



For Immediate Release

NEW INTELLIGENCE IN GARAGE DOOR OPENERS

A New Generation of LiftMaster Garage Door Openers and Accessories Enabled By MyQ™ Technology

Tempe, AZ – August 23, 2011 – 1st United Door Technologies debuts a new generation of LiftMaster residential garage door opener models enabled by MyQ™ technology, a patented, two-way intelligent communication system embedded in two new units that will take homeowner freedom and convenience to an entirely new level.

LiftMaster, the number one brand of professionally installed garage door openers and access solutions, introduced the groundbreaking technology into two units of a new line, the LiftMaster Elite Series™ Belt Drive 8550 and the Premium Series Chain Drive 8360. They clearly demonstrate how wireless technology works alongside MyQ-enabled accessories.

Paving the way as the new intelligence in garage door openers, these models feature an enhanced logic board that functions as a new, smarter ‘brain’ inside. As one of two radios on the board, the patented MyQ technology, utilizes a two-way communication system that enables these advanced units to open and close the garage door as well as manage other household devices.

For the first time ever, the garage door opener can wirelessly send and receive messages and commands to other household devices that are plugged into LiftMaster accessories enabled by MyQ technology, expanding the garage door opener beyond only opening and closing door.

Through a cutting-edge, two-way communication system, the new lineup of LiftMaster openers enabled by MyQ technology has the ability to manage and activate other MyQ-enabled devices within the home. Outfitted with two separate radios, a “worker” radio (Security+2.0 which uses 310, 315 or 390 MHz) and a “communication” radio (MyQ technology, which uses 900 MHz), a homeowner can turn lights on or off in the home or operate the garage door with a remote or from anywhere in the world using a smartphone or personal computer, depending on the type of LiftMaster MyQ-enabled accessory plugged into the household device.

Working with the two-way communication system built into each new opener, LiftMaster developed an array of functional and innovative accessories ideal for any homeowner who wants more freedom and control while also elevating the security and convenience of their home.

Synced up with the same 900 MHz frequency, the LiftMaster Garage Door Monitor (Model 829LM) displays the status of the garage door from within any room of the house. This innovative base station receives an alert from the garage door opener, which has the sensor built in to the system. If the door is open, the garage door opener will alert the base station which will blink red and an audible noise will sound; if the door is closed, the garage door opener will inform the base station and the light on the monitor will illuminate green until the status of the door changes.

This feature offers the homeowner added convenience and peace-of-mind that their garage door is open or closed when it should be.

Homeowners will never have to enter a dark home with the LiftMaster Remote Light Control.

These adaptors, enabled by MyQ technology, plug into the wall outlet or socket. By plugging any household lamp or light fixture into the Remote Light Control adaptor, a homeowner can easily and conveniently manage that light; switch it on or off with a simple press of a remote button or brighten up their entranceway to the home, front hallway, mudroom, kitchen or living room as they pull into the driveway, providing added visibility and security.

Taking home automation to a new level, LiftMaster is also unveiling the internet gateway (828LM). By simply plugging the LiftMaster Internet Gateway into an existing router with a live internet connection, homeowners can now monitor and control their garage door opener and 15 additional devices enabled by MyQ technology from anywhere in the world using a smartphone or a computer.

Once a homeowner plugs in the LiftMaster Internet Gateway accessory to their existing internet connection they will be prompted to register their device on MyLiftMaster.com, which serves as the hub for managing all registered MyQ devices. In addition to this web site, homeowners can also obtain the LiftMaster app where all apps are sold, and control their MyQ registered devices from their own smart phones. The gateway allows access from anywhere, not just from within the home, providing a truly elevated level of freedom and control.

In addition to rich features and benefits, the new line of LiftMaster garage door openers enabled by MyQ technology consume just one watt of energy per hour when in standby mode, compared to older units, which use five to six watts per hour in standby mode. The efficient new units were crafted to be able to fit energy-saving CFL light bulbs.

LiftMaster is the number one brand of professionally installed residential garage door openers, as well as a major manufacturer of commercial door operators, residential and commercial gate operators, telephone entry systems and related access control products. Driven by the access and security needs of the marketplace, LiftMaster's expansive line of state-of-the-art residential and commercial products are designed to fit any lifestyle or application, providing consumers with the latest technology and innovations in safety, security and convenience.

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