



Continental Automated
Buildings Association

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

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

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Intel Corporation Joins CABA Board of Directors

June 8, 2010

The Continental Automated Buildings Association is pleased to announce that Intel Corporation has, effective immediately, joined the organization's Board of Directors. CABA is a not-for-profit industry association dedicated to the advancement of intelligent home and intelligent building technologies in North America.

Shahram Mehraban, who is the manager of the energy segment marketing and architecture team of the Embedded and Communication Group within the Intel Architecture Group, will represent Intel Corporation on CABA's Board.

"Intel is pleased to be joining CABA, as the trade organization is widely recognized as the premier industry association and respected information source within the home and building technology sectors," said Mehraban. "Through CABA membership, Intel expects to pursue greater market research and networking opportunities."

Mehraban joined Intel in 2000, following Intel's acquisition of Trillium Digital System, and has held a number business development and marketing roles within the Embedded and Communication Group.

Mehraban currently leads a team of marketing engineers and platform architects to drive consumer-centric product innovation in Intel's embedded energy business. In this role he is responsible for setting research directions, conducting comparative qualitative and quantitative research globally, leading new product strategy and definition for Intel in the energy segment.

Prior to joining Intel, Mehraban held a number of technical marketing and business development roles at Trillium, Glenayre, Nokia and Motorola.

Mehraban received his bachelor's degree in Chemistry from University of British Columbia in 1992. He received his master's degree in Business Administration from University of Victoria in 1995.

"We are pleased to have Shahram Mehraban join our Board and welcome him to the CABA team," stated Ronald J. Zimmer, CABA President & CEO. "With a strong background in marketing and great knowledge concerning energy issues, including the Smart Grid, Shahram will be tremendous resource, who will strengthen our organization."

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 <http://www.caba.org/>.

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