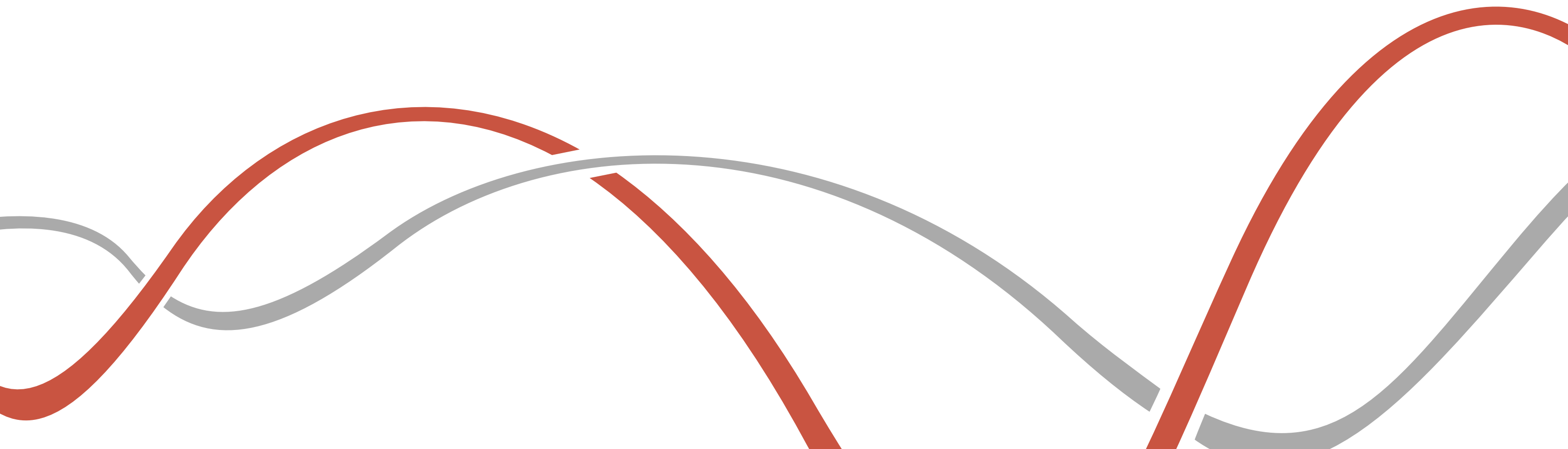


Living Identity

Pulse Technologies Identity | November 2008



The basic elements	4
Product Divisions	12
Symbol System	17
Graphic Devices	21
Applications	24

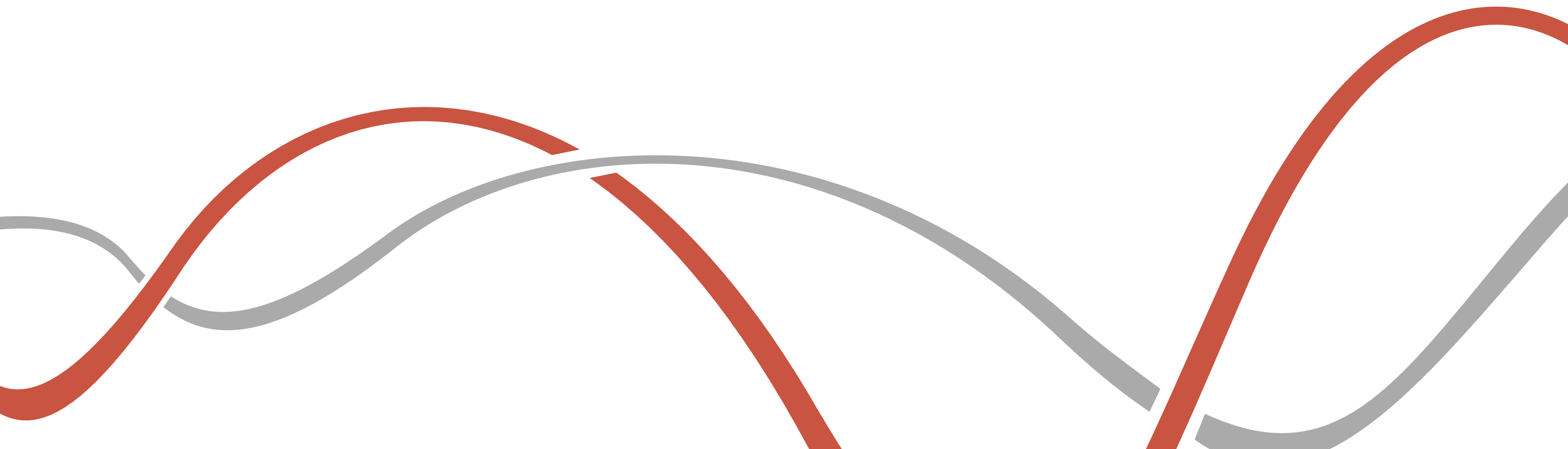
At Pulse, we make it easy to control the environment in homes and hotel rooms while helping conserve energy and improve security.

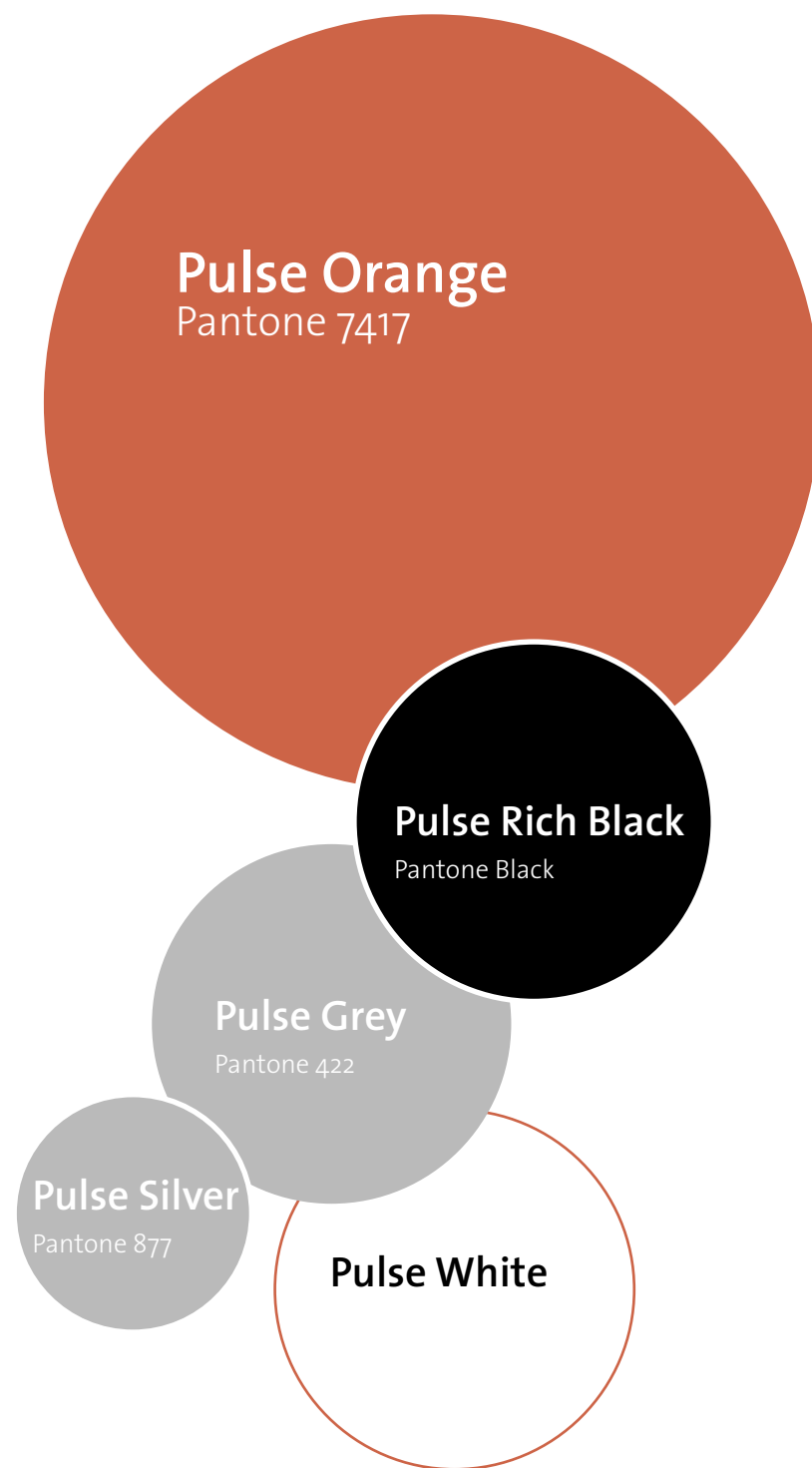
Brand Statement

Simply... Who are you and what do you do ?

The basic elements

The simple elements to construct our visual look





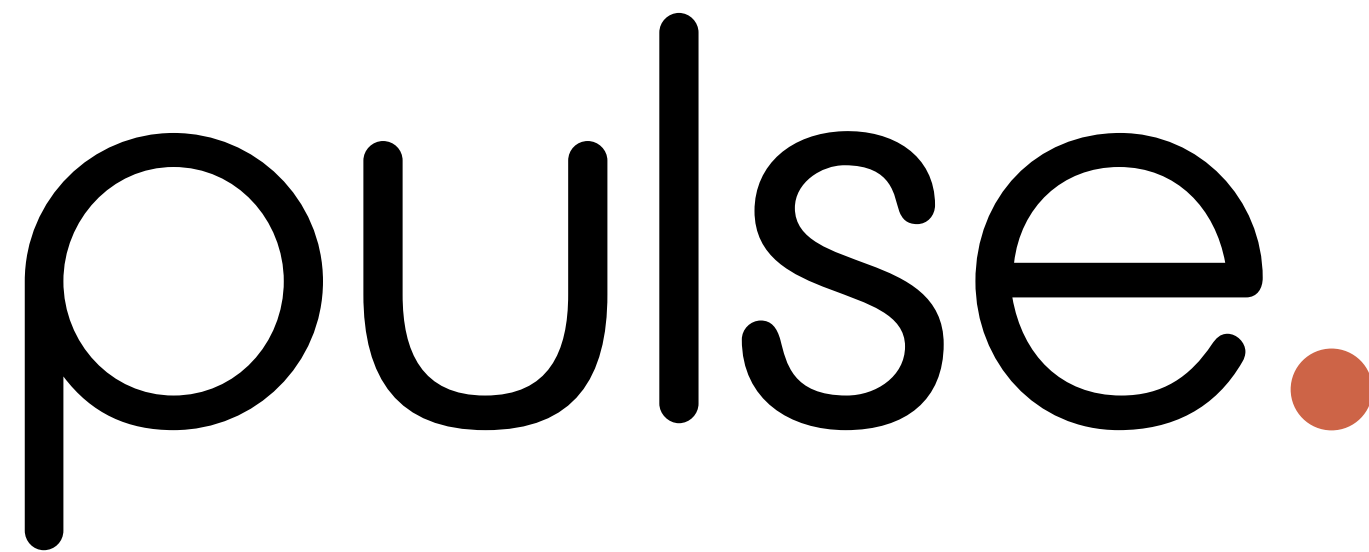
We have selected one principal colour for Pulse.
 This will be supported by a complementary colour palette.
 White is an integral part of the new brand expression and should be considered part of the colour palette.
 Always insist on accurate colour matching and never substitute the colour palette with alternative colours.
 When printing using the 4 colour processor displaying the corporate colours on screen, use the values indicated in the table below.
 Use of a black logotype is permitted for fax, memos and newsprint e.g. recruitment advertising and single colour publications.

