



## FOR IMMEDIATE RELEASE

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## Bedrock Learning Provides Consumer Education Tools

*Helps Solve the Puzzle of the Digital Home*

**Holland, Michigan, November 10, 2006** – Bedrock Learning, Inc. announces new tools to educate consumers on the solutions and benefits of the digital home.

In response to the challenge of educating consumers on all of the features and advantages of digital home technologies, Bedrock Learning has created a set of consumer education tools. Based on the concept of a puzzle-shaped house, each of the residential technology systems, including structured wiring, communications, entertainment, lighting control, and home networking, is a puzzle piece and they all fit together to build the home. The “Puzzle House” is a great talking piece that effectively communicates the technologies working together and helps reinforce the expertise and professionalism of the trusted advisor sharing the puzzle house solution.

“We have had numerous requests from dealers, installers, and integrators for tools to help educate consumers on residential technologies, without going into ‘tech-talk’ or product specific details. In my speaking and teaching engagements, the puzzle house has been an excellent method to explain the complex concepts of technology in the home. Now we have fun tools for the salesperson to share simple solutions for the digital home,” said Helen Heneveld, President of Bedrock Learning.

The *Wooden Puzzle House* tool enables residential technology professionals to visually demonstrate the systems and solutions while explaining why a home integrator is the best option to make the different technologies work together. The 3-dimensional 12” square puzzle and knobbed pieces are made of birch wood. This is a great tool to take on sales calls with an attractive hand-made cloth carrying bag and a laminated ‘*Solving the Puzzle*’ sheet.

The second tool, the *Solving the Puzzle* sheet, explains the different systems in the home in an easy-to-understand yet powerful way. Each puzzle piece of the digital home has bullet points sharing the features and benefits of that technology system. The full color one-page sheet can be personalized on an inkjet printer with company logo and contact information, and is sold in packages of 50. Use the *Solving the Puzzle* sheets with the *Wooden Puzzle House* to reinforce concepts, with other marketing or sales materials,

as a mailer or flyer, and with proposals. The *Solving the Puzzle* sheets are premiering at EHX, Electronic House Expo, Bookstore in Long Beach, California, November 14 – 17, 2006.

### **About Bedrock Learning**

Bedrock Learning, Inc. provides foundational level training specifically for the residential technologies industry. Based on more than 25 years of training and curriculum development experience, the company was founded in 2004 by long time industry leader, Helen Heneveld. Bedrock Learning delivers students convenient 24/7 access to online training, including structured wiring, audio, and home networking, through its Online Training Center along with printed books, reference materials, and business support tools. Students completing online courses or approved workshops can earn CEUs from organizations such as CEDIA, infoComm, and NBFEE. Custom curriculum and online training/learning management system development are also among the services offered to the residential technology industry. Bedrock Learning may be reached at 616.335.6206 or at [www.bedrocklearning.com](http://www.bedrocklearning.com).