



Continental Automated
Buildings Association

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**North America's
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2005 XML SYMPOSIUM PREPARES HVAC INDUSTRY FOR IT CONVERGENCE

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The Continental Automated Buildings Association (CABA) and Clasma, Inc., announced today plans for the second annual XML Symposium to be held February 9, 2005, in conjunction with the world's largest HVAC/R event, AHR Expo at the Orange County Convention Center in Orlando, FL.

In a non-technical, high-level manner, the 2005 XML Symposium will communicate to the HVAC community the significant role XML and Web Services continue to play in this industry. As the industry witnesses further evidence of IT convergence, these technologies have become the most vital enabling technology for the future of integrated and intelligent buildings. XML and Web Services technologies are primarily utilized in the IT industry as well as many other industry groups that desire to leverage the Internet as a connectivity and automation vehicle.

Further goals of the day-long XML Symposium are for attendees to understand how these technologies are driving new types of standards (data as opposed to network), and they are enabling cooperation between disparate approaches to open systems, an issue the HVAC/R industry has battled with for over a decade. Symposium attendees will also hear status updates on XML initiatives including oBIX/OASIS, gain knowledge on specifying projects with XML and Web Services, and leave with a reasonable expectation level of the adoption speed of XML and Web Services, particularly in the HVAC community.

"XML and Web Services continue to emerge as the foremost technology on the path to whole building integration," Ron Zimmer, CABA President & CEO, said. "IT convergence is truly upon us and to remain competitive in the HVAC market, it is imperative to understand the impact of XML and how it can bridge the enormous hurdles this industry has battled for many years."

Just as important as what the XML Symposium is, is what it is not. The XML Symposium is neither a training session, a debate on how to implement the technology, nor will it communicate that XML is a replacement technology for BACnet or LonMark.

"The XML Symposium will speak directly to all members of the HVAC community and will address the unique challenges this industry will face when implementing these new technologies," Anto Budiardjo, Clasma president and CEO, said. "It is targeted to all capacities in the industries including integrators, contractors, consultants and end users, all the players who must realize that XML and Web Services are potentially the ultimate integration mechanism for buildings and enterprises."

The second annual XML Symposium is brought to the industry by two leading organizations working towards tomorrow's intelligent buildings:

CABA, the association bringing together stakeholders in the home and building automation industry, and Clasma, Inc., an event organizer, marketing and public relations company focused on emerging technologies for building systems.

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.

About Clasma, Inc.

Clasma, Inc. is a Dallas-based marketing, conference and media company providing services for the building systems and device connectivity industries. Clasma, Inc. is made up of marketing, technical and communication professionals who have between them decades of industry experience in product development and marketing. Clasma works with a vast network of associates around the world to provide its valuable services to the building systems industry. For additional information, please visit www.clasma.com.

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