



Continental Automated
Buildings Association

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

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

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Melissa Simpler, CEO of Affinegy, Appointed Vice-Chair of CABA's Connected Home Council

February 26, 2013

The Continental Automated Buildings Association (CABA) announced today that Melissa Simpler, CEO of Affinegy, has been appointed Vice-Chair of CABA's Connected Home Council.

Established in 2004, the CABA Connected Home Council initiates and reviews projects that relate to connected home and multiple dwelling unit technologies and applications. The Council also examines industry opportunities that can accelerate the adoption of new technologies, consumer electronics and broadband services within the burgeoning connected home market.

"CABA is honored to have Melissa Simpler serve as the new Vice-Chair of its Connected Home Council. She brings an incredible wealth of knowledge and insight into connected home solutions and her leadership and management experience will be a tremendous asset," stated Ronald J. Zimmer, CABA President & CEO.

Simpler co-founded Affinegy, a supplier of service enablement and network management solutions for the home and business. Leading broadband service providers and equipment manufacturers have deployed Affinegy's solution worldwide in over 33 million households and 27 languages. As CEO, she directs business strategy, company operations, marketing and sales. Previously she served in corporate business and engineering management roles at Motorola, Dell, and National Instruments.

Simpler has a BSEE, cum laude, and MBA from the University of Texas. She actively contributes to Austin's technology sector including driving membership growth for Austin Technology Council and serving as a founding member of the Software SIG of the Greater Austin Chamber. She is also actively involved in the Software CEO Group and Tech Women CEO Network.

"I am honored to have the opportunity to contribute to CABA's Connected Home Council," said Simpler. "I look forward to advancing the connected home marketplace by helping to lead collaborative initiatives in conjunction with other leading industry organizations."

Scott Burnett, Chair of CABA's Connected Home Council and Director, Global Consumer Electronics, IBM Electronics Industry, said the appointment of Simpler is a terrific win for CABA: "The Council gets a leader and visionary, whose expertise will help propel the council forward addressing the needs in an accelerating market."

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/>.

About Affinegy

Affinegy is a proven global supplier of service enablement and network management software solutions for the home. Leading broadband service providers, equipment manufacturers and premium care providers use Affinegy products to power profitable quality connections for their customers and have deployed Affinegy solutions worldwide in over 33M households and 27 languages. Affinegy software increases product and service adoption, slashes inbound support costs and improves customer satisfaction. For more information, visit www.affinegy.com.

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