	Pulse Orange	Pulse Rich Black	Pulse Grey	Pulse Silver	Pulse White
4 Colour Process					
Cyan	0	15	0	Special Usage	0
Magenta	81	15	0	0	0
Yellow	78	15	0	0	0
Black	0	100	40	0	0
RGB					
Red	255	0	172	NA	255
Green	51	0	173	NA	255
Blue	0	0	176	NA	255

Colour accuracy and consistency is very important. Wherever possible print using the special colours as this ensures true colour reproduction.

PANTONE® standards are shown in the current editions of the Pantone Colour Publications.
 The colours shown here are not intended to match the PANTONE colour standards and are an indication only.
 Pantone is a registered trademark of Pantone, Inc..

Exact percentage sizing can be calculated very easily.
The safe area for the logo = the height of the 'marque'.
Always use the authentic logo. Master artwork should not be modified.
There is a fixed relationship between the 'marque' and the typography
which is not to be modified.
In addition, the 'marque' cannot be used independently from the typography.
Colour breakdowns for the logo are shown in detail on the previous page.



Pulse Logotype



Pulse Logotype Silver



Pulse Logotype White



Pulse Logotype Black

Full Logotype
Marque + Typography = Logotype

Exact percentage sizing can be calculated very easily.

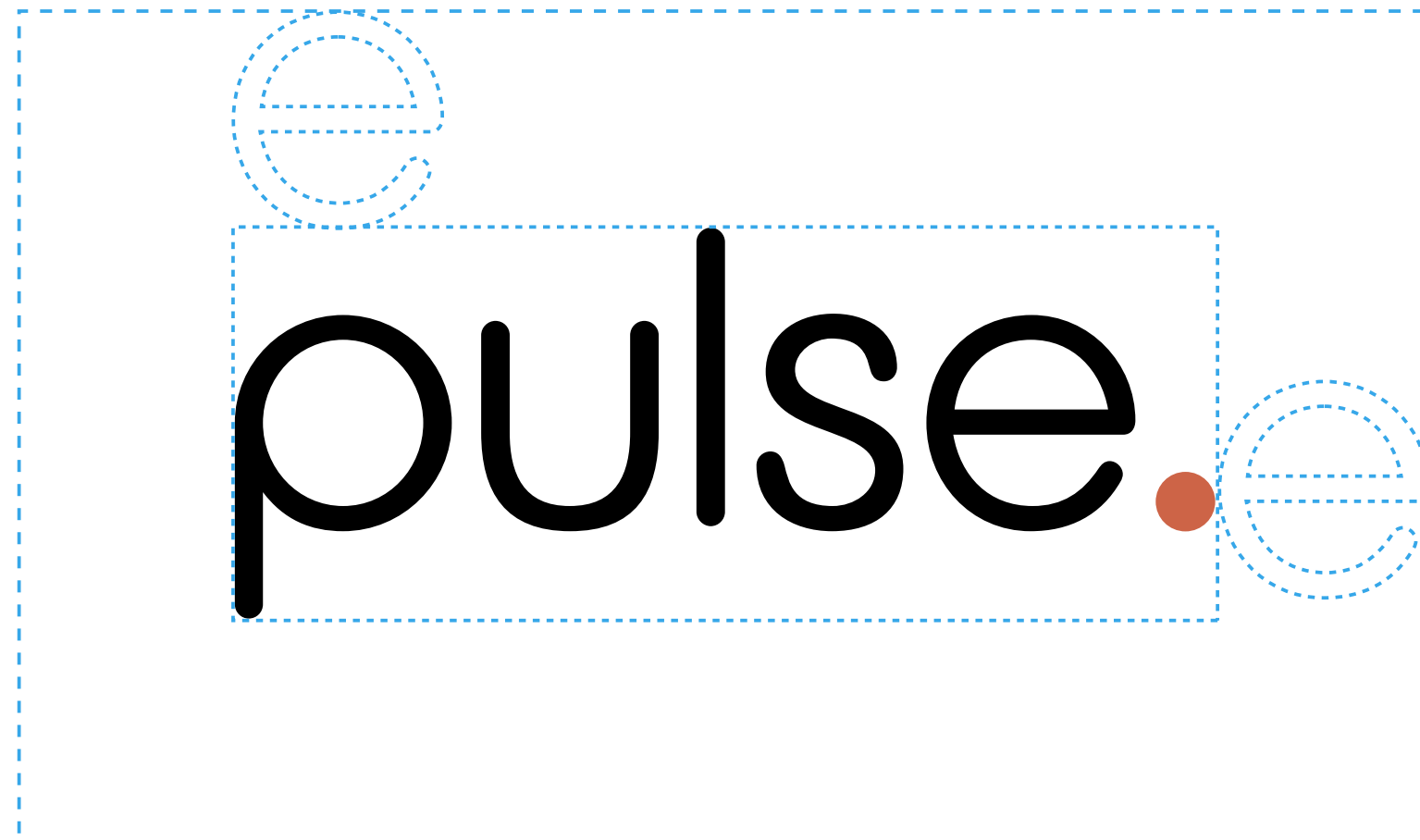
The safe area for the logo = the height of the 'marque'.

Always use the authentic logo. Master artwork should not be modified.

There is a fixed relationship between the 'marque' and the typography which is not to be modified.

In addition, the 'marque' cannot be used independently from the typography.

Colour breakdowns for the logo are shown in detail on the previous page.



Safe Area

Simply, the X height

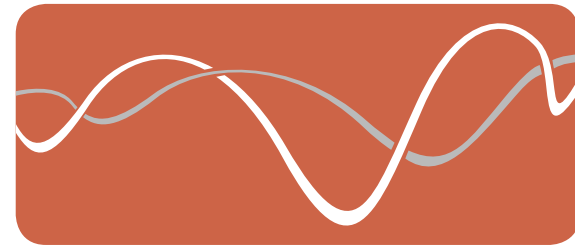
Minimum size

The logotype never appears smaller than 30 mm.



Safe Usage

Marque + Typography = Logotype

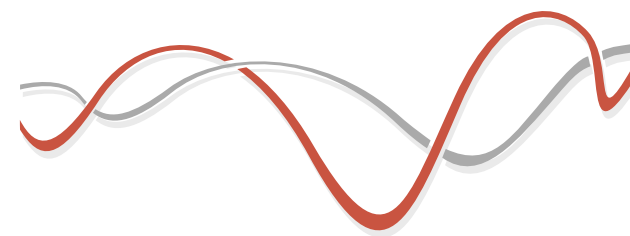


White Silver Standard

The Pulse wave is available as digital artwork created at 300mm width.
It is to be used visually.
Always use the authentic artwork. Master artwork should not be modified.
Please see the Corporate Brochure for different usage of the waves



Waves Standard



Waves Double

Pulse Wave
The secondary device.

An informative and approachable verbal communication style using American English that is not too technical but intelligent and reflective of the products.

The intelligence is apparent in the visual imagery, partner endorsement and GUI's.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Lucinda Grande

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana

The Sans for all printed material and headers.
Lucinda Grande for all digital communications, and when
unavailable Verdana is permitted.

abcdefghijklmnopghijklm

Typography
The selected typefaces.



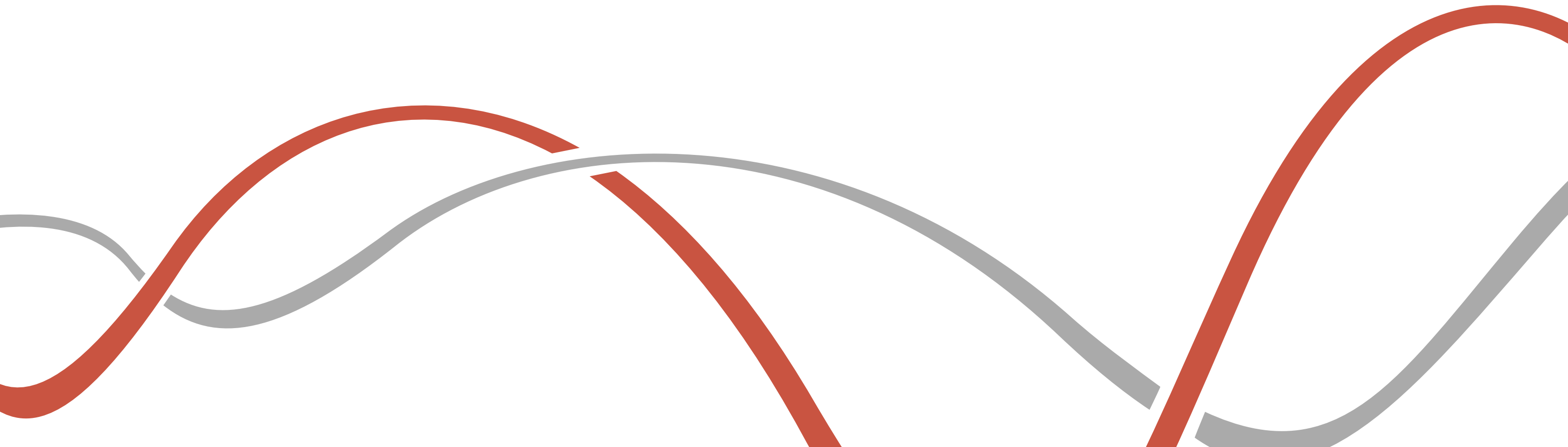
The photographic style is technology mixed with lifestyle.
People are not used so that the images do not become region specific.
These images will have rounded corners. See the templates for sizing.
All products will have a soft drop shadow and have actual GUI screens that are legible.



