

# Alpha NEWS

TUBULAR MOTORS LLC

## MOTORIZATION MADE EASY

September 2020

Greetings!

Wow! What a year we have all been experiencing. I hope you, your teams, and your family are all happy and healthy during these times. Let us hope things get better and we are all stronger through the experiences in 2020.

We would like to share a few announcements on some new products and features that we believe you will find useful. We are always working to meet each of our partners needs and we believe this is great progress as we head into next year.

### AlphaNeo Hub Compatible with Siri



Our AlphaNeo application now works with Siri voice commands. Simply create a scene within the app, for example, all blinds to go down, then call the scene "goodnight" and click to add it to Siri. Then you can simply say "Hey Siri, Goodnight". This will activate the scene and the blinds will go down as well as giving you confirmation that the scene was activated.

It couldn't be simpler, and the scenes take seconds to set up!

### New 3Nm Battery Motor



We have seen great success with our 2Nm rechargeable motor in all regions, the WSERD30B 2/31. This is primarily due to the 50% additional cycles between charges compared to our closest competitors. It is extraordinarily quiet and has great reliability. A big reason for these attributes is the groundbreaking Coreless Motor Technology built in. We are pleased to announce that we will soon introduce our 3Nm Coreless Motor version to the market, the WSERD30 3/20. We estimate delivery of the first batch toward the end of October.

### Obstacle Detection Motor for Zip Systems



We recently did a soft launch of our Obstacle Detection Motor. The response was great! It immediately became popular with our partners that build many types of zip style systems. You don't need an engineering degree to choose the right version, there is one option and it does all sizes (we have tested up to 20ft/6m wide). We have a feature your installers will love. During installation you can turn the obstacle detection function off, then do a conventional installation and turn it on again at the end. The setup

couldn't be easier, no more fighting with the motor during installation. Please note, the WSER50 30/16 OD has a star head design and has 5mm extra deduction compared to our standard 50mm Universal motors.

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### New Retractable Awning Motor with Electronic Limits



We are excited to share with you the new WSERM50 50/16 Electronic. This product is specifically designed for retractable awnings. It incorporates both manual override and electronic limits in the same motor. Normally, if you had manual override, you had to have mechanical limits. In the event of a power failure or possible use of the manual override functionality, once power is restored simply tell the awning to go in (it won't go out at this point). Once the motor has found the inner limit position again, it will restore the original inner and outer limits and run as normal.

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### New Look for Pioneer Series Remotes



Our popular Pioneer Series remotes are in the process of being updated. We are making minor updates for improved end user experience. Visually the biggest difference is round buttons. The biggest improvement is the introduction of a battery compartment on the back. No more unscrewing the back for battery replacement!

Expect to the changeover late 2020 to early 2021.

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With this year's challenges, we are happy to say that even though motor demands have been high, we have been able to maintain and increase stock levels on all our primary products throughout this period. All our departments and partners; from manufacturing, warehousing, sales and distribution, have stepped up to ensure we have what you need, when you need it. Our warehouse remains packed to the ceiling, and ready to meet our partner's needs.

On a more personal note, I would like to thank everyone for your continued support during these challenging times. Alpha in turn continues to do our best to support you and your businesses in every possible way we can. We are all going through these trying times together, and with each other's support, we will survive and flourish together. We thank you for your partnership.

Kind Regards  
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