



**Contact:**

Melissa Hoistion

R&J Public Relations

908-722-5757

[mhoistion@randjpr.com](mailto:mhoistion@randjpr.com)

Booth #1343 & #4949

## **Somfy Celebrates CEDIA EXPO 2012 With Social Media Scavenger Hunt**

**INDIANAPOLIS, I.N. (September 5, 2012)** – Somfy Systems, Inc., the world’s largest manufacturer of radio-controlled motors (Radio Technology Somfy® – RTS) for interior and exterior window coverings, will be running a social media scavenger hunt contest at CEDIA EXPO 2012, giving expo attendees the opportunity to win Somfy Systems products, including their total home automation system, TaHomA® .

The contest is open to all CEDIA attendees and runs from Wednesday September 5<sup>th</sup> - Monday September 10<sup>th</sup> with special prizes for professionals and consumers. Participants must upload pictures taken at the show to Somfy’s Facebook contest page (found at [facebook.com/SomfyUS](https://facebook.com/SomfyUS)), including Somfy staff, Somfy products, CEDIA keynote speakers and other CEDIA related items. Integration professionals can win a TaHomA training and system package or a WireFree™ Solar Pack Demo Kit; consumers are eligible to win up to \$150 worth of iTunes gift cards. Winners will be notified on Monday September 17<sup>th</sup>.

Somfy Systems will exhibit at CEDIA EXPO 2012 at the Z-Wave Alliance™, booth #1343 and Control4® booth, #4949. The Z-Wave alliance will be featuring Somfy’s total home automation system TaHomA®, which provides a simple, intuitive interface to maximize energy efficiency by promoting automation of a home’s “Energy Triangle” – natural light, artificial light and temperature. At the Control4 booth attendees can experience Somfy’s 2012 Exclte Award-winning ZigBee® Digital Motor Interface controlled by a Control4 system. This interface wirelessly integrates Somfy's line of digital motors into Control4 systems as well as third party home automation systems that use ZigBee technology. Both booths will feature several Somfy motors as well as a variety of interface devices for third party integration.

For more information on Somfy’s CEDIA EXPO 2012 Scavenger Hunt Contest please visit Somfy on Facebook at ([facebook.com/SomfyUS](https://facebook.com/SomfyUS))

If you are interested in speaking with a Somfy representative at the Z-Wave Alliance, booth #1343, or Control4, booth #4949, please contact Melissa 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)



**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).

###