

**TURNING GARAGE DOOR ACCESS ON ITS SIDE**

*LiftMaster® Side-Mounted Opener Encourages Homeowners to Look to the Ceiling*

Elmhurst, IL – July 20, 2010 – Once functioning solely as a detached, four-walled space designated for parking the family sedan or stowing away the lawnmower for the winter, the American garage has undergone a considerable number of changes throughout the past half century. Today's garage has evolved to serve as an extension of the home and, in some cases, these newly tapped spaces have been transformed into cozy living spaces, tricked out work areas, high-intensity exercise rooms or even into party and entertainment space.

In addition to embracing this space as a room within their home, the majority of today's homeowners (70 percent) utilize the garage door as the main entranceway to the home via the attached garage. With the garage serving as the "new front door," homeowners rely on automatic garage door openers as well as access pads mounted outside the garage to provide undisturbed and controlled access to the home and eliminate the need to always carry keys to the front door.

In response to the growing functionality of the garage and inspired by key trends in residential builds, LiftMaster, the world's largest manufacturer of professionally installed garage door openers and access systems, introduced a garage door opener that literally turns access on its side – the LiftMaster Side-Mounted Residential Garage Door Opener (model 3800).

Complementing the newfound utility of the garage, this innovative, space-saving opener features an ultra-quiet 24V DC motor and mounts on the wall beside the garage door instead of hanging, centered on the ceiling. By mounting on the interior wall, this opener frees up valuable storage space and enables new and unique garage designs to come to fruition.

## **LIFTMASTER SIDE-MOUNTED RESIDENTIAL GARAGE DOOR OPENER – PAGE TWO**

For example, builders and homeowners alike are incorporating vaulted or cathedral ceilings in their garage blueprints, which can add depth and style to this space. The LiftMaster Side-Mounted opener is ideal for these applications; especially since a traditional ceiling mounted opener is not compatible with these unconventional layouts and can hinder the sleekness of the overall garage design.

The Side-Mounted opener, in addition to allowing for new and unique designs, also serves as a solution for older homes with extremely low garage ceilings. A traditional ceiling mounted opener presents a challenge in terms of clearance on a very low ceiling, while the Side-Mounted opener is tucked in and out of the way for cars, people or objects to safely utilize the garage space.

“The Side-Mounted Residential opener (model 3800) provides the highest levels of performance for the unique applications found in today’s garages,” said Ken Roehl, vice president, marketing, Chamberlain Professional Products. “Homeowners demand top of the line appliances in every room of the home, including the garage—which is quickly becoming one of the most functional areas in the house.”

For added safety, security and convenience, the Side-Mounted Residential opener (model 3800) comes with The Protector System<sup>®</sup>, which projects an invisible light beam across the garage door opening and automatically reverses the door if anything interrupts the beam while door is going down. The Side-Mounted opener is also equipped with the PosiLock<sup>®</sup> system which securely locks the door in place when the garage door is fully closed, ensuring the door cannot be forced open by an intruder.

Optional accessories for this opener include the EverCharge<sup>®</sup> Standby Power System which will operate the garage door opener for up to 20 cycles in the event of a power outage; Remote Lights that work on a timer, provide 200 watts of light, and can be positioned anywhere in the garage; the Laser Parking Assist to help guide drivers into the perfect parking spot every time; and Wireless Keyless Entry with Security +<sup>®</sup> for secure

**LIFTMASTER SIDE-MOUNTED RESIDENTIAL GARAGE DOOR OPENER – PAGE THREE**

access without a key or remote control and a wireless control panel that mounts easily anywhere in the garage.

Throughout the years, LiftMaster, a leader in residential access solutions, has played a vital role in building universal acceptance for garage door openers, now an indispensable home appliance. More importantly, along with help from their network of LiftMaster dealers, they are proud to offer the broadest selection in performance, features, and durability – more so than any other opener brand.

The Chamberlain Group, Inc. manufactures and markets access control products including residential garage door openers, commercial door operators, residential and commercial gate operators, telephone entry systems and related access control products. For more information on the LiftMaster Side-Mounted Residential Garage Door Opener (model 3800) or to find a dealer near you, visit [www.LiftMaster.com](http://www.LiftMaster.com).

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