



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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CABA UNVEILS ONLINE STORE

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The Continental Automated Buildings Association (CABA) is pleased to unveil the CABA eStore.

The eStore provides customized, e-commerce solutions that allows CABA members, the media and industry participants to purchase quality CABA products and services.

CABA's eStore contains an online publication catalogue that permits CABA to sell its Event Reports directly to non-members for immediate electronic fulfillment. The eStore also accepts subscriptions for the *CABA Home & Building QUARTERLY*. Further, the eStore permits the sales of other products and services such as CABA membership, online eVent seminar access, conference registration, and miscellaneous products and services such as CD-ROMs, books and other items of interest concerning building automation and system integration.

The eStore also offers a Research Boutique. CABA's Research Boutique aims to provide the public with access to the most complete listing of industry intelligence and market research concerning home and building automation and integrated systems. Vendors can use the Boutique to market their various products and services, including research reports, case studies, newsletters, educational materials and other subscription products.

The Boutique functions as a mechanism for vendors to post "descriptive information" about their products and services so that they can capture sales leads from potential buyers. Once an end-user locates research and requests more information about a vendor's product and service, they are forwarded to more information about the research, which resides on the vendor's Web site. This information can assume the form of a Web page or a PDF document that resides on the vendor's Web site. Vendors can chose what reports they wish to feature on CABA's Research Boutique.

Currently, Information Gatekeepers, Inc., Internet Home Alliance, In-Stat/MDR and ZANTHUS are the first research vendors to take advantage of CABA's Research Boutique.

"Using our eStore, end-users can obtain instant access to some of the best products and services available within the integrated systems and home/large building automation industry," said Ronald J. Zimmer, CABA President & CEO. "In addition, the Boutique provides our industry with the only one-stop shop for sector-related research and CABA members will receive significant rebates on all purchases."

The eStore is available at www.caba.org.

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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