

Automated Control Technology Partners (ACTP) prepares to launch Turn it On (TiO) at InfoComm 2013-- an Android-based home automation brand promising an "outside in" philosophy focused on the consumer experience.



The company claims it will offer installers not only an easy-to-install automation solution, but also powerful features, scalability and a pricing model flexible enough to reach a broad consumer base.

"TiO is driven by our vision to provide homeowners with an experience that seamlessly captures their mood and provides them with comfort and peace of mind," ACTP CEO Mike Anderson (ex-JVC, Niles Audio and Russound) says. "TiO is unlike any other home automation system because it truly allows the customer to control how the system interacts with their daily life... We want to deliver a solution that adapts to the customer instead of asking the customer to adapt to the system."

Joining Anderson is an fairly impressive team, including VP of sales and marketing Matt Curtin (formerly of Tweeter and Russound), software development director Bert Culpepper (formerly of Scientific Research and Mitsubishi), operations director Kyler Anderson (formerly of Envirotech Integration Systems and Best Buy) and creative marketing director David Fonseca, among others.

The company gives few details on the system itself, other than that an Android tablet allows installers to easily take care of configuration tasks. But more details will be available following June's InfoComm 2013, before shipments kick off from July 2013.

Android-Powered Home Automation

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