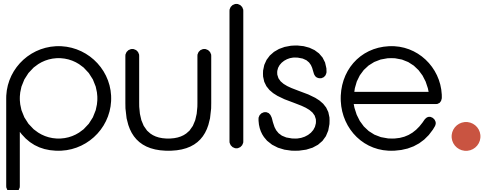
Visual Tone of Voice
Technology mixed with Lifestyle

Product Divisions

The technology behind the company



Corporate Level



The corporate logotype is utilised throughout all products so we always know that it is a pulse product.

Product Level



Product Extension



Product System
The corporate marque is used on all product logotypes.



We have selected one principal colour for Pulse.
 This will be supported by a complementary colour palette.
 White is an integral part of the new brand expression and should be considered part of the colour palette.
 Always insist on accurate colour matching and never substitute the colour palette with alternative colours.
 When printing using the 4 colour processor displaying the corporate colours on screen, use the values indicated in the table below.
 Use of a black logotype is permitted for fax, memos and newsprint e.g. recruitment advertising and single colour publications.

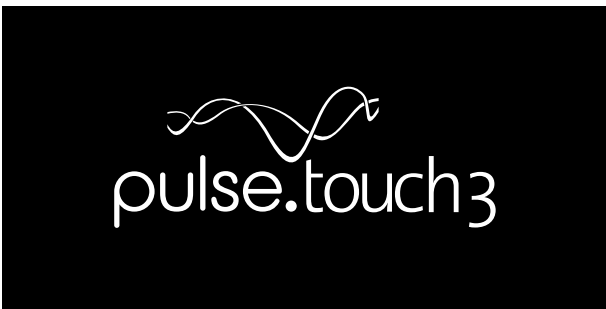
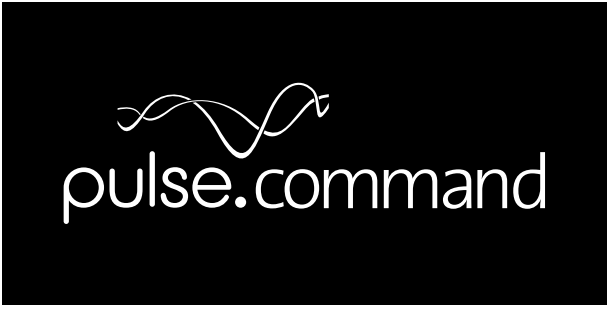
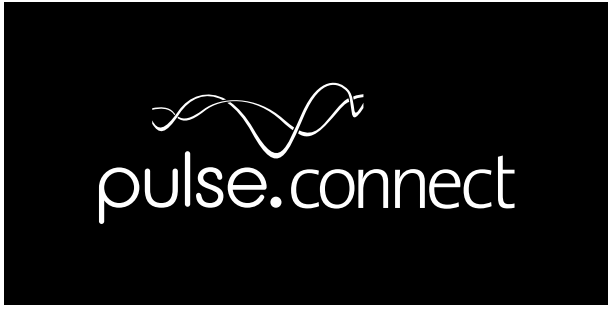
	Control Green	Connect Yellow	Command Grey	Touch Blue
4 Colour Process				
Cyan	0	0	0	50
Magenta	81	25	2	25
Yellow	78	95	0	0
Black	0	0	70	10
RGB				
Red	137	236	109	141
Green	187	193	108	159
Blue	62	48	113	201

Colour accuracy and consistency is very important. Wherever possible print using the special colours as this ensures true colour reproduction.

Product Level Colours
 The individual Product family master colours.

PANTONE® standards are shown in the current editions of the Pantone Colour Publications.
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 Pantone is a registered trademark of Pantone, Inc..

The colour waves for each product are to be used when it is not appropriate to use the logotype or to strengthen the individual product range.
The white out version is also supplied for both wave and product logotype.



Product Secondary elements
Each product has it associated wave.



The pulse.controlpro is built to the highest technical specifications and leverages the latest technologies as well as industry standards for building automation and networking.

The versatile Intel® IXP42x Network Processor enables us to deliver a massively scalable solution while keeping energy consumption and heat dissipation to a minimum. Flash storage increases reliability and performance. The Microsoft® Windows® Embedded CE 5.0 operating system can be managed and updated remotely. A range of connectivity options provides flexibility for even the most complex integration projects.



The pulse.controlpro is unique in its ability to integrate both wired-KNX devices as well as wireless Z-Wave devices.

The pulse.controlpro is manufactured in Germany to the highest international standards including full CE certification. The rugged design of both the electronics and enclosure ensure that the system continues to function for many years of continuous use. Mounting brackets for either DIN rail or wall mounting are included. Power supplies and other related accessories are also available. The pulse.controlpro can be adapted to support new protocols and applications as customer requirements evolve and expand.

Remote Monitoring & Management
As the central device for control and monitoring within the home or hotel room, the pulse.controlpro is designed to integrate with the pulse.connect remote access service and the pulse.command remote management service.

Integrated VPN
Secure connectivity to Pulse services is maintained via an industry standard IPsec VPN tunnel which is initiated by the pulse.controlpro, courtesy of its highly capable Intel IXP420 Network Processor. This feature removes the requirement of a static IP address, dynamic DNS service, or any customer configuration of the customer's broadband modem, router, or firewall.

Processor
400 MHz Intel® IXP 420 Network Processor

Memory
64 MB SDRAM, 32 MB Flash

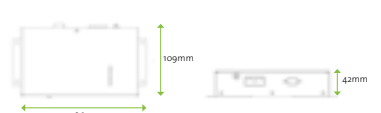
Operating system
Microsoft® Windows® Embedded CE 5.0 with .Net compact framework v2.0.

Connections
Bus: KNX / EIB twisted pair
Serial: RS232 (DB9)
Ethernet: Two 10/100 (RJ45)
RF (optional): Z-WAVE™ (868 or 908 MHz)
Power: 24 VDC, 0.5A (0-30 VDC)

Operating conditions
Temperature: 5 - 45°C
Humidity: Max 95% (non-condensing)

Dimensions & weight
Dimensions (mm): 186x109x42 (w/h/d)
Weight: 0.9 Kg (1.9 Kg in packaging)

Included accessories
Connectors Power & EIB



Disclaimer: Every effort has been made to ensure that all information contained herein is accurate and complete at the time of printing. Pulse Technologies Ltd. and its affiliates, its agents, contractors, subcontractors and suppliers, are not responsible for any errors or omissions, or for any consequences arising from the use of these documents and/or the information contained herein. All information is proprietary to Pulse Technologies Ltd. and is recognized as the intellectual property of Pulse Technologies Ltd. and its affiliates. All text, images, graphics and other materials are subject to copyright and are reproduced here by permission of Pulse Technologies Ltd. All affiliated companies and partners. These materials may be used for internal reference only and should not be distributed or used for any other purpose without the prior written permission of Pulse Technologies Ltd.



The product data sheets have been created as digital templates. Please use the master templates and do not attempt to recreate your own.

The master templates are style sheeted to ensure consistency across all usage.


The preferred paper stock is XXXXXXXXX. Covers are at XXXgsm with body pages at XXXgsm. It is printed in CMYK.

Job numbers and issue date are to appear on all printed material.




The pulse.touch family of in-wall and mobile touch screens form part of an integrated monitoring, control, automation platform for homes and hotel rooms.

The pulse.touch7 features a bright 7" wide screen LCD display with energy efficient LED backlighting and wide viewing angles. The touch sensor is very sensitive and does not require a stylus to operate. Designed for in-wall usage, it can be powered via a standard Ethernet cable with the appropriate adapters. In addition to control and monitoring functions, it can display high quality MPEG video streams from IP surveillance cameras and door intercom systems.

The pulse.touch family of in-wall and mobile touch screens form part of an integrated monitoring, control, automation platform for homes and hotel rooms.

The pulse.touch3 features a bright 3.5" portrait LCD display with energy efficient LED backlighting and wide viewing angles. The touch sensor is very sensitive and does not require a stylus to operate. Designed for in-wall usage, it can be powered via a standard Ethernet cable with the appropriate adapters. In addition to control and monitoring functions, it features five programmable buttons which can be used to activate a range of user defined functions.



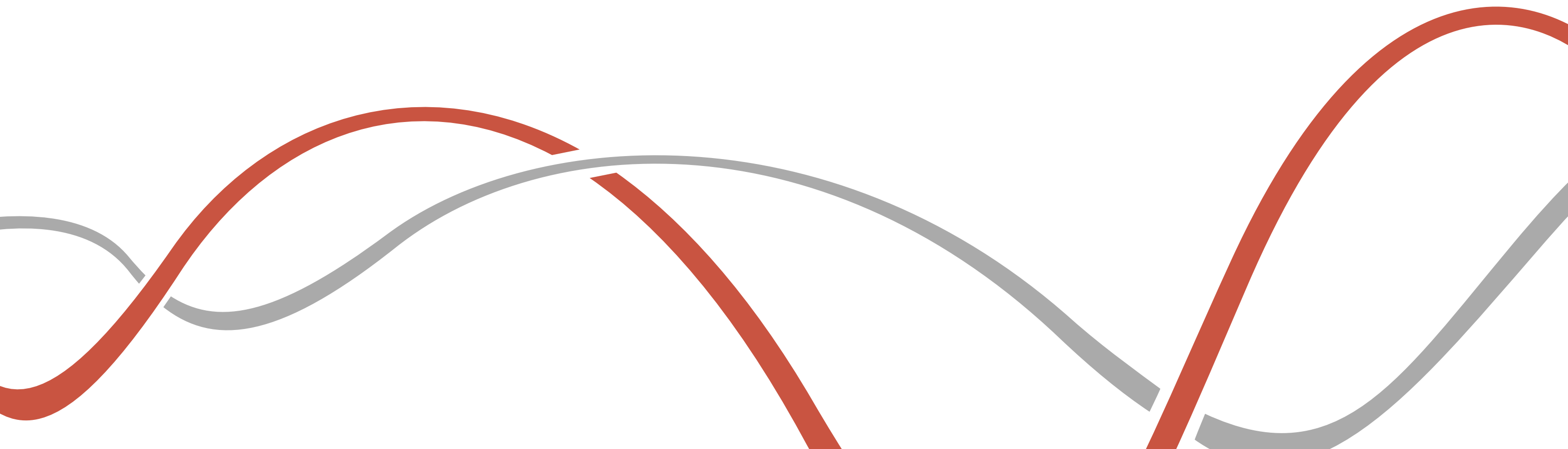

The pulse.touch family of in-wall and mobile touch screens form part of an integrated monitoring, control, and automation platform for homes and hotel rooms.

