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FOR IMMEDIATE RELEASE

BitWise Controls Expands Presence in the Commercial and Home Automation Markets with the Announcement of Project Editor Software

March 15, 2010, Englewood, CO – BitWise Controls, manufacturer of IP-enabled control products for commercial and home automation systems, announces the release of Project Editor Software for on-board macro creation, custom GUI editing, and configuration of hardware parameters. The software moves the BC4 away from being a simple IR or RS232 to Ethernet converter to being a feature-rich automation solution priced for mass market appeal. To download a 14 day trial of the full version, visit the download section of the BitWise website.

Lance Beck, CEO of BitWise Controls, says "Macro functionality gives power to many commonly used interface options, like remote controls, iPhone/iPad apps, PC based control software and touch screens. Our new software allows users to take full advantage of the scalability and distributed control capabilities of the BC4 system."

Using the new BC4 Project Editor software, users can create powerful activity macros, such as "System On", "System Off", "Watch DVD", favorite channels, lighting scenes, and more. Configurable user variables and signal sensing parameters allow the system to know which products are on or off. This allows users to create reliable control macros, even when using components that don't have discrete power or input commands. Macros can be triggered by apps from BitWise Integration partners, custom GUIs created using the Project Editor software, or even a traditional IR remote using the BitWise BC-IR1 RS232 IR receiver.

Mark Buster, CTO of BitWise Controls, says "This software lets installers quickly and easily create and set up devices to be controlled. Once the devices are created, it's a simple matter of dragging device commands into macros, and even evaluate user variables or hardware states. The GUI design capability lets users create custom GUIs which can be used on many of the devices customers are already using, like desktop computers, mobile devices."

Ron Pitcock, Jr., Director of Business Development says "High end automation does not have to be expensive. The BitWise product creates a whole new category in the automation market... affordable control solutions that offer features of much higher priced products. Businesses and consumers alike are looking for an affordable, easy to use control product." The BC4 can tie in video sensing, routable IR, bi-directional RS232 communication, digital input/output and analog input for a wide array of automation and control possibilities.

For more information about and to see tutorial videos about Project Editor Software, visit the web page at www.bitwisecontrols.com/projecteditor.php.

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If you would like more information about this topic, or to schedule an interview with Lance Beck or Mark Buster, please call Ron Pitcock, Jr. at 720-746-2456

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 control and automation 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.