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Press Release

**ISE 2012 Hall 1, Booth N2**

## **WoW Switch™ – A TRUE MARINE TOUCH INTERFACE FOR CUSTOM INSTALLERS**

Unique Automation went into business in 2003 as a custom installer and soon became a Crestron and AMX dealer. It became apparent that the bathroom is neglected by home automation equipment manufacturers as it presents many challenges (primarily water). The bathroom companies from the other side of the fence did not see much benefit in making complicated and home automation compatible products. This presented an opportunity and bathomatic® was born on the border neglected by both industries and became synonymous globally with bath automation.



At the early stage of development bathomatic was designed for Custom Installers and there was little need for a special interface as the Custom Installers business is in integration and creation of good looking GUIs. However bathomatic could not go out to the market place without a simple interface. The important criteria were to be plain, customisable and not too expensive to make, as we did not know how an owner of a revolutionary new device may expect to interface with it. At that time, just before the iPhone came out and changed the way we use the mobile phone, we looked at the new touch technology. It all looked simple and we went in.....

After six year continuous R&D and a huge investment we realised that a simple start can lead to an eventful and expensive business life. There are just too many challenges in touch and the biggest one is when “touch” comes in contact with water and cleaning products. We took touch to the next level and have now created the **TRULY MARINE TOUCH INTERFACE FOR CUSTOM INSTALLERS**. We called it the WoW Switch

Custom Installers can take the WoW Switch and address it on RS485 as an ordinary display touch panel from AMX, Crestron or others while taking advantage of its slim design which is only 8mm thick for surface mounting and 4mm thick for in-wall installation. It measures 87mm square or enough to cover 1-gang UK or European switch back box.

The WoW Switch has a display with set page layouts, which can be filled with text or used as bar graphs with text alignment and auto-scrolling. The touch button area has buttons a rotary slider. A pop-up page on the display facilitates the use of the rotary slider as a menu navigator. The rotary slider has a very organic feel and is perfect for dimming lights or ramping up the volume.

Custom Installer can implement vertical and horizontal sliding anywhere on the buttons are to create page or menu flips to respond to their customers new habits from the use of tablet like devices

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