The pulse.touch7w features a bright 7" wide screen LCD display with energy efficient LED backlighting and wide viewing angles. The touch sensor is very sensitive and does not require a stylus to operate. Designed for mobile usage, it includes a battery that can provide up to 8 hours of usage with the integrated WiFi on. In addition to control and monitoring functions, it can display high quality MPEG video streams from IP surveillance cameras and door intercom systems.

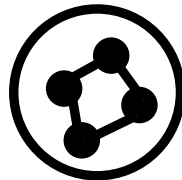
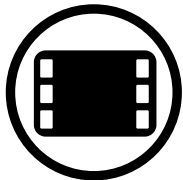


Symbol System

Sectors explained



The Solution Symbols are available as digital artwork created at 100mm width.
They are to be used visually.
Always use the authentic artwork. Master artwork should not be modified.
The symbols are always seen together as a family.
See the Data sheet Application example.



Automation

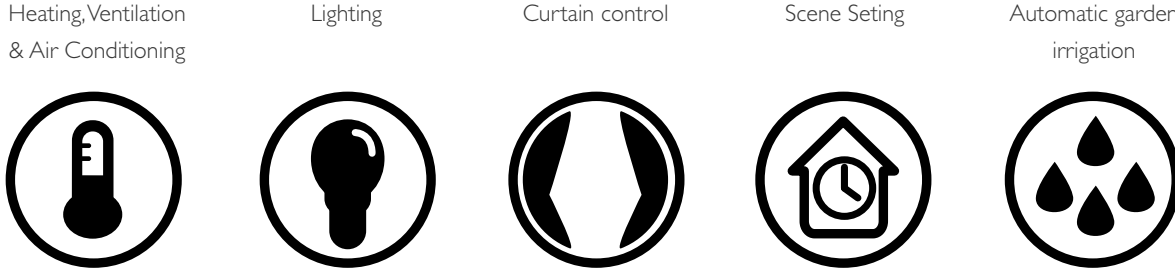
Entertainment

Safety

Community

Solution Symbols
The heart of Pulse

Automation

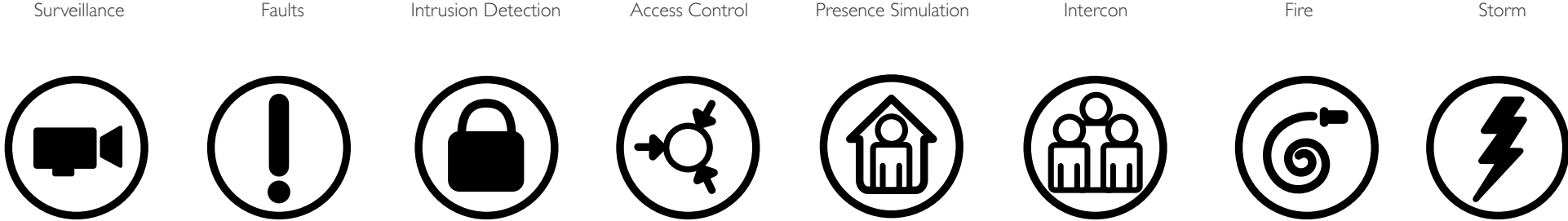


The Solution Symbols are available as digital artwork created at 100mm width. Always use the authentic artwork. Master artwork should not be modified.

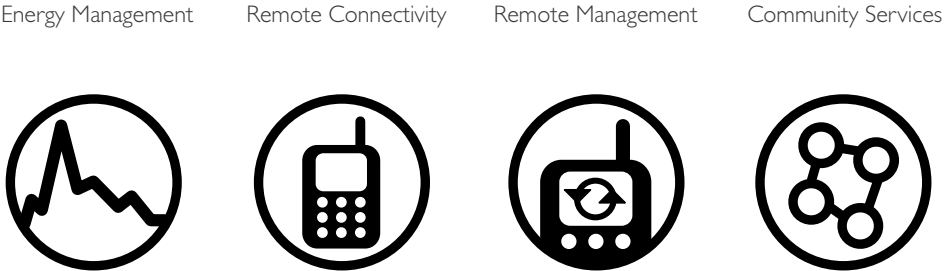
Entertainment



Safety

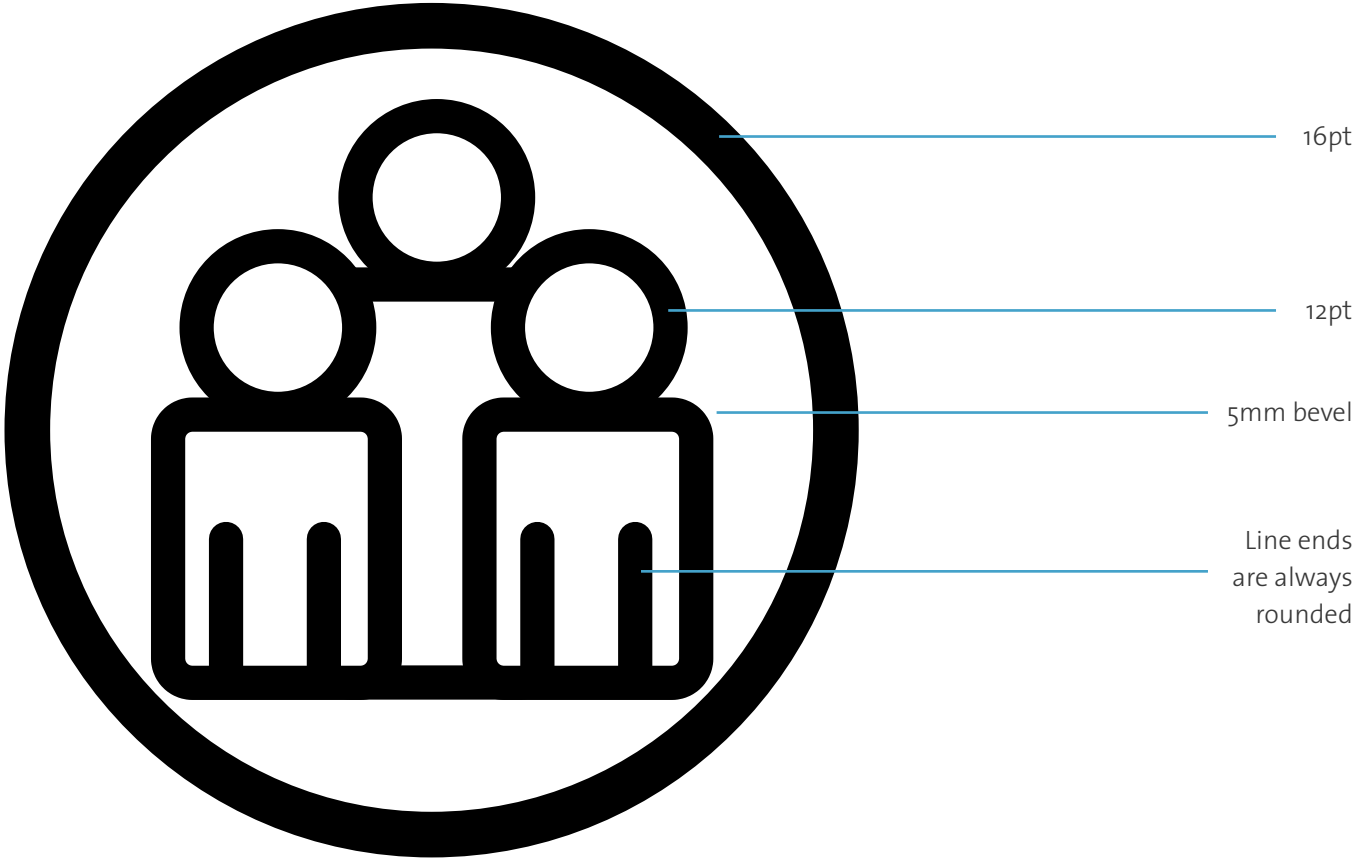


Community



Solution Sectors Symbols
The individual answers for each solution.

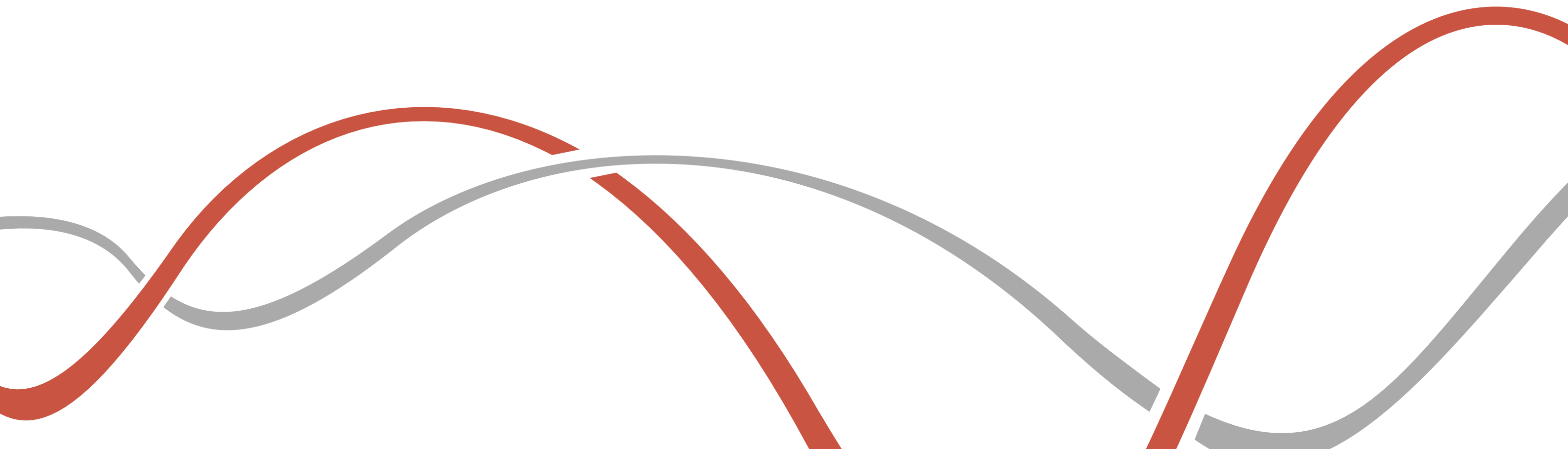
The Solution Sector Symbols are available as digital artwork created at 100mm width. Always use the authentic artwork. Master artwork should not be modified. New symbols can be created following these rules.



