouch , Aprilaire , Panamax/Furman , and ATON as well as Media Sponsors, EH Publishing and Mendelsohn Media. The event has truly evolved into the industry's most elite educational forum and the ultimate platform for Dealers to get the all the updates and training they need for continued success in a focused environment under one roof. This is especially attractive in today's economy for business owners who are seeking to maximize expenses yet ensure that their staff is fully trained on all new products, technologies and installation practices.

ELAN's award-winning Tech Week has grown into the industry's most elite educational event and, this year, will bring together top ELAN, HomeLogic and Sunfire Dealers, VIA! Integration Partners and Media Representatives from May 13th through 16th at the Marriott Griffin Gate Resort in Lexington, Kentucky. Undoubtedly the industry's most intensive bi-annual technical training event, ELAN Tech Week has been specifically designed for the benefit of the companies' Technicians, Installers, and Programmers.

To learn more about ELAN's Tech Week 2008, please visit www.elanhomesystems.com/techweek08.

About ELAN Home Systems:

ELAN Home Systems is a leading manufacturer of innovative, award-winning Multi-Room audio/video and home control systems. Based in Lexington, Kentucky, the company's systems were the first to integrate audio, video, phones and third-party products to create a seamless, easy-to-use "whole house" experience. The company's unique products provide complete lifestyle, feature-rich solutions, yet can be configured to fit the specific needs of every homeowner. ELAN products are distributed through a comprehensive channel of select Dealers and Distributors throughout the United States, Canada and 58 countries worldwide. To learn more, visit www.elanhomesystems.com.

About Sunfire:

Based in Snohomish, Washington and founded by renowned audio innovator Bob Carver, Sunfire Corp. designs, develops, manufacturers and markets audio products that deliver exceptional performance, features and value, creating powerful, emotional Home Theater experiences wherever they are heard. Dedicated to improving the state of the art in audio, Sunfire's numerous patented technologies represent over 35 years of scientific research culminating in several industry firsts. Innovative patents include the Tracking Down Converter trade; power supply used in its acclaimed, award-winning subwoofers and amplifiers, as well as the High Pressure, High-Back-EMF technology also used in its subwoofers. Key Sunfire components include the True Subwoofer Series, TGA amplifiers, TGP-5 Processor, the TGR-3, and the High Resolution Series subwoofers. More information is readily available at www.sunfire.com.

About HomeLogic:

HomeLogic, LLC is dedicated to delivering market leading home management and control solutions that enhance a home owner's comfort, convenience and peace-of-mind. The company offers turn-key control solutions directly through Certified OneHome Dealers. OneHome systems provide an elegant user experience and require no custom programming simplifying the installation process as well as lowering the overall cost and complexity to homeowners. HomeLogic sells exclusively through a select group of direct Dealers. For more information visit www.homelogic.com.

ELAN is a trademark of ELAN Home Systems, LLC, Lexington, Kentucky. VIA! is a registered trademark of ELAN Home Systems, LLC. All other trademarks are property of their respective owners.

PLEASE NOTE -- ELAN's Chief Technology Officer and President of ELAN, HomeLogic and Sunfire, Bob Farinelli, is available for interviews and desk side briefings regarding Tech Week. He is also available to provide expert quotes and bylined articles upon request. To schedule an interview or discuss article options contact Steven Style at 212-465-1290 or stevens@stylegroup.com