



Centralite®

all together now

2016 Press Kit



Centralite 2016 Press Kit

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[Centralite Systems](#) is the one destination for software and hardware Internet of Things (IoT) solutions that make life easier for both developers and consumers. Established in 1997, the company has been leading the industry in delivering end-to-end software and hardware technology solutions for some of the most prominent businesses in the connected home space, such as Samsung/SmartThings, Lowe's, Comcast, Time Warner Cable, and more.

Centralite's [Jilia](#), a new cloud-based IoT framework, is helping developers create innovative IoT solutions by allowing them to create customized "pathways" between connected devices very quickly, using a single, simple API framework. With the introduction of Jilia, Centralite is looking to position itself right in the middle of the Internet of Things. As a result, Centralite is now leading the IoT revolution and helping developers create customized IoT solutions that "make people's lives easier." So impressive was the launch of Jilia that on October 13, 2015, it was recognized at the I Love APIs conference in San Jose, as the Top API for the Internet of Things.



Centralite also engineers an ecosystem of reliable connected devices that work seamlessly together to enable a connected world. Based in Mobile, AL, Centralite has a presence in nearly 50 countries worldwide.



Centralite History

2015 | Leaders in IoT

With the Internet of Things (IoT) expanding at an astounding rate, Centralite stakes out a leadership position in this area with the introduction of Jilia, a new cloud-based IoT framework that helps developers create innovative IoT solutions by allowing them to create customized “pathways” between connected devices very quickly, using a single, simple API framework.

2013 | Expanded Capabilities

With rapid growth and expanded product development initiatives, Centralite relocated its corporate and production operations to a 52,000-sq.-ft. facility in Mobile, AL. Centralite also increased its production capacity and capabilities with a new SMT production line, selective solder machines, and advanced R&D equipment.

2012 | Cable Ties

After identifying a rapidly growing initiative by America’s largest cable providers, Centralite has been focusing its residential products towards iControl-compatible devices. Centralite sees unprecedented growth through relationships with Comcast, Cox Communications, Time Warner Cable, Comporium, and Bright House Networks, all of whom are impressed by the quality and value of our Azela™ product line.

2009 | Commercial Success

Centralite introduced the Entrex™ Energy Management System for the hotel and hospitality markets. Entrex features an all-in-one system that includes thermostats, lighting controls, appliance controls, and occupancy detection. Now installed in over 7,500 rooms, Entrex has saved customers up to 30% on in-room energy costs.

2008 | Jetting Forward

Centralite released its groundbreaking JetStream™ lighting system. Based on the ZigBee protocol, JetStream eliminates the need for dedicated wiring for lighting controls. Communicating wirelessly, JetStream includes light switches/dimmers, motion sensors, door/window sensors, car remotes, and a scheduling hub. JetStream allows homeowners to include advanced lighting automation in their homes at a fraction of the cost of other systems.

2000 | Lighting With Elegance™

Centralite Systems was founded by Jim Busby (CEO) and Jimmy Busby (CTO) to provide affordable, whole-home lighting control for consumers. Armed with a prototype designed by Jim Busby, Centralite set the ambitious goal of being a leading provider of automated home lighting systems.

1998 | Lighting the Way

Centralite released its first lighting control system, Ambiance™, in January 1998. A revolutionary approach to hardwired lighting systems, Ambiance supports up to 20 lighting circuits per control panel and can directly integrate with many popular alarm systems. Ambiance enables users to dim, switch on/off, program scenes, and even have lights randomly activate in “vacation” mode. Ambiance won numerous product-of-the-year awards and made Centralite a forerunner in connected home technology.

1997 | Open for Business

Centralite Systems was founded by Jim Busby (CEO) and Jimmy Busby (CTO) to provide affordable, whole-home lighting control for consumers. Armed with a prototype designed by Jim Busby, Centralite set the ambitious goal of being a leading provider of automated home lighting systems.