Solution Sectors Symbols
How to construct.

Graphic Devices

Other devices that make up the visual look



The sector is identified by the sector straplines.

The corporate top level is living building but when it is sector sepecific such as Hotels then it is permissable to use a seconday tagline suchas living hotels.

The URL is to be appear also amongst the wave device.

Examples are shown in applications for product data sheets and also brochure.

Living Buildings

Living Buildings



Living Buildings

Taglines

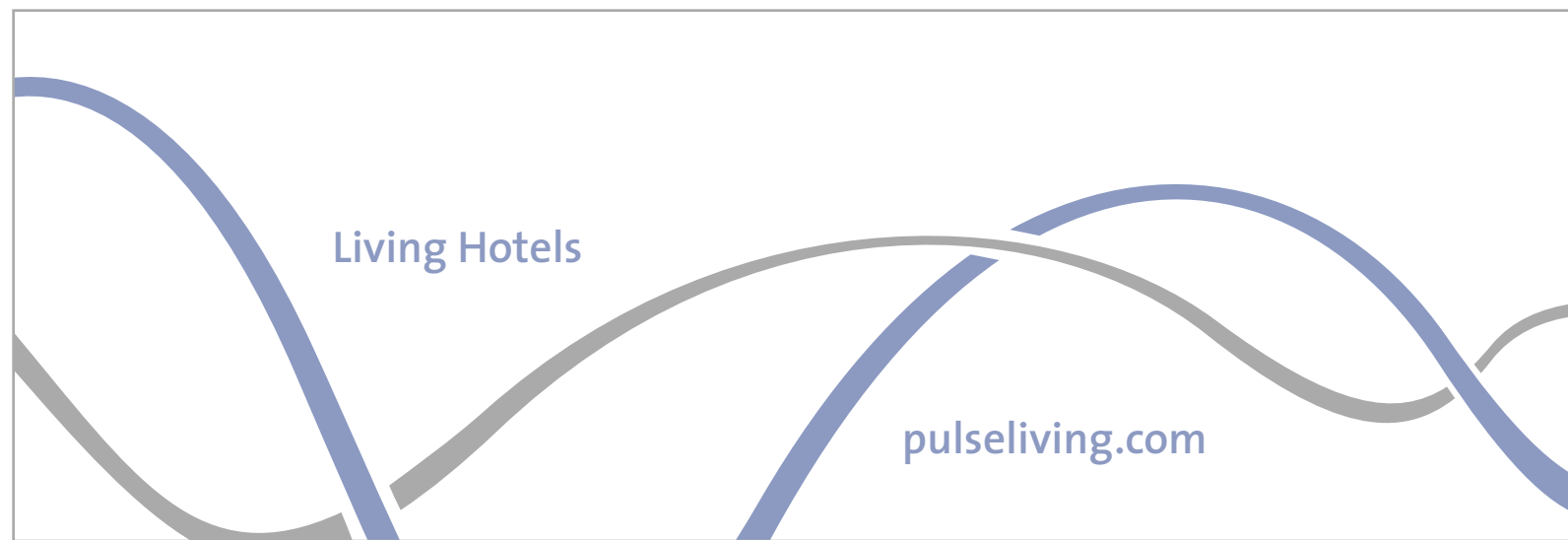
The signifier for the sector

The sector is identified by the sector straplines.

The corporate top level is living building but when it is sector sepecific such as Hotels then it is permissable to use a seconday tagline such as living hotels.

The URL is to be appear also amongst the wave device.

Examples are shown in applications for product data sheets and also brochure.

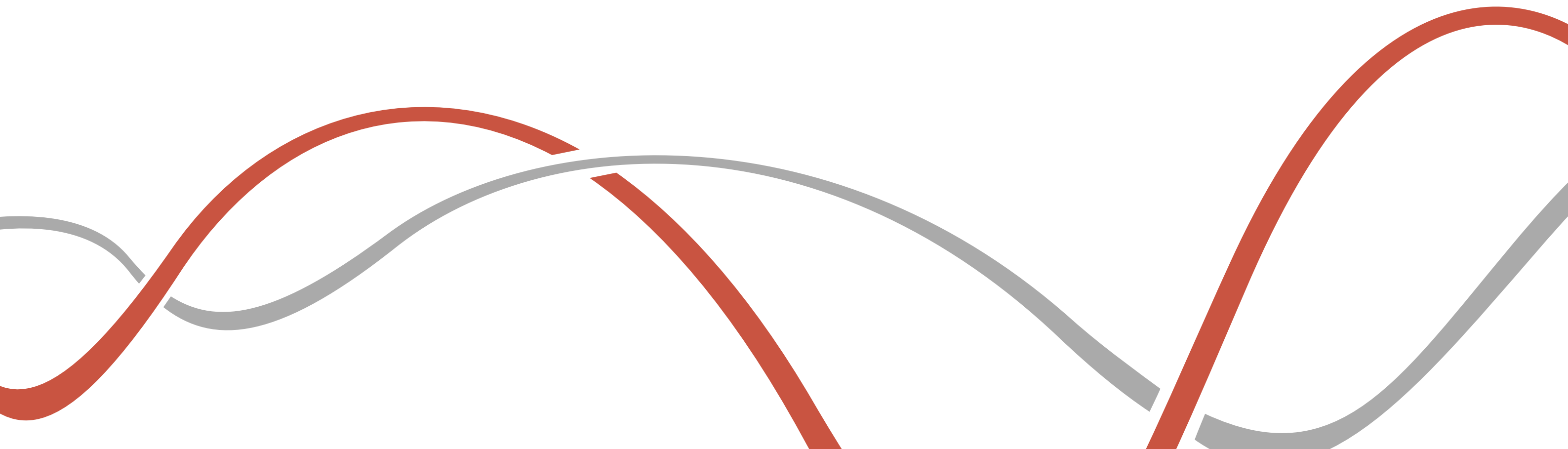


Wave usage with taglines

Using the waves, URL and Living Hotels all together.

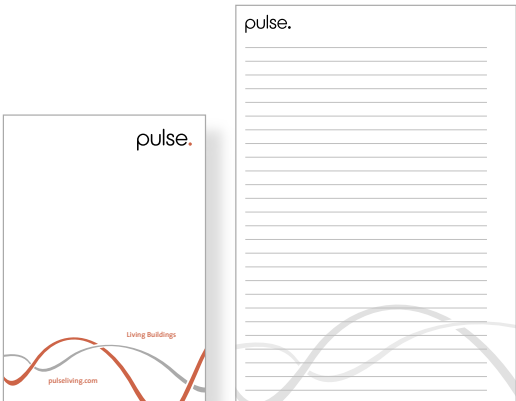
Applications

Effective usage

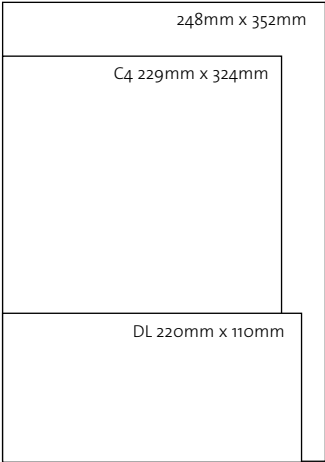


Pulse uses a variety of paper sizes for stationery, brochures and marketing collateral. Items are based on the International 'A' series of paper formats as shown below. The majority of printed material will be portrait.

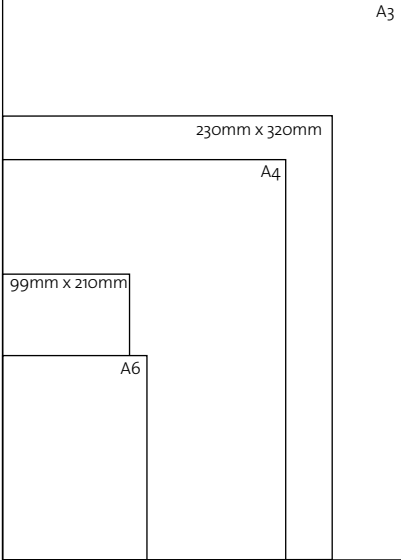
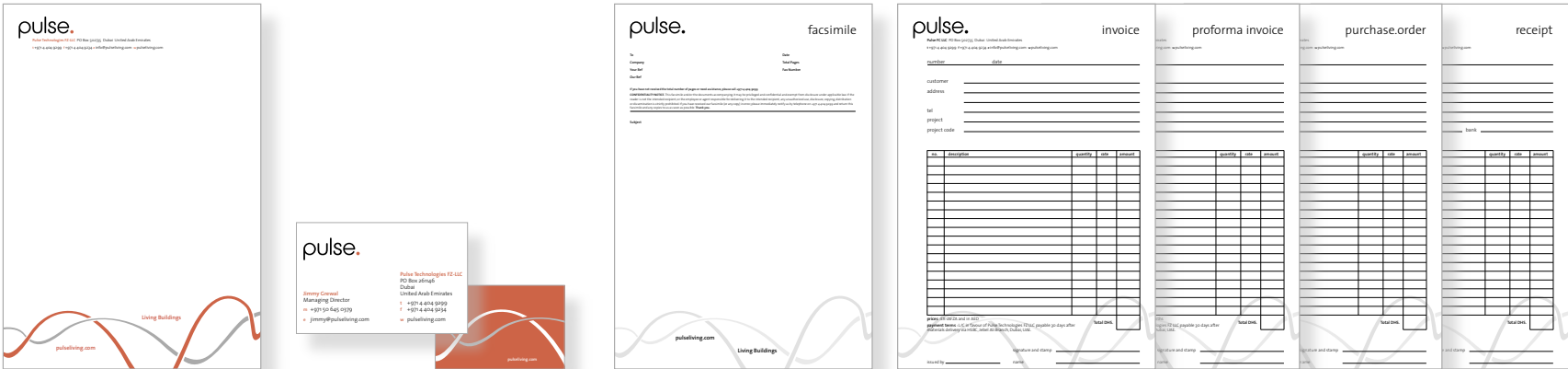
Miscellaneous



