



Microsoft Corporation Joins CABA Board of Directors

August 21, 2017

The Continental Automated Buildings Association (CABA) is pleased to welcome Microsoft Corporation back to its Board of Directors.

CABA is a nonprofit industry association that provides information, education, and networking to help promote advanced technologies for the automation of homes and buildings.

“We are extremely pleased that Microsoft has returned to the CABA Board of Directors,” stated Ronald J. Zimmer, CABA President & CEO. “The firm represents the cutting-edge in technological evolution and we are happy to welcome it back to our organization.”

Founded in 1975, Microsoft is a worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential. Microsoft Corporation will be represented on the CABA Board by B. Rimes Mortimer, General Manager of Applied Innovation at Microsoft Digital, a new organization designed to help customers define and implement their digital transformations.

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In his role, Mortimer leads a global team specifically focused on creating highly innovative solutions with customers and partners using emerging technologies, including IoT, blockchain, machine learning, AI, and mixed reality (Hololens). The goal of the team is to accelerate new growth areas of business opportunity for Microsoft, its customers and partners.

Mortimer holds both Environment Studies and Architecture degrees from the University of Waterloo, and has helped incubate the Hololens business in Microsoft Services, new blockchain offerings and partnerships, and smart building and smart city solutions deployed in Singapore, Israel, Canada, USA, Japan, and China.

Previously, the firm served on the CABA Board for more than a decade starting in 2003.

About CABA

The Continental Automated Buildings Association (CABA) is an international not-for-profit industry association dedicated to the advancement of intelligent home and intelligent building technologies. The organization is supported by an international membership of over 330 organizations involved in the design, manufacture, installation and retailing of products relating to home automation and building automation. Public organizations, including utilities and government are also members. CABA's mandate includes providing its members with networking and market research opportunities. CABA also encourages the development of industry standards and protocols, and leads cross-industry initiatives. More information is available at www.caba.org.

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