Company	Centralite
Corporate Headquarters	1000 Cody Road South Mobile, AL 36695
Phone	877-466-5483
E-mail	info@centralite.com
Website	www.centralite.com www.jilia.io
Founded	1997
Mission	To be the one destination for software and hardware Internet of Things (IoT) solutions that make life easier for both developers and consumers.
Products and Offerings	<p>Manufactures a full ecosystem of reliable, wirelessly connected devices including light switches, thermostats, door and motion sensors, occupancy sensors, moisture and water sensors, lamp and appliance modules, garage controls, security system components, chime and siren repeaters and life tags.</p> <p>Engineers device drivers, controllers, interfaces and other software applications that seamlessly connect “things” and integrate them with the cloud for advanced control, monitoring, and analytics.</p> <p>Offers Jilia™, the company’s newest Internet of Things (IoT) offering is a cloud-based platform and toolkit that empowers developers of all skill levels to imagine, build, and expand the Internet of Things with a single, simple API framework.</p>
Principal	Jimmy Busby, President/CEO
Ownership	Privately owned

The excerpt below from a recent Forbes article entitled, “The Internet of Things and the Enterprise Opportunity” (July 16, 2015) reveals everything one needs to know about the opportunities the business opportunities in the IoT arena and why Centralite has jumped in with both feet:

“The Internet of Things (IoT) has rapidly become one of the most familiar — and perhaps, most hyped — expressions across business and technology. That hype, however, is entirely justified and is backed up by the numbers.

The world will see [25 billion Internet-connected things by 2020](#), and [analyst firm] Gartner estimates that the IoT will produce close to \$2 trillion of economic benefit globally. These things are not general purpose devices such as smartphones and PCs, but dedicated objects, such as vending machines, jet engines, connected soap dispensers and myriad other examples.

Clearly, the IoT will have a great impact on the economy by transforming many enterprises into digital businesses and facilitating new business models, improving efficiency and generating new forms of revenue.

Currently, IoT technologies — and business models that utilize IoT — are immature. Despite this immaturity, there are already sporadic examples of existing and planned uses across a wide range of industries. Enterprises will need to make plans and preparations now or risk being left behind by their faster-moving competitors.”

The majority of Centralite's flagship products are operated using ZigBee technology, a wireless technology developed as an open global standard to address the unique needs of low-cost, low-power wireless M2M networks. The ZigBee standard operates on the IEEE 802.15.4 physical radio specification and operates in unlicensed bands including 2.4 GHz, 900 MHz and 868 MHz.



The ZigBee Protocol

The ZigBee protocol has been created and ratified by member companies of the ZigBee Alliance. Over 300 leading semiconductor manufacturers, technology firms, OEMs and service companies comprise the ZigBee Alliance membership. The ZigBee protocol was designed to provide an easy-to-use wireless data solution characterized by secure, reliable wireless network architectures.

The ZigBee Advantage

The ZigBee protocol is designed to communicate data through hostile RF environments that are common in commercial and industrial applications. ZigBee protocol features include:

- Support for multiple network topologies such as point-to-point, point-to-multipoint and mesh networks
- Low duty cycle – provides long battery life
- Direct Sequence Spread Spectrum (DSSS)
- Up to 65,000 nodes per network
- 128-bit AES encryption for secure data connections
- Collision avoidance, retries and acknowledgements

Mesh Networking

A key component of the ZigBee protocol is the ability to support mesh networking. In a mesh network, nodes are interconnected with other nodes so that multiple pathways connect each node. Connections between nodes are dynamically updated and optimized through sophisticated, built-in mesh routing table.

Mesh networks are decentralized in nature; each node is capable of self-discovery on the network. Also, as nodes leave the network, the mesh topology allows the nodes to reconfigure routing paths based on the new network structure. The characteristics of mesh topology and ad-hoc routing provide greater stability in changing conditions or failure at single nodes.

Executive Profiles

Jimmy Busby | President & CEO

Jimmy, an aerospace engineer, co-founded Centralite in 1997. Under his leadership, Centralite has entered new markets, developed new technologies, designed new Internet of Things (IoT) solutions, and experienced impressive sales and revenue growth. At the company's onset, he served as CTO and spearheaded the design and engineering of the company's first generation of products. In 2010 Jimmy moved into the top executive seat, becoming president and CEO. Jimmy has shifted the corporate focus to open-standards, giving Centralite products greater compatibility with other products in the marketplace. This technological repositioning allows Centralite to better address the needs of customers by giving them greater flexibility in creating customized IoT solutions and product lines, including white labeling of selected products.

