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FOR IMMEDIATE RELEASE

**BITWISE CONTROLS™
MANUFACTURER OF NETWORKED CONTROL SYSTEMS
LAUNCHES DEALER PROGRAM
FOR CUSTOM INTEGRATION FIRMS**

Offers Increased Technical Support, Multiple Custom Options And Profitability
From New All-In-One Networked Peripherals

September 8, 2008, Larkspur, CO – BitWise Controls announced today their new direct-dealer program, designed to offer increased technical support and profitability to professional systems integrators. Integrators can incorporate the new BC4™ standards-based control system network interface as an integral part of their custom installations in commercial, industrial, educational, and residential markets. The BC4 will offer dealers the options and advantages of installing IP-based software and control systems with modular I/O Expansion, Power-Over-Ethernet and robust Two-Way TCP or UDP Communications, to control and monitor virtually any hardware device available today, anywhere.

BitWise Controls Dealers will have priority telephone access to technical support personnel, as well as email and online support. In addition to the support documentation publicly available on the BitWise Controls website, dealers will have access to resources such as CAD drawings, whitepapers, and training materials.

The BitWise Controls dealer program will also offer Custom Integrators increased profitability, and accessibility. While there are no current plans to institute a “minimum volume” to retain dealership status, increased sales will result in increased margins for Integrators, on a sliding scale.

Lance Beck, CEO of BitWise Controls said “ Having integration backgrounds, we understand that custom integration firms come in many different sizes, so we want to be accessible to smaller dealers, while rewarding loyalty from all dealers”

The BC4 is the only PoE-capable product of its type on the market. Designed for compatibility with all popular control systems, it incorporates features like configurable Analog/Digital GPIO, Relay outputs, an IR engine with massive pre-programmed library and learning, and an incredibly powerful two-way command protocol.

Details on this program are available by contacting [BitWise Controls](#).

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If you'd like more information about this topic, or to schedule an interview with Lance Beck, please call Michael Sherman at 662-893-8360 or send an email to msherman@bitwisecontrols.com

About BitWise Controls

Designed and backed by over 20 years of mission-critical control, monitoring, and AV systems integration experience, Bitwise Controls is uniquely equipped to provide powerful and flexible products for the

expanding commercial, industrial, educational, and residential control-systems markets. Bitwise Controls was founded by veteran industry leadership in 2008 with the goal of offering innovative and reliable new products, designed, tested and manufactured in the USA. For more information, go to www.bitwisecontrols.com.