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**Press Release**

**09 August 2018**

**Simplifying the world of building control**

With energy efficiency firmly in the spotlight, Synapsys Solutions is urging the industry to consider a more simplistic approach of building control to manage energy consumption in a building.

Savvy building owners and managers are looking for fast and effective solutions to optimise building performance in order to meet the Europe 2020 plan. As a result, the building controls market is rapidly growing due to ongoing advancements in technology.

However, as many products on the market are utilising highly technical and over complicated technology, this is leaving some confused and unsure of where best to begin to tackle energy usage in a building. Consequently, energy reductions and potential savings are being missed. What’s more, the complexity of some products can result in a minefield of security and connectivity issues causing a headache for building owners and managers…

Synapsys Solutions believes there is a need to simplify building control in order for a more manageable and streamlined process in lowering energy consumption in today’s buildings.

By using a simplistic approach to building control, it is easier to achieve the end goal of turning an ordinary building into a Smart building. Building owners and managers can unlock a world of potential by using a simple solution such as SIP+ to successfully optimise building performance over the long term.

Matt Gardner, Business Development Manager for Synapsys Solutions said: “Increasing energy efficiency in commercial buildings remains a key focus. We believe there is a strong case for simplification in the evolving building controls market. If building owners and managers can target energy consumption with a simplistic and direct approach, they are more likely to take the first steps into optimising a building by unlocking a whole host of potential savings.”

[www.synapsys-solutions.com](http://www.synapsys-solutions.com)

**Note to editors**

Synapsys Solutions offers interfacing, integration and communication solutions for the building controls industry.

The Company creates simple, cost-effective building integration solutions to improve communication and co-ordination between building, plant and equipment. Their systems reveal the operation of a building to its users, helping their customers understand, improve and optimise how their building performs.

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