Publications



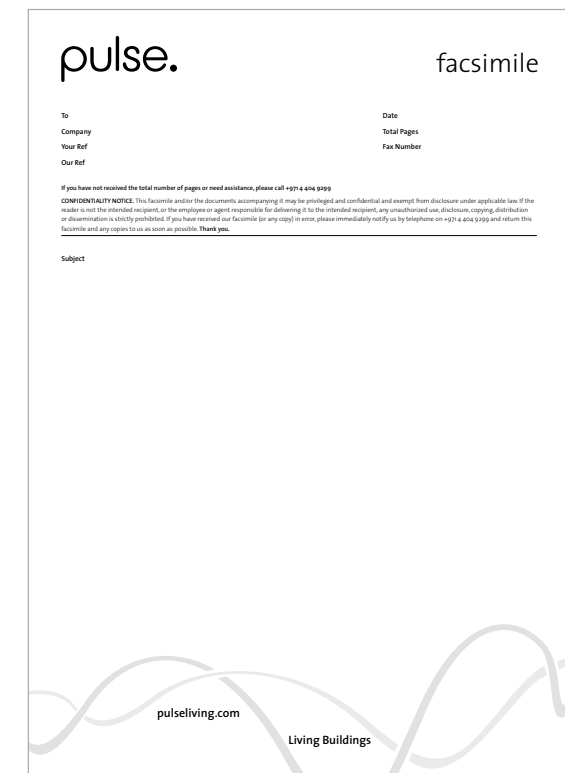
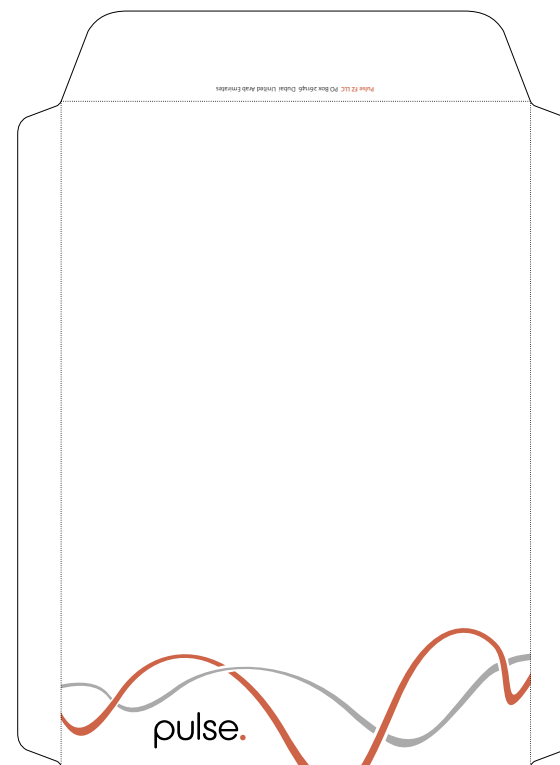
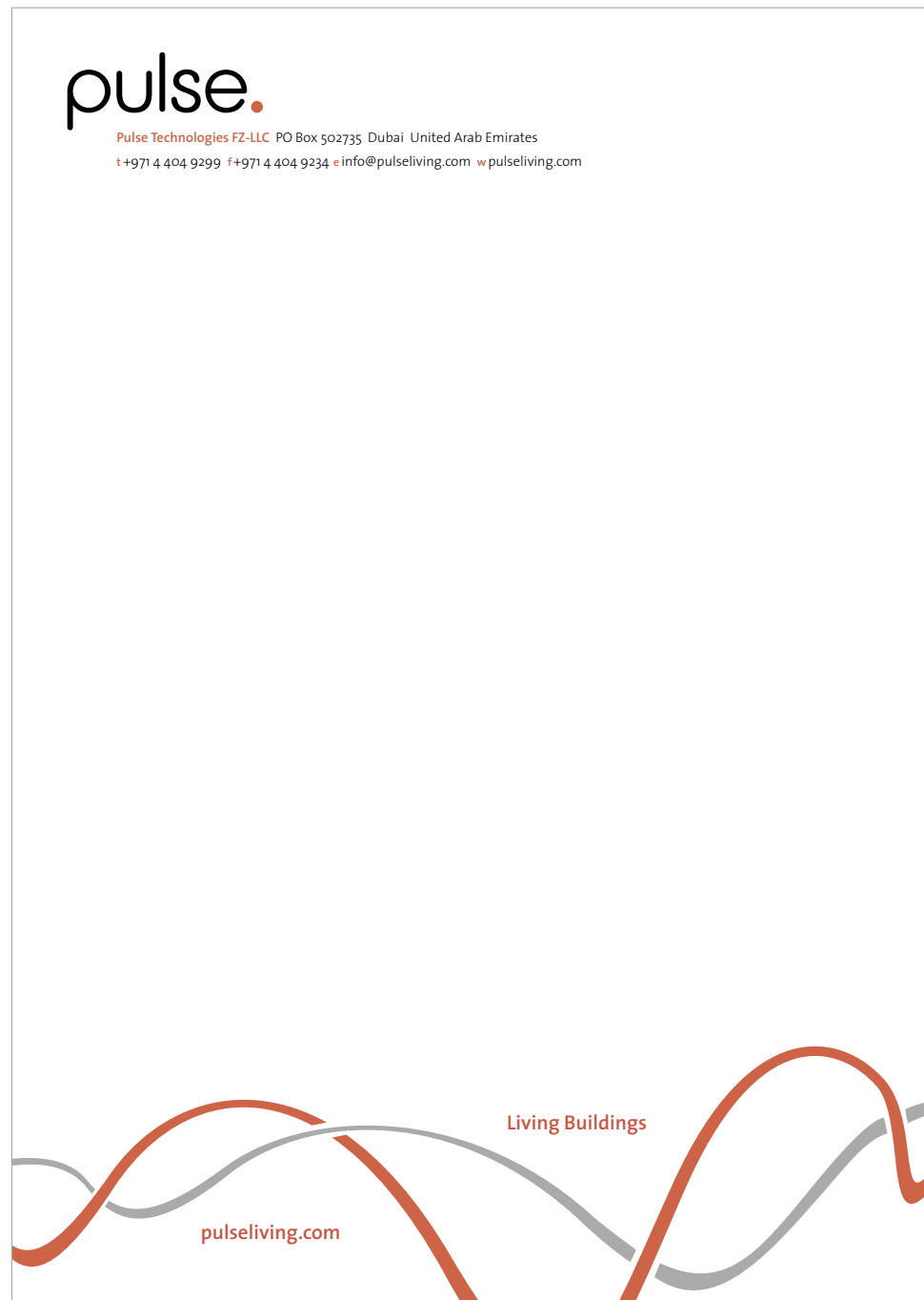
Stationery



Paper Sizing
All the A Sizes and beyond...

The corporate stationery has been created as digital templates.
Please use the master templates and do not attempt to recreate your own.
The master templates are style sheeted to ensure consistency across all usage.

The preferred paper stock is Conqueror CX22 for all stationery.
Letterheads are at 105gsm with matching envelopes and business cards are sealed
after printing. All stationery is printed in two colour Pantone.

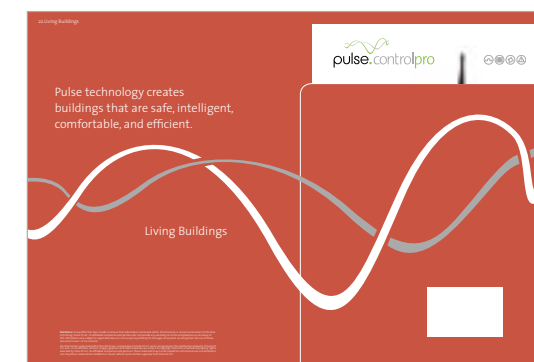
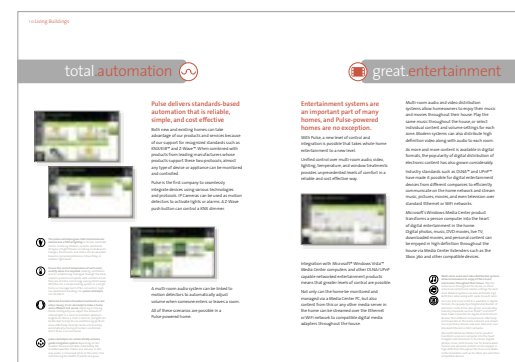
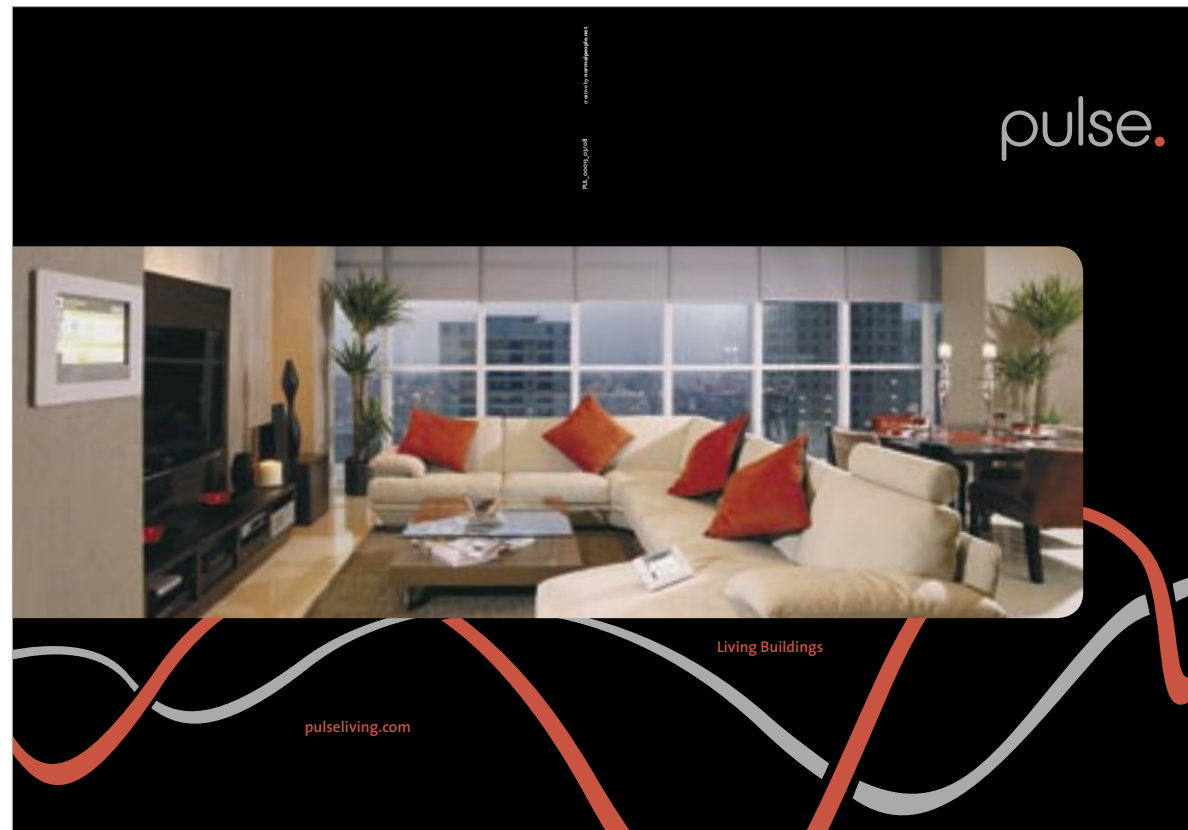


Stationery
The standard set of corporate communication.

