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**Next Generation of Home Monitoring Unveiled Today at DEMO@15! Conference**

(Phoenix, Ariz./DEMO@15!, Feb. 14, 2005) – iControl Networks™ today announced the first home monitoring solution that is easy-to-install, easy-to-use, entirely Web-based and affordable. For less than \$500, iControl™ offers relief for adults with busy lifestyles by enabling them to monitor their children and family members and check in on their home and business while they are away. It provides remote access to the safety, security and comfort devices installed at any premises via a Web browser, a cell phone or a PDA from anywhere, at any time. Consumers can receive notifications remotely, make changes to devices at their premises, and view still images and video. The iControl solution is ideal for providing extra security for a parent with Alzheimer's, knowing a child returns home safely from school, turning on the heat at a vacation home, or checking foot traffic in a place of business.

iControl will begin sales this summer through broadband service providers, Internet portals and telecommunication companies who are seeking differentiated service offerings to retain customers, increase revenue and extend their brands. In development for two years, iControl was built to scale to serve the needs of millions of users through service providers.

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“We have reinvented the home monitoring market by applying the advances in human interface design, the power of the Internet, and the growing availability of WAN and Wi-Fi connectivity to create a mass market solution that provides information rather than data and extends the reach of the Internet,” explained Reza Raji, president and CEO of iControl Networks. “We are looking forward to presenting iControl on stage and demonstrating how no other company has created a solution for this market that is as complete, affordable, and easy to install and use.”

The iControl solution consists of three elements: the iControl box, devices such as wireless cameras, sensors and thermostats, and a subscription service providing online access through a personal web page. While other systems require professional installers, consumers can easily install this solution with a screwdriver in a matter of an hour. Entirely Web-based, the iControl solution operates without software clients or a dedicated PC. The online “dashboard” offers comprehensive control and information, rather than just alarms and alerts.

“iControl Networks provides the missing piece in the digital home puzzle,” said Chris Shipley, executive producer of DEMO@15!. “iControl complements the entertainment, communication and PC offerings in the home by providing a level of information and control that allows people to pursue a flexible lifestyle yet protect, care for, and connect with their loved ones and property whenever and wherever they may be.”

#### 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 and telecommunication companies to bring its solutions to market. Visit us at [www.icontrol.com](http://www.icontrol.com).

#### About DEMO@15!

The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information on the DEMO conferences, visit <http://www.demo.com/>.

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