

Continental Automated Buildings Association

Your Information
Source
for
Home & Building
Automation

North America's Home & Building Automation Association

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CABA INTRODUCES PRODUCTS AND SERVICES PLACEMENT DIRECTORY

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The Continental Automated Buildings Association (CABA) has introduced a bold, new Web tool offering visitors information on home and building automation products and services.

The product and service placement directory, located in CABA's eStore, allows CABA members to upload their entire product catalogs to CABA's online Research Library.

With the new feature, professionals can search for a specific product or manufacturer. The product information is instantly made available to visitors of the CABA Web site that elect to search for specific offerings from specific companies. The product and service placement directory can be accessed from www.caba.org.

In the directory, a company listing includes detailed product profiles, product images, and a hotlink to the company's Web site. Once a particular product is selected, potential customers will be able to contact the manufacturer or service provider directly.

All products listed on the site are presented in a uniform manner. This increases the speed of an end-user's search, review and selection of home & building automation products.

The product and service placement directory is designed to suit the collaborative nature of building architects, system integrators, installers, engineers, and professionals that are a part of design and construction projects. The directory also accommodates homeowners seeking consumer electronics.

"The advantage of introducing this directory is that it establishes a product and services catalog that truly covers all of the building automation and system integration industries," said Ronald J. Zimmer, CABA President & CEO. "With the advent of this tool, the entire industry will have one gateway in which to showcase its goods and services."

The CABA Web site is the best-suited vehicle for such a directory. On average the Web site yields over 50,000 visits per month.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

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