The corporate brochure is available as digital artwork.
 The master pages are style sheeted to ensure consistency across all usage.

The preferred paper stock is Ferdrgonni Matt.
 Covers are at 350gsm with body pages at 170gsm.
 It is printed in 6 colours using Pantone Silver and Pantone 7417.

The brochure has been created at 230mm x 320mm to allow for a A4 data sheet inserts in the rear pocket that has a business card slit.
 Job numbers and issue date are to appear on all printed material.



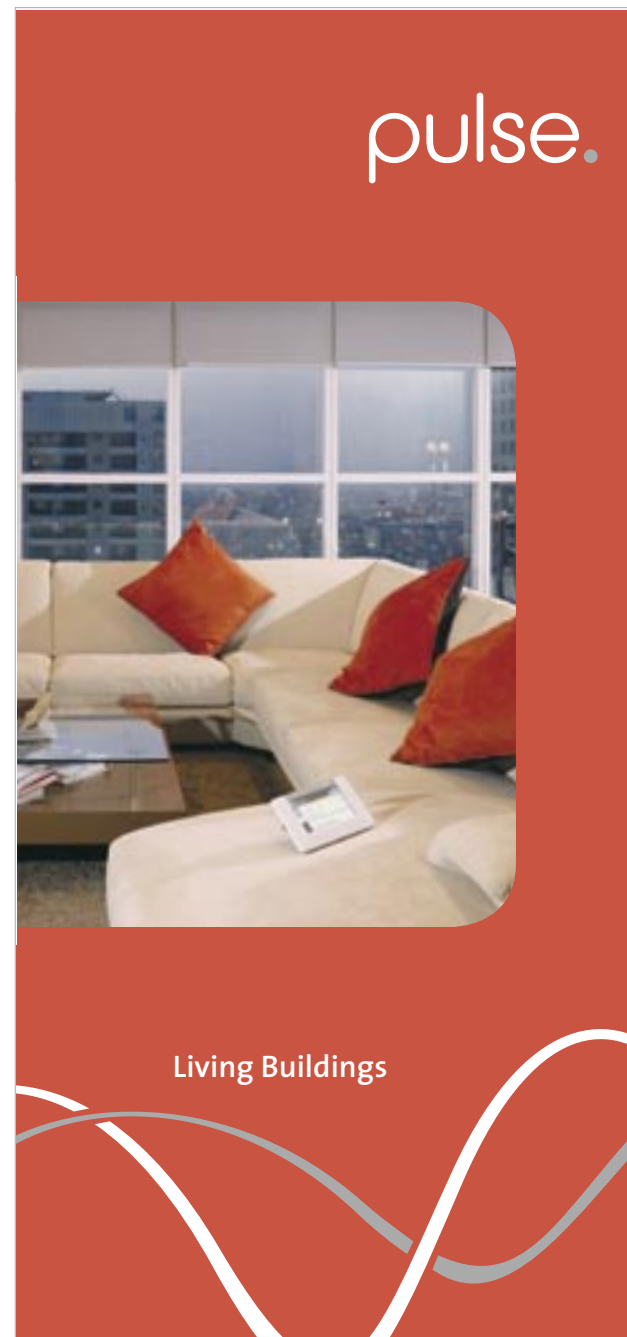
Corporate Brochure
 The B2B and B2C tool

The leaflet is available as digital artwork.

The master pages are style sheeted to ensure consistency across all usage.

The preferred paper stock is a standard Ferdrgonni Matt Art 170gsm.
It is printed in 4 colours . The brochure has been created at 210mm x 99mm

Job numbers and issue date are to appear on all printed material.



pulse.controlpro
At the heart of every Pulse-powered home or hotel room is the versatile pulse.controlpro. This unique device seamlessly integrates automation, entertainment, and security devices with network delivered services. It is engineered to the highest international standards and designed to run maintenance free for many years in any climate.

pulse.touch
The pulse.touch family of touch screens are friendly, aesthetically pleasing, easy to install, and economical. Available in three versions, two in-wall and one wireless, all three feature bright displays with wide viewing angles and customizable front bezels.

pulse.connect
Taking control of your home from anywhere on any device is now possible. The pulse.connect service overcomes many of the limitations of home networks by offering a reliable, friendly, and secure way to monitor and control homes via modern smart phones and personal computers.

pulse.command
Managing smart homes or smart hotels has never been easier. Every Pulse-powered home or hotel room is capable of being centrally configured, monitored, and securely managed via the pulse.command service. Secure VPN links are maintained to each pulse.controlpro enabling facilities management companies to continuously receive fault alerts, security alarms, and energy consumption data.

Automation provides total command over the environment in homes and hotel rooms. Pulse products and services automatically regulate lighting, climate control, curtains, irrigation, etc., to help create a comfortable yet efficient living space.

Entertainment features include control of popular multi-room audio and video distribution systems, DINA Certified™ and LIPS™ networked entertainment products, and client software for Microsoft® Windows Vista™ Media Center computers.

Community level automation, energy conservation, fault monitoring, and communications are now possible and affordable. Property developers and hotel operators can now provide the convenience of smart technology to their customers while improving the efficiency and responsiveness of their FM operations.

Security and safety are central to the design of our products. Sensors of various types, surveillance cameras, video intercoms, access control, all can be monitored from both within the home and over the internet. Alarms and notifications can be sent via SMS or e-mail messages.

Disclaimer: Every effort has been made to ensure that information contained within this brochure is current and correct at the time of printing. Pulse Technologies Ltd. is not responsible for any errors or omissions or for any consequences arising from the use of the information contained herein. The information contained within this brochure is proprietary to Pulse Technologies Ltd. and is intended for use by Pulse Technologies Ltd. and its affiliates, clients, agents, distributors and other authorized resellers only. All other information is the property of Pulse Technologies Ltd. and its affiliates, clients, agents, distributors and other authorized resellers. This information may be used for commercial use only. All other information is the property of Pulse Technologies Ltd. and its affiliates, clients, agents, distributors and other authorized resellers.

smart.home
Our home automation platform delivers fingertip control of lighting, security, climate control, and entertainment, all from a range of devices both from home and on the go.

A Pulse-powered home not only gives you total control, but also automatically makes decisions to help keep your home comfortable while conserving energy at the same time. Easy-to-use touch screens, both in-wall and wireless, allow you to monitor all aspects of your home and quickly adjust lighting, climate control, curtains, and entertainment with the touch of a button.

smart.hotel
A hotel room that offers the latest in technology and convenience can also be energy efficient and economical.

Give guests an easy way to manage the lighting and temperature inside their room. Enable maintenance teams to have continuous fault monitoring data over all aspects of the room, from defective light bulbs to malfunctioning heating or cooling.

Improve the level of service for hotel guests by offering direct access to updated room service menus, hotel directories, news and information, and special offers from conveniently placed Pulse touch screens in each room.

living.buildings
At Pulse, we make it easy to control the environment in homes and hotel rooms while helping conserve energy and improve security.

From single homes to entire communities, our products and services can scale to deliver automation, entertainment, security, and community connectivity in a way that has never been possible before.

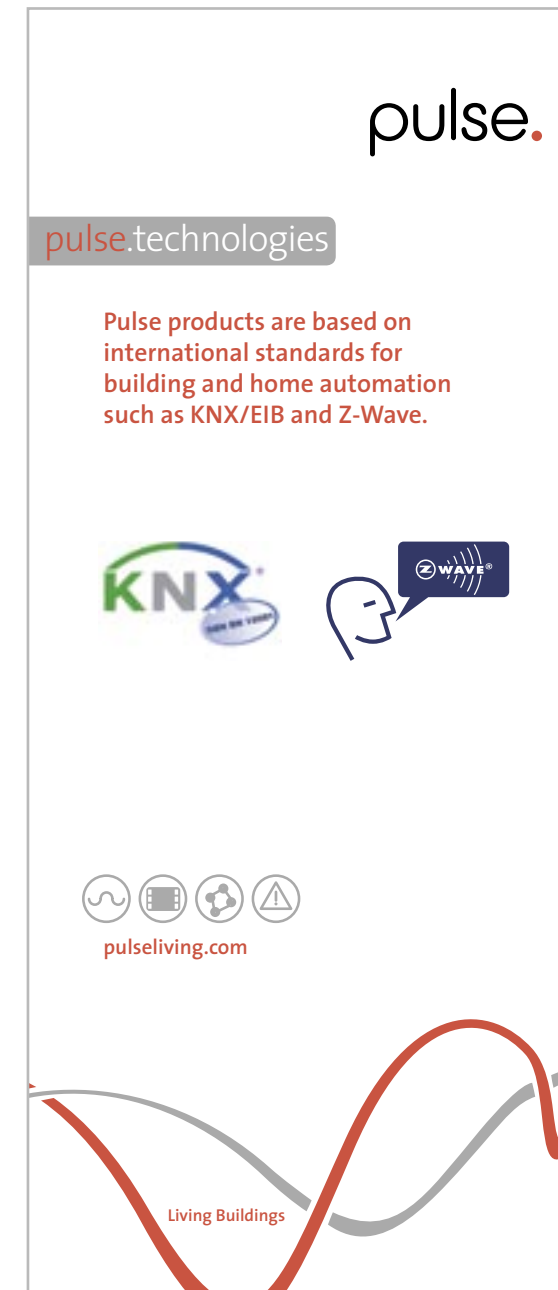
Our technology creates buildings that are safe, intelligent, comfortable, and efficient: **Living Buildings**

KNX **AVANTAGE**

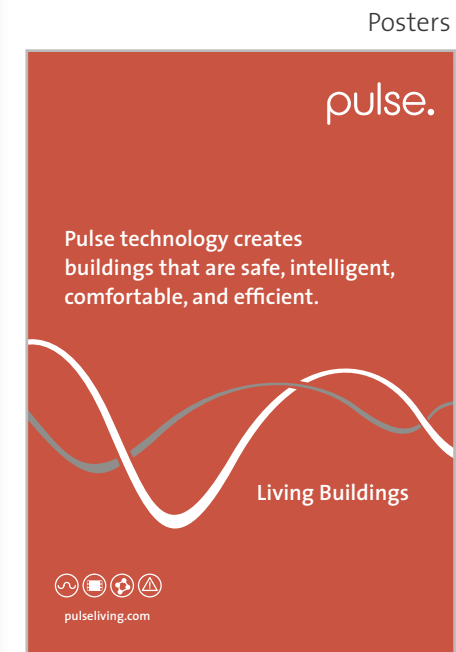
+971 4 404 9299
info@pulseliving.com
pulseliving.com

Leaflet
A Simple overview...

