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**LiftMaster Introduces Mini Universal Remote Control,
Showcases Top Innovations at IDAExpo**

LiftMaster Demonstrates Connectivity, Access and Security at Industry's Largest Dealer Event

ELMHURST, IL., April 27, 2016 — [LiftMaster®](#), the number one brand of professionally installed garage door openers and access solutions, will share innovative connectivity, security and safety products for garages and automatic gates at the nation's largest professional dealer event, the 2016 IDAExpo in Las Vegas.

LiftMaster is debuting its new Mini Universal Remote Control, which has a compact keychain design and is compatible with most major brands of garage door openers. Weighing just 1.6 ounces, the remote is designed with active homeowners in mind and provides a convenient and secure way for household members and trusted guests to enter the home without sharing access codes or housekeys.

"LiftMaster is leading the industry in connectivity, access and security, and is committed to delivering convenient, high-quality products to our customers," said John Villanueva, Vice President, Marketing, LiftMaster. "The new Mini Universal Remote Control launching at IDAExpo is a great example of our commitment to providing simplified garage access."

A leader in connectivity and home automation, LiftMaster is making it easier than ever for residents to monitor their homes while away. Attendees at IDAExpo can view a working display of LiftMaster's [Model 8550W](#) – the Industry's first Wi-Fi Garage Door Opener with built-in [MyQ®](#) technology – which allows users to open, close or monitor their garage door anytime, anywhere, using the free MyQ app.

LiftMaster will also display the innovative Model 8500, which mounts on the wall next to the garage door rather than on the ceiling. This unique design creates a clean interior appearance and can free the garage ceiling for additional storage, if desired. The opener also features optional Battery Backup and the ability to monitor and control the system through a smart device with the MyQ app.

An in-booth demonstration of how LiftMaster MyQ technology integrates with Nest Cam will also be featured at IDAExpo. While MyQ has always alerted users to garage door activity via smart device push notifications, with Nest Cam, users can now access a video feed of what's happening in the garage the moment the garage door is activated, allowing for enhanced security and peace-of-mind.

LiftMaster Safety Ambassadors will be on-site to discuss LiftMaster's safety program, [Don't Chance It, Check It®](#), and advise dealers on the [2016 Underwriters Laboratories \(UL\) 325](#) gate safety guidelines, which call for monitored safety devices in and around automatic gates.

Additional products at the LiftMaster booth, offering security and convenience include:

- Model 8355, which offers energy efficient performance and is equipped with the Motor Vibration Isolation System (MVIS) to provide quiet and smooth operation.
- UL 325 listed automated Gate Operator Systems, including Model LA500 for residential and light commercial use.
- Internet Protocol Access Control (IPAC), the first Internet-enabled outdoor access control system with Voice-over Internet Protocol (VoIP).

To learn more, visit LiftMaster booth #301 at the IDAExpo.

LiftMaster®

About LiftMaster

LiftMaster is the number one brand of professionally installed residential garage door openers, as well as a major manufacturer of commercial door operators, residential and commercial gate operators, telephone entry systems and related access control products. Driven by the access and security needs of the marketplace, LiftMaster's expansive line of state-of-the-art residential and commercial products are designed to fit any lifestyle or application, providing the latest technology and innovations in safety, security and convenience. For inquiries on LiftMaster products or to inquire about becoming an authorized dealer, please visit www.LiftMaster.com.

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