



Control4 and Bedrock Learning Team Up to Provide Training to Specialty Electronics Nationwide Buying Group

ORLANDO, FL - March 11, 2009 - Control4, a leader in affordable IP-based home control and entertainment systems, and Bedrock Learning, a leader in training and curriculum development, and Specialty Electronics Nationwide (SEN) the buying group today unveiled the details of the promotion "**Home Networking Made Easy**" to provide incentives for SEN dealer members to participate in Bedrock Learning's online course *Home Networking for Technicians*.

Home Networking Made Easy Program

Providing the opportunity to learn the principles of computer networking, the *Home Networking Made Easy* program awards a \$150 credit with Control4 for every SEN dealer who passes the Bedrock Learning *Home Networking for Technicians* online course, a value of \$149. One of the requirements of becoming a factory-direct Control4 dealer is being certified to install the Control4® platform. The very best way to prepare for Control4® training is to master home networking skills in advance.

"The most common issues associated with a home automation system come as a result of networking configuration problems," said Will West, CEO of Control4. "We're pleased to work with SEN and Bedrock Learning to offer the *Home Networking Made Easy* Program to empower dealers to efficiently set up networks resulting in a more powerful home control platform."

Home Networking for Technicians Online Course Description

Through online instruction designed specifically for residential technology installers, students are exposed to the different elements of a computer network as well as design and how to link home network components together to share information and Internet access. Topics discussed include installation, configuration, programming and troubleshooting of home networks, including both wired and wireless options. Other core topics covered in detail include: wired and wireless routers, PC and Mac operating systems, cabling fundamentals, Internet/residential gateways, and network security. The course is practical in nature, not theoretical, with expertly authored content, detailed diagrams, instructional videos, and animations to teach students what they need to know to successfully install a home network. Special in-depth articles provide deeper background and technical information on critical topics, and project management tips coach installers about how to work with homeowners and builders to successfully

complete projects. An online glossary provides easy access to key terms and definitions. The course is divided into 13 training modules, each with a quiz, and a comprehensive test at the end of the course allows students to demonstrate their new-found knowledge of residential networking.

"Control4 is a leading home automation company and we're excited about partnering with them and SEN to offer the training for the *Home Networking Made Easy Program* said Helen Heneveld, President of Bedrock Learning. "It is refreshing to work with companies who value training and see the benefits it brings in making their dealer channel more efficient and profitable."

"Today training needs to be available 24/7 and Bedrock Learning provides that accessibility," said Jeannette Howe, Executive Director of SEN. "Whole-home automation embodies the future of the specialty community and we enthusiastically endorse Control 4 and Bedrock Learning for providing such progressive training solutions for SEN members."

To learn more about the incentive program your company may qualify for, contact SEN, Control4 or Bedrock Learning for information. At SEN, contact Barrie McCorkle, bmnnationwide@gmail.com, 970-984-0545. At Control4 contact Bryan Koutsky, bkoutsky@control4.com, 262-957-7428. And, at Bedrock Learning, contact Jennifer Trudell, jen@bedrocklearning.com, 616-355-1418.

About Control4

Control4 is the platform for today's digital home and is the first company to make whole-home automation a practical option for any residence. The company makes everyday life easier by providing one-touch control of both new and existing electronic systems in the home. By allowing leading consumer electronics products to easily work together, Control4 provides effortless entertainment, comfort, convenience and peace of mind to homeowners everywhere. Control4's affordable and easy to use software and hardware products enable home theater control, multi-room music, smart lighting, temperature control and security, through a range of in-home and over-the-web remote control technology. The company delivers both wired and wireless solutions that can be installed in existing homes as well as homes under construction. Visit www.control4.com for more information.

About Bedrock Learning

Bedrock Learning is a globally recognized leader in digital home technology training and business support products. Through online courses, live workshops and seminars, students have access to a comprehensive curriculum and preparation for certification, including the CEA-CompTIA DHTI+ certification. The company's full-color printed Course Guides and Quick References, along with unique business CDs and materials contribute to success in the industry. Visit www.bedrocklearning.com to learn more.

About Specialty Electronics Nationwide the Buying Group

Specialty Electronics Nationwide is the Specialty Consumer Electronics division of the Nationwide Marketing Group. Nationwide Marketing Group is the umbrella for several other buying groups, including Nationwide (appliances and mainstream CE), Rent Direct (Rent-to-Own Buying Group), and Furniture Smart (Furniture Buying Group). The SENationwide Buying Group is dedicated to the specialty independent dealer offering custom installation services. The Nationwide Marketing Group represents a whopping \$11+ billion in annual sales, of which over \$1 billion is generated by 460+ SENationwide dealer members.

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