



Allied Manufacturers of Motorized Products

FOR IMMEDIATE RELEASE
Oct. 21, 2008

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New Commercial and Home Automation Alliance, Allied Manufacturers of Motorized Products, Educates on Benefits of Motorization

Benefits of Motorizing Window Coverings and Shading, Projection Screens and Media Concealment Products Include Energy Savings, Luxury and Added Safety and Security

LOVELAND, Colo.– Allied Manufacturers of Motorized Products (AMMP) recently kicked off an initiative that includes its new Web site, www.ammpp.info, to inform architects, builders, designers, electricians and end-users about the benefits and availability of motorization within commercial and home automation solutions.

The new AMMP Web site features a dedicated section that highlights the benefits of motorization by category. Some of the benefits of motorization include:

- **Convenience:** Motorization provides a convenient and simple way to adjust or activate window coverings/shades, projection screens and media concealment products with the touch of a button.
- **Energy and Money Savings:** With the ability to control window coverings and shading remotely comes money and energy savings. Lower the shades in the summer to cut down on cooling costs, and raise them in the winter to allow sun to naturally heat the house during daylight hours.
- **Protection:** Motorized window coverings protect from heat and damage to furnishings, artwork and flooring. Motorized media concealment products protect plasma screen TVs and electronics from damage caused by the sun.

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- **Safety:** The integration of motorization increases safety by eliminating dangling cords that are hazardous to children and pets. In addition, motorization adds an extra layer of security to travelers with its timer feature that periodically lowers and raises window coverings, creating the appearance that someone is home.
- **Comfort:** Motorization boosts comfort by regulating room temperature and media concealment products eliminate glare on computer and television screens.
- **Luxury:** Motorization improves décor in a variety of ways, including concealing TVs with original artwork or eliminating cords from projection screens and window coverings.
- **Being on the Cutting Edge:** Integrating motorization into the home or commercial space adds a cutting-edge “high tech” feel and increased resale value.

“AMMP’s goal is to get people to understand the benefits of motorization and how motorization products can improve everyday life,” said Robin Reining, spokesperson for AMMP. “Our members’ products are truly unique – they’re cutting edge and luxurious, but also save energy and money and even improve safety. For this reason, we’re confident that when people become more aware of motorization, our industry will experience massive growth.”

AMMP is a collaborative alliance of industry leading manufacturers that aims to generate awareness of creating smarter homes and commercial spaces with automation products, as well as to connect automation dealers with motorization manufacturer dealers. The Alliance brings together the most prestigious manufacturers of interior and exterior window coverings and shading, projection screens and media concealment products as founding members, including BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Lutron Electronics Co., Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen, Vutec Corporation and Window Modes, LTD. AMMP is also currently seeking to add other visionary companies as founding members that are willing to invest in building the home control and home/commercial automation industry.

The AMMP Alliance is a marketing and promotional resource designed to increase sales of motorization products, boost awareness of motorization products within the home automation and commercial marketplace, educate current and potential customers about available

technologies, and to promote motorization to end-user customers and serve in building relationships between automation dealers and motorization manufacturer dealers. In addition, the alliance works to create a strong synergy dedicated to making motorization products the industry standard.

About Allied Manufacturers of Motorized Products

Formed in November 2007, Allied Manufacturers of Motorized Products (AMMP), is a consortium of leaders and manufacturers of interior and exterior window coverings and shading, projection screens and media concealment products. AMMP is committed to generating awareness of motorization products, meeting business goals of alliance members, offering a marketing initiative to help communicate the benefits of commercial and home automation products, as well as making motorization products the gold standard in the automation industry. Founding members of AMMP include: BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Lutron Electronics Co., Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen, Vutec Corporation and Window Modes, LTD. For more information about AMMP or for AMMP Alliance membership questions, contact Robin Reining at (970) 663.9344 or visit www.ammpp.info.

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