

HTI Enters the Commercial Marketplace: Craig Foster Brought Onboard to Lead New Unit

Craig Carman, VP for Sales and Marketing for Home Technologies, Inc (HTI) announced today that Craig Foster, formerly of PlayNetwork Inc. has been chosen to head the company's efforts to bring its expertise in developing and implementing integrated systems to the commercial marketplace.

Bellevue, WA (PRWeb) April 5, 2007 -- Home Technologies, Inc (HTI) VP for Sales and Marketing, Craig Carman, announced today that Craig Foster, formerly of PlayNetwork Inc. has been chosen to head the company's efforts to bring its expertise in developing and implementing integrated systems to the commercial marketplace.

"Entering this market gives us the ability to bring our current infrastructure and expertise to retail establishments, restaurants, hotels, entertainment facilities and even the common space in high rise office buildings. Demand for integrated systems is rapidly growing in Greater Seattle as people have begun to expect the quality of their experience at commercial locations to be as good or better than they have at home," said Carman. "This includes not only music and entertainment, but the integrated lighting, shading, environmental control and security all in one superior system."

As the HTI's new Director of Sales, Commercial & Client Services, Craig Foster brings with him more than 17 years of experience in commercial sales and management in the systems integration industry. Most recently, he oversaw the growth of the Media Solutions Group for PlayNetwork, a highly successful provider of A/V systems and media content for national chains. While at PlayNetwork, Craig developed creative solutions for accounts such as Abercrombie & Fitch, Finish Line, the W Hotels and the Hollister Co.

"I am excited to join the HTI team and for the opportunity to help bring high level systems integration and content to commercial locations in the Greater Seattle marketplace and beyond," said Foster. "There is more talent here on both the systems integration side and the content side than in any other company I have ever worked with. There is a real void in the commercial marketplace here and we are ready to offer high quality, creative work to meet the growing demand."

Although HTI has been successful over the past year in serving some segments of the commercial market, the in-house consumer experts that have placed HTI on the cutting edge in the residential market are now being made available to commercial enterprises on a larger scale.

"We have experts on board who are already highly skilled at creating custom programming solutions," said Carman. "This is not something you can buy out of a box. HTI has an infrastructure in place, including over 46 technicians and project managers and a network of skilled installers that far exceeds what others in the area can offer. "Now we have brought sales and management on-board to bring HTI's breakthrough products and service to everyone."

As you might expect from a forward-looking company headquartered in the Pacific Northwest, HTI integrated systems also brings "green" benefits to its clients. Its ability to provide controlled lighting, air conditioning, and heating to large commercial spaces improves environmental quality, conserves energy and lowers costs.

The company is also launching a very comprehensive Client Services Program later this month. "The bar has

been raised," said Foster.

"Our clients are looking for cost effective maintenance programs that are IP addressable and can be monitored and serviced by us. That gives business establishments time to focus on what's important to them, their customers."

About HTI

Home Technologies Inc. is the Pacific Northwest market leader in design, engineering and integration of comprehensive living and working space management systems, such as Audio Video & Home Theater, Communications, Integration, Lighting Control, Security and Window Treatments. The company is leading the way in developing intelligent systems designed to increase the functional capability through the use of technology in the home and in commercial locations. HTI is a privately held company headquartered in Bellevue, WA, with branch operations in Whitefish, MT, and Bend, OR.

For additional information please visit www.HomeTechnologies.com.

Home Technologies Inc. 2021 130th Ave NE Suite A Bellevue, WA 98005

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Contact Information**Craig Carman**

HTI

<http://www.hometechnologies.com>

425-882-3200

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