

## **iControl Network Inc.'s CEO & President, Reza Raji, to speak at Silicon Valley Boomer Venture Summit**

Boomer Venture Summit: Reza Raji will speak on iControl and the Boomer market on Tuesday, 21 June 2005 at 1:15PM.

Silicon Valley Boomer Venture Summit, produced by SmartSilvers Alliance in partnership with the Center for Innovation and Entrepreneurship and the Leavey School of Business, will take place June 21, 2005, at Santa Clara University in Santa Clara, CA. The conference focuses on trends and possibilities in the boomer market defined as consumers 40+ years of age.

Smart companies are tapping into the largest and fastest-growing market segment in the U.S. and globally. The burgeoning boomer market is now 77 million individuals strong. It represents more than \$2 trillion in annual spending. Households headed by someone 40 or older hold 91% of America's net worth.

iControl helps boomers by providing content about their lives-- information about their children, elderly family members, their home, vacation home, or even a small business. iControl's solutions provide real time, interactive information to any Internet-enabled device so that boomers can stay connected to their family and property. iControl makes this possible through monitoring and control solutions that for the first time are easy-to-install, easy-to-use, entirely Web-based, affordable and comprehensive in the information they provide.

The iControl solution is comprised of three elements: the iControl box, dozens of devices (cameras, motion sensors, door/window sensors, emergency pendants, water sensors, thermostats, lighting modules, etc.), and a personal web page through which a consumer can monitor their property, check in with family members, or manage their business. The services are designed to meet the business and technical needs of broadband service providers, Internet portals, telecommunication companies and consumer electronics retailers and manufacturers through whom iControl sells its services and products.

### **About iControl Networks**

Palo Alto-based iControl Networks is a software and services company providing mass-market solutions for the home monitoring market, designed for residential and small-business use. iControl Networks

partners with service providers, Internet portals, telecommunication companies and consumer electronics retailers and manufacturers to bring its solutions to market. Visit us at [www.iconcontrol.com](http://www.iconcontrol.com).

#### About Silicon Valley Boomer Venture Summit

Hosted by the Center for Innovation and Entrepreneurship of the Leavey School of Business at Santa Clara University, the Silicon Valley Boomer Venture Summit is an annual event that highlights the key elements from the What's Next? Boomer Business Summit and \$10,000 Business Plan Competition, held this year in Philadelphia. Attendees and exhibitors have one thing in common—they invest in or serve the 40+ boomer consumer. To learn more, go to [www.boomerventuresummit.com](http://www.boomerventuresummit.com).