

PROFILE

Based in Westerville, Ohio, Exceptional Innovation manufactures the Life|ware[®] family of home automation and digital entertainment software and hardware solutions. Exceptional Innovation brings extensive experience in distributed computing based on open architecture together with formidable home control and software development expertise to deliver seamless, life-enhancing solutions for residential, energy management, health care and commercial applications.

While the company sells a range of products through established distribution channels, its primary product is the Life|ware software solution. Designed using open standards, Life|ware is forging a new path in home automation and entertainment, health care, energy management and commercial control by allowing customized solutions to be designed, packaged, installed and configured more quickly, easily, and affordably.

HISTORY

Since its inception, Exceptional Innovation (EI) has been a leading innovator and proponent of Web Services architecture and graceful control of disparate systems via simple user interfaces. EI's founders combine decades of software development experience with a history of delivering high-end, point-of-sale solutions to major retailers worldwide. With the benefit of long-standing relationships and aligned vision with Microsoft and other industry leaders, EI has evolved into a provider of solutions that connect people to the resources and services they need for better living.

Today, Exceptional Innovation employs over 100 professionals, including software and hardware engineers, call-center support staff, testing engineers, graphic and web designers, and technical writers— all supported by a world-class management, marketing, and administrative team.

TECHNOLOGY

Life|ware's flexibility is a result of an open standards-based, web-services architecture that leverages Devices Profile for Web Services (DPWS) 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. Life|ware's open architecture also allows it to run on a variety of computing platforms including the MS Windows family of operating systems, Apple OS (on devices such as the iPhone), and Linux-based devices (such as Tru2Way[™] set-top boxes and TiVo[®] DVRs).

HEADQUARTERS

Exceptional Innovation, LLC is located in the Columbus, Ohio suburb of Westerville in a modern 46,000 square-foot facility that includes a state-of-the-art, fully automated Smart Home.

OWNERSHIP

Privately held

FOUNDED

2004

EMPLOYEES

100+

SENIOR MANAGEMENT

Seale Moorer, Co-Founder and President

- President / CEO of Unlimited Solutions, Inc.; former Non-executive officer of NSB Retail

Eric Eichensehr, Co-Founder and Chief Technology Officer

- Former Chief Technology Officer, NSB Retail Systems, Inc.

Steve Cashman, Chief Strategy Officer

David Freeland, Chief Financial Officer

PRODUCTS

- Life|ware**[®] Life|ware is standards-based, hardware-neutral home control and entertainment 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. Its intuitive, drag-and-drop interface make it easy to personalize installations with custom icons and colors, discover and add new devices on the fly, create triggers and schedules, and create preset Life|scenes — with no custom programming required.
- 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 4TB of redundant storage for digital music, movies, pictures, and recorded TV, plus instant access to Life|ware 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, 1GB DDR RAM, 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 40-Gbyte 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, featuring 2TB of RAW/1.5 TB RAID 5 storage and 1-gigabit network capability, is the ultimate solution for digital media storage. With Life|point[®] touch panels or Media Center computers, Life|storage provides instant access to music, movies, pictures, and recorded TV from anywhere in the home.
- Life|vision**[®] Life|vision provides instant, multi-channel, whole-home access to television via Life|point[®] touch panels. Boasting full 1-gigabit network capability and 250-gigabyte storage in a rack-mount or set-top unit, Life|vision meets even the 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. Available in wired and wireless versions, Life|link provides fast, secure serial or IP conversion, as well as contact, trigger and relay functions for device and system control.

MEDIA CONTACT

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