



FOR IMMEDIATE RELEASE

Contact: Julie Fornaro
NewGround PR & Marketing
562.587.3957
jforanaro@newgroundco.com

Smarter Home Showcase Debuts at This Year's PCBC in San Diego
*Attendees Will Get Hands-on Look at Technology Transforming
the Building Industry*

SAN DIEGO (June 17, 2015) – Attendees at PCBC, the largest annual homebuilding trade show in the Western United States, will get a up-close look at the latest products and technology, trends and insights in home building at the new Smarter Home Showcase. Debuting for the first time at the June 24 and 25 event in San Diego, the Smarter Home Showcase will give attendees a first glance at the latest in housing automation, water conservation, energy efficiency, and security.

Sponsored by [California Advanced Homes](#) and [Professional Builder](#), the Smarter Home Showcase is a destination area within PCBC's 100,000-square-foot exhibit hall dedicated solely to showcasing the products and solutions that create a smarter, more connected home. The Smarter Home Showcase will provide insight into the growing consumer demand for homes to be built many steps ahead in efficiency, convenience, technology and progress.

"We're excited to debut the Smarter Home Showcase at this year's PCBC," said Ann Bivens, director of exhibits for PCBC. "We are expecting this new exhibit floor destination to educate attendees about the many advances happening in home building today."

The Smarter Home Showcase will include the Smarter Home Theater, a vibrant educational event featuring leaders in technology and science presenting new innovations in the industry. Each will discuss real-world issues and how technology and advances create solutions. Presentation topics range from technology, home performance, and water and energy efficiency.

Also featured in the Smarter Home Showcase is the Show Home: The Ultimate Kitchen by *Professional Builder*, highlighting the latest kitchen and cooking technology. Designed by KBIS 2014 Best Kitchen Design winner Tim Scott of XTC Design Inc., the 600-square-foot compact retreat includes a separate bedroom, bathroom and lounge area off the kitchen.

“As homeowners become more savvy and educated in technology and buying decisions, builders and manufacturers are challenged with delivering increasingly advanced solutions for the home,” said Linda Baysari, senior vice president of PCBC. “The Smarter Home Showcase is poised to give attendees a peek into where new home offerings are ultimately headed.”

About PCBC

PCBC is the largest homebuilding trade show in the Western United States and is dedicated to advancing the art, science and business of housing. Sponsored by the California Building Industry Association and endorsed by the Leading Builders of America (LBA), whose membership includes 21 of the largest public and private homebuilders in the country, PCBC offers two days of exhibits, education, special events, and networking. This year, the annual event returns to San Diego, California. For more information, please visit www.pcbc.com.

###