Jimmy earned a Bachelor of Science degree in both aerospace engineering and finance from the University of Alabama.



Jim Busby | Chairman & COO

A seasoned entrepreneur who enjoys the thrill of creativity and innovation, Jim Busby co-founded Centralite in 1997. From the company's inception until 2010, Jim served as CEO. In his current position as COO, he has refocused corporate efforts on operations and business relations. A veteran of technology innovation, Jim first experienced entrepreneurial success as the founder and CEO of QMS, a company he started in 1977 in a spare bedroom of his home with a \$10,000 loan from a local bank. With those borrowed dollars, QMS grew to a NYSE-listed printer manufacturing company with over \$300 million in revenue and 1,400 employees.

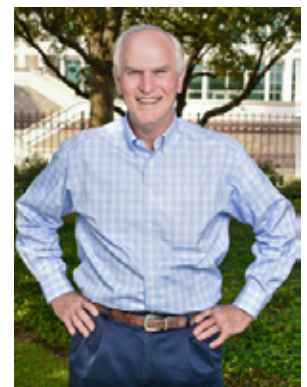
Jim holds a Bachelor of Science degree in electrical engineering from the University of Alabama where he also serves on the Global Business Advisory Board of the Culverhouse College of Commerce. Jim also holds an MBA from the University of South Alabama.



Phil Cahoon | Chairman & COO

A strong believer in financial transparency, accountability, and conservative business strategy, Phil Cahoon took the financial reins of Centralite in 2004. Charged with building a financial infrastructure to ensure the company's growth, Phil has assembled a highly competent staff of professionals who provide the administrative, tactical, and strategic financial functions needed for ongoing and future operations. Prior to coming to Centralite, Phil served as an Executive Vice President and CFO of QMS, a NYSE-listed printer manufacturer with over \$300 million in revenue and 1,400 employees. With Centralite's significant growth and emerging global opportunities, Phil's financial experience and pedigree is invaluable.

Phil holds a Bachelor of Science degree in accounting from Florida State University, and an M.B.A. from the University of South Alabama



Executive Profiles (continued)

John Calagaz | VP & CTO

A self-proclaimed tech junkie, John Calagaz made the move from graduate school at Auburn University to Centralite in 2004. When John came for his initial job interview, he also demonstrated his master's project. He picked up an old bulky Motorola telephone and wirelessly turned a light bulb on and off. This was years before smart phones or even flip phones. Centralite's management was so impressed, they immediately offered him a position as a software engineer. Having demonstrated his exceptional abilities, John joined the executive team in 2010 as Chief Technology Officer. As CTO, John serves dual roles, one as the company's chief engineer with the responsibility of ensuring that current products are exceptionally well-engineered and reliable; the other as that of a predictor—continuously imagining and planning the future Centralite's technology.

John received his Bachelor of Science degree in Computer Engineering from Auburn University. He also studied Software Engineering on a graduate level at Auburn.



Sean Bryant | VP - Sales & Marketing

Sean Bryant leads the sales and marketing team with a customer-centric approach. By putting the client first, he and his sales team deliver an exceptional level of responsiveness and accessibility to customers both large and small. Sean began his career at Centralite as a college student, building circuit panels on the production line. In spite of his youth, Sean took his job seriously and quickly began looking for opportunities to gain new skills and expand his knowledge. Sean's dedication, competence, and resourcefulness were recognized and he moved up in the organization holding various positions, including managing a home automation subsidiary. Under Sean's sales leadership, Centralite's core business has expanded into new markets, sales have grown exponentially, and customers such as Samsung, Lowe's, Comcast, and Time Warner Cable have been added to the Centralite family.

Bryant holds a bachelor's of science in marketing from the University of South Alabama.

