

PROFILE	<p>Based in Westerville, Ohio, Exceptional Innovation manufactures Life ware™ home automation and digital entertainment software and hardware solutions. Exceptional Innovation brings extensive experience with distributed computing based on open standards and open architecture together with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.</p> <p>Today, Exceptional Innovation employs over 100 people, including a wide range of software and hardware engineers, call support professionals, testing engineers, technical writers and management. While the company designs, manufactures, and sells a range of products through established distribution channels, its primary product is the Life ware software solution. The company designed Life ware on industry leading standards, forging a new path in the home automation and control industry allowing solutions to be packaged, designed, installed and configured more quickly, easily, and affordably.</p>
TECHNOLOGY	<p>Life ware's flexibility is a result of its standards-based architecture. Life ware was designed around Web Services, including Devices Profile for Web Services (DPWS). DPWS is used by Life ware to create a plug and play environment for any device that connects (wired or wirelessly) to the home network. Life ware's hardware neutrality allows it to control a variety of automation devices including lighting, thermostats, security alarms, cameras, shades, audio/video devices, motion sensors, energy monitoring controls, utility metering devices, home healthcare devices and more without expensive programming. Additionally, Life ware's design allows it to run on a variety of computing platforms including the Microsoft Windows family of operating systems, Apple O/S including the iPhone, and Linux based devices.</p>
HISTORY	<p>Exceptional Innovation has been a leading innovator and proponent of Web Services-oriented architecture, simple user interfaces, and graceful control of disparate devices. The company's founders have decades of robust software development experience in multiple industries including high-end, industry-leading point-of-sale solutions to major retailers worldwide. Exceptional Innovation also benefits from long-standing relationships and aligned vision with Microsoft and other industry leaders.</p>
HEADQUARTERS	<p>Exceptional Innovation, LLC is located in the Columbus, Ohio suburb of Westerville in a new 46,000 square-foot facility that features a fully automated, state-of-the-art 2000 square foot automated Smart Home.</p>
OWNERSHIP	<p>Privately held</p>
FOUNDED	<p>2004</p>
EMPLOYEES	<p>100+</p>
SR. MANAGEMENT	<p>Seale Moorer, Co-Founder and President</p> <ul style="list-style-type: none">• President / CEO of Unlimited Solutions, Inc.; former Non-executive officer of NSB Retail <p>Eric Eichensehr, Co-Founder and Chief Technology Officer</p> <ul style="list-style-type: none">• Former Chief Technology Officer, NSB Retail Systems, Inc. <p>Steve Cashman, Chief Strategy Officer</p> <p>David Freeland, Chief Financial Officer</p>

PRODUCTS

- Life|ware™** Exceptional Innovation produces Life|ware – standards-based, hardware-neutral home control software for lighting, thermostats, security systems, cameras, window shades, audio devices and appliances. Life|ware can be seamlessly integrated into a media server to merge home control with digital entertainment through a simple remote control or touchscreen interface.
- Life|ware Visual Project** Life|ware Visual Project is the all-in-one configuration tool for Life|ware. It's intuitive interface and drag-and-drop functionality make configuring Life|ware easier than ever before. Discover and add new devices on the fly. Drag and drop your triggers and schedules. Point and click to create your Life|scenes — no custom programming required. And it's a breeze to personalize installations with custom icons and colors. Life|ware Visual Project makes it simple to keep your customers satisfied.
- Life|media®** Life|media is a powerful Media Center PC optimized for complete digital entertainment and home automation. With premium construction and the look and feel of high-end A/V equipment, Life|media provides 500GB to 4 Terabytes of storage for digital music, movies, pictures, and recorded TV, plus instant access to Life|ware's home control.
- Life|point®** Life|point is EI's all-digital, high-definition-capable LCD touch panel, available in 8.9- and 12.1-inch models for both HD video display and comprehensive home control via Life|ware. Features include Windows® XP Embedded, capacitive touch overlay, 2GHz Intel® Pentium® M CPU, 1GByte DDRAM, stereo speakers, condenser microphone, and 40GB industrial-grade hard drive.
- Life|controller®** Life|controller is EI's DPWS-enabled, dedicated home automation system controller with Windows® XP Embedded, on-board RAM, and a 40Gbyte industrial-grade hard drive. An extremely powerful in-home server, Life|controller is available in both structured cable box and rack mount versions to fit a variety of applications requiring speed, versatility and reliability.
- Life|storage™** Life|storage, with its 1-gigabit network capability and 2 TB RAW/1.5 TB RAID 5 storage, is the ultimate solution for digital media storage. With Life|point® touch panels or Media Center computers, Life|storage provides instant access to your music, movies, pictures, and recorded TV anywhere in your home.
- Life|vision™** Life|vision gives you instant access to television anywhere in your home via Life|point® touch panels. Surf up to four channels simultaneously just by tapping on the screen. Boasting full 1-gigabit network capability and 250 gigabyte storage in a rack-mount or set-top unit, Life|vision meets your most demanding television viewing needs.
- Life|link™** Life|link is EI's self-contained DPWS-enabling module for home control systems. Life|link converts a home automation controller's programming interface (such as a security system) or a device (such as a light or audio switcher) into a Web Service Device and implements it via Ethernet connection to a network.

MEDIA CONTACT

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Logos and images are available at www.life-ware.com/np_press_resources.php