

FOR IMMEDIATE RELEASE

## On Controls Adds Resources, New Website, Positioning Brand as Ultimate Connected Home Solutions Provider for the Custom Integrator

*Enhanced online presence and emphasis on dealer training initiatives highlight On Controls commitment to the CEDIA channel*

**Detroit, MI July 15, 2014** – On Controls ([www.oncontrols.com](http://www.oncontrols.com)), a leader in cloud-based smart home and commercial control solutions for professional installers, has announced today the unveiling of substantial new resources to support the brand's growing base of authorized integrators. These initiatives include a revitalized website, an online training resource called On Controls University, updated Apple and Android device apps and enhanced technical support services. "Providing these critical tools to our growing network of integrators is paramount to the success of the On Controls brand," stated company CEO Itai Ben-Gal. "Our objective is to offer customizable control and automation products and services designed specifically for the CI channel, able to accommodate any installation regardless of size, scope, or budget. On Controls dealers can deliver the intuitive and reliable connected home functionality their customers desire while maximizing current and recurring profit opportunities," Ben-Gal added.

### **New Website**

The bold new On Controls web destination features an improved user experience to support the evolution and rapid growth of the company. New features include a *dealer locator* to help consumers identify and contact a nearby integrator and a refreshed *dealer portal* that will point integrators to critical support and training resources including the company's most comprehensive learning tool, On Controls University.

### **Training**

On Controls University removes all mystery from the concept of a cloud-based control and automation technology, enabling sales and installation professionals to go through a series of online courses at a pace that best suits their rigorous schedule. Required for authorized On Controls dealers, these training resources cover all critical aspects of the On Controls platform encapsulated neatly in 13 concise, instructive videos. On Controls University has been designed with great care to teach in an engaging manner, guiding integrator teams through sales information, setup and use of the *account/customer management tool*, and system programming in our *On Controls builder software*. The online training concludes with an opportunity for integrators to test their skills by building a program that controls a "live" system running within the On Controls lab in Detroit.

### **Product Updates**

Recent new app updates for both iOS and Android focus on usability for automation modules, enhancements for improved stability and better overall performance. Also new is an IP tracking feature that enables the system to locate devices on the network even after a power outage or reboot for reliable deployment and trouble-free operation. Apps on both platforms now support Nest control, as well as a host of other new features and improvements.

### **Support Services**

On Control's Technical Support Representatives (TSR's), accessible by phone and/or email, are trained industry professionals on the leading edge regarding industry trends and the integration challenges that

installers confront in the field. Additionally, On Controls now offers a *Concierge Service* so that integrators can have a support team member, armed with detailed data about a specific residential or commercial installation, standing by at an appointed date and time. This onsite support improves efficiency, bolsters confidence for the integrator and has already proven to be an invaluable brand differentiator for both new and current On Controls dealers.

**Please visit On Controls at the 2014 CEDIA Expo, Booth 1132**

**About On Controls:** On Controls brings the convenience, luxury and security of smart home technology to the Apple and Android phones and tablets already familiar to millions of consumers. An award-winning Wi-Fi-based platform, On Controls leverages the efficiency of the cloud, enabling integrators to deliver more connected home features and better service to their clients. From a single room to the largest residential or commercial applications, On Controls allows integrators to initialize, upgrade, add new features and sync remote setups to a client's tablet or phone via our web portal from anywhere in the world. On Controls is an intuitive, reliable, robust, and reboot-free system that will simplify your life! [www.oncontrols.com](http://www.oncontrols.com)

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