Clean, clear and simple messaging.



Roll Banners



Posters

Promotional Materials
From posters to pens to polo shirts.

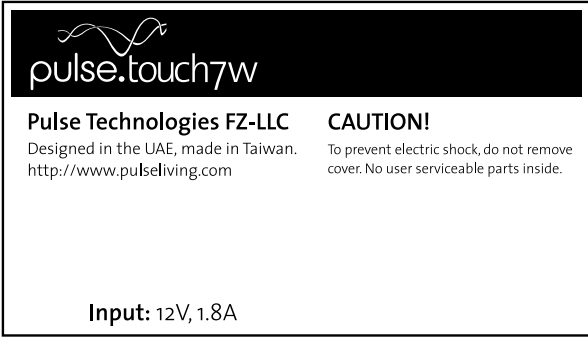
Exhibitions are open, approachable with bold powerful statements.
Technology is accessible.

It is important that all exhibition spaces are well lit and that the corporate primary colours are evenly used in application.



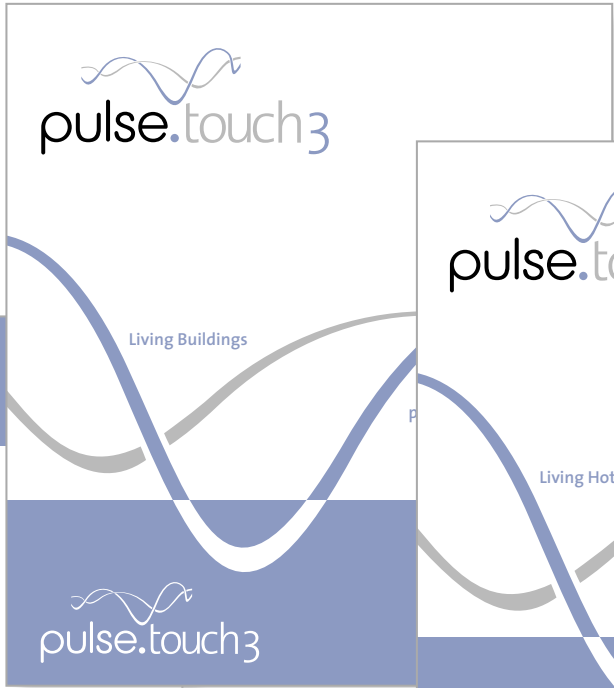
Exhibitions
An open accessible modular system.

Always use the authentic artwork.
Master artwork should not be modified.



Product Labels
Technical data on the product

Always use the authentic artwork.
Master artwork should not be modified.



Packaging
How to ship the products

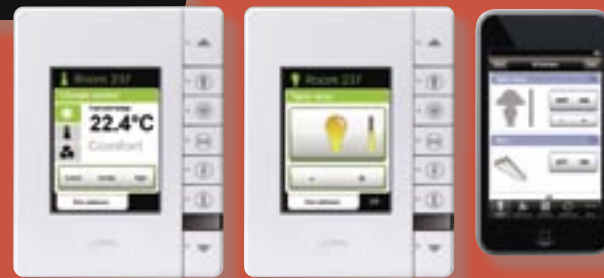
pulse.

living.buildings



At Pulse, we make it easy to control the environment in homes and hotel rooms while helping conserve energy and improve security.

From single homes to entire communities, our products and services can scale to deliver automation, entertainment, security, and community connectivity in a way that has never been possible before.

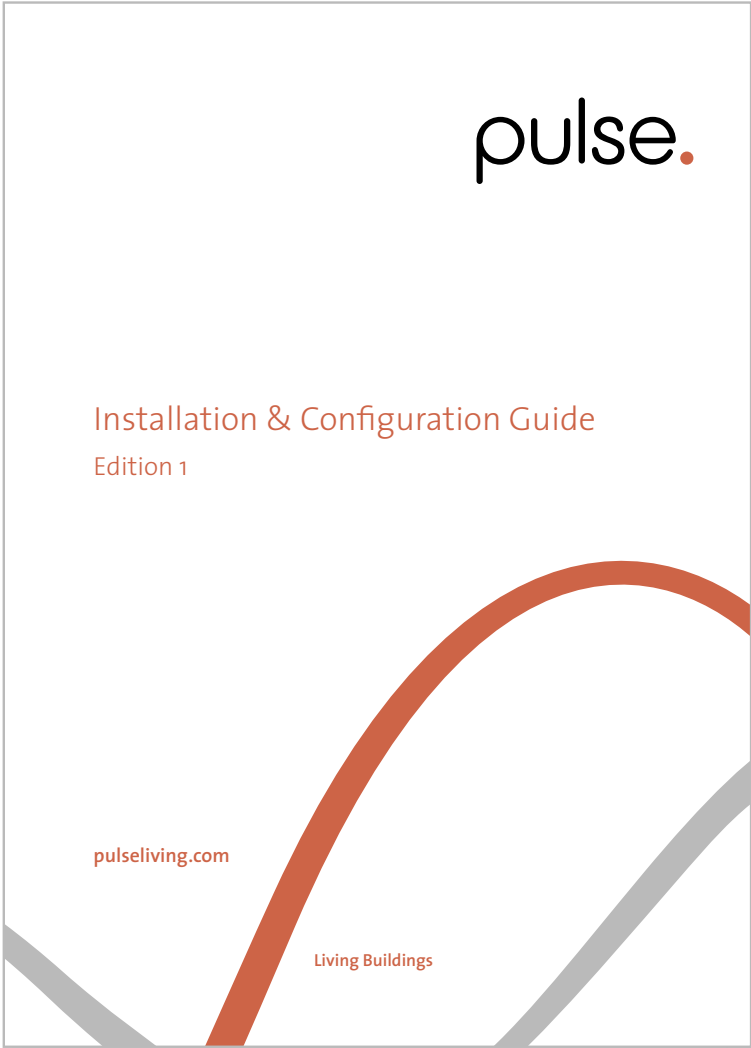


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Chapter 1: Pulse Configuration Utility

Chapter 1: Pulse Configuration Utility

Introduction

The Pulse Configuration Utility allows you to create and design Pulse solution projects and then load those projects inside a Pulse.ControlPro. This chapter explains how to:

- Install the Pulse Configuration Utility.
- Use the Pulse Configuration Utility.
- Create a new project.

Files Contained on the CD

The Pulse Configuration Utility is a software application that must be installed on the PC.

File Name	Description
Pulse Setup.exe	Core installer of the Pulse Configuration Utility

Installation Requirements

Before you install the Pulse Configuration Utility, ensure that NET Framework, version 2.0 or later is installed on your machine.

Note: The Pulse Configuration Utility has been tested on Windows® XP Service Pack 2 and 3 (x86 platform) and Windows® Vista Service Pack 1.

Important: Make sure you have the Window XP SP2 or SP3, or Windows Vista SP1 and critical updates for your version of Windows. Recent security updates are on the Microsoft® site at <http://www.microsoft.com>.

Pulse Installation and Configuration Guide 1



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living buildings

At Pulse, we make it easy to control the environment in homes and hotel rooms while helping conserve energy and improve security.

From single homes to entire communities, our products and services can scale to deliver automation, entertainment, security, and community connectivity in a way that has never been possible before.

Our technology creates buildings that are safe, intelligent, comfortable, and efficient: **Living Buildings**

the pulse

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pulse.control
At the heart of every Pulse-powered home or hotel room is the versatile pulse.controlpro

pulse.touch
The pulse.touch family of touch screens are friendly, aesthetically pleasing, easy to install, and economical.

pulse.connect
Taking control of your home from anywhere on any device is now possible.

pulse.command
Managing smart homes or smart hotels has never been easier.

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total automation

Pulse delivers standards-based automation that is reliable, simple, and cost effective.

Both new and existing homes can take advantage of our products and services because of our support for recognized standards such as KNX/EIB™ and Z-Wave™. When combined with products from leading manufacturers whose products support these two protocols, almost any type of device or appliance can be monitored and controlled.

Pulse is the first company to seamlessly integrate devices using various technologies and protocols. IP Cameras can be used as motion detectors to activate lights or alarms. A Z-Wave push button can control a KNX dimmer.

A multi-room audio system can be linked to motion detectors to automatically adjust volume when someone enters or leaves a room.

All of these scenarios are possible in a Pulse-powered home.

The pulse.controlpro gives total command over natural and artificial lighting in homes and hotel rooms, including shutters, curtains and blinds - all types of light fixtures including incandescent, halogen, fluorescent, and others can be adjusted based on personal preferences, time of day, or outdoor light levels

Ensures the correct temperature of each room, exactly when it is required. Heating, ventilation and air conditioning managed through the Pulse solution provides occupants with comfort whilst they are at home and energy saving whilst away. Whether it's a single home, or management of the cooling system in a high-rise apartment building, the pulse.controlpro can handle

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Website
Clean and clear navigation.

Never appears smaller than 7pt and must always be legible.

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