

# ***NEWS RELEASE***

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## **AMAZING CONTROLS! NAMES IMAGE PROFESSORS PUBLIC RELATIONS AGENCY OF RECORD *Rapidly Growing 'Intelligent Home' Systems Developer Selects Massachusetts- Based Consultancy To Execute Launch Campaigns***

**NORTH ANDOVER, MASS.** --- Amazing Controls!, Inc., developer of 'intelligent' home and building control systems, has selected Image Professors as public relations counsel as the company emerges from stealth mode to launch new products and services.

Located in Los Gatos, California, Amazing Controls! manufactures and designs modular hardware and intuitive software solutions for intelligent building controls providing the ability to independently customize and control environments. "Intelligent or smart" buildings or properties maintain the unique ability to control security, lighting, temperature, access and other environmental aspects from distances as far as the Internet can reach—or as close as is necessary to flip a switch.

Image Professors will develop and execute a comprehensive communications campaign focusing on targeted media relations, brand establishment, analyst relations and collateral material content. In addition, the firm will assist Amazing Controls! with launch campaigns for its unique environment control system called Amazing World!, as well as iDoor™, a secure access control system which integrates smart cards and devices for automobiles and PIN numbers and biometrics for access by humans.

"As we deliver a unique technology for property managers and home owners seeking a customizable and personalized means of controlling environments and access to all buildings, we know well how marketing and PR will help us to raise the profile of unique applications for our solutions," said Raj Marya, CEO and president of Amazing Controls! "We selected Image Professors because of their proven expertise with marketing launches for start-ups and their ability to help us communicate our differentiation with clarity to a broad audience of consumers and property and resort owners."

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Since its founding, Image Professors has executed campaigns for clients of multiple market disciplines including telecommunications, wireless, peer-to-peer, Internet and consumer. The firm's work with Amazing Controls! will serve to further experience in both the technology and consumer markets as 'intelligent building' applications are becoming more prominent in both resort properties and personal residences.

"Amazing Controls! has a very unique and compelling story to tell," said Wendy Bulawa, principal of Image Professors. "While a relative start-up, it already has a short list of exceptional clients. The 'gee whiz' factor of its technology is also of note, since the ability to turn lights on and off, change the temperature of a room or turn on the jets in a hot tub all from your office via the Internet, is 'amazing'... just like the company's name. We're very excited to have the opportunity to work with the organization as it evolves to stardom."

#### ***About Amazing Controls!***

Amazing Controls!, Inc. develops and markets intelligent commercial and residential control systems. With offices in Los Gatos, Calif. and the Netherlands, Amazing Controls! manufactures modular hardware and intuitive software solutions for intelligent building control, industrial automation, and access, climate and property control. Using the power of existing infrastructures, such as the Internet, Ethernet cabling and high-speed connections, Amazing Controls! gives users the ability to independently customize and control their environment. Currently, Amazing Controls! promotes its technology in commercial buildings, privately-owned homes and entertainment venues located around the globe. More information on the company can be found at [www.amazingcontrols.com](http://www.amazingcontrols.com).

#### ***About Image Professors***

Committed to the highest standard of excellence, Image Professors was founded in 1999 as a strategic public relations and communications consultancy. Based in metro Boston, the heartland of New England's technology center, Image Professors' client roster contains members from both high technology and consumer markets. The firm specializes in media and analyst relations and innovative communications campaigns which require a creative edge. More information can be found on the organization's web site located at [www.imageprofessors.com](http://www.imageprofessors.com).

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