



**Contact:**

Melissa Hoistion  
R&J Public Relations  
[mhoistion@randjpr.com](mailto:mhoistion@randjpr.com)  
908-722-5757

**Booth #4949**

**Somfy System's ZigBee to Digital Motor Interface  
Wins 2012 Exc!te Award from Custom Retailer Magazine**

**INDIANAPOLIS, I.N. (September 5, 2012)** – Somfy Systems, Inc., the world's largest manufacturer of radio-controlled motors for interior and exterior window coverings, recently won a 2012 Exc!te Award from Custom Retailer Magazine for their ZigBee® Digital Motor Interface.

Each Year, Custom Retailer Magazine invites companies who have developed innovative, high-performing and solutions-oriented products for the custom installation professional to participate in the awards submission. This year, Somfy received acclaim for their ZigBee Digital Motor Interface which integrates Somfy's line of digital motors into third party ZigBee-based home automation systems. Somfy's intelligent digital motor technology provides two-way communication and real-time motor position status updates, giving users precise control over their motorized window coverings through their automation systems. Only one interface is required per motor and no external power is needed as the ZigBee Digital Motor Interface draws power directly from the motor.

"We are honored to receive this prestigious award for our ZigBee Digital Motor Interface from Custom Retailer Magazine," commented Somfy North America CEO and President Michael Lee. "At Somfy we work to be a leader of innovation in our industry. Receiving this award for our interface demonstrates that our engineering and product design teams continue to develop high-performing, consumer-friendly solutions."

The Exc!te Awards are held annually and recognize state-of-the-art products in the residential home automation market. Products are judged by the unique challenges custom installers face every day on the job and the impact these products have on the industry including the installers' productivity, the dealers' profitability, the clients' satisfaction and the industry's vitality.

The ZigBee Digital Motor Interface will be on display at the Control4 booth #4949 at CEDIA EXPO 2012. Please contact Melissa Hoistion at [mhoistion@randjpr.com](mailto:mhoistion@randjpr.com) to make an appointment. For additional information and images, please visit [www.randjnewsroom.com/Somfy/CEDIA2012.zip](http://www.randjnewsroom.com/Somfy/CEDIA2012.zip). For more information about Somfy's ZigBee interfaces, please visit [www.somfypro.com/zigbee](http://www.somfypro.com/zigbee).

**About Somfy Systems, Inc.**

Somfy, the world leader in manufacturing of specialized motors and electronic controls for residential and commercial interior and exterior window covering markets, has North American headquarters located in Dayton, N.J. For more than three decades, engineers at Somfy have been designing products to motorize interior and exterior window coverings such as interior shades, wood blinds, draperies, awnings, rolling shutters, exterior solar screens, projection screens and more. Somfy motorization



systems are easily integrated with security, HVAC, and lighting systems, providing total home or building automation. For more information, visit [www.somfysystems.com](http://www.somfysystems.com).