

The Playbook

A guide to partnering with a qualified Smart Home Professional



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Introduction

Over the years since the introduction of *Technology Designer Magazine*, we've been fortunate to have many design-build professionals contribute to our story-telling efforts as we explore the world of performance homes. From architecture to the build to the design, we've presented the latest resilient, energy conscious and sustainable practices that define performance homes.

Our core beliefs are that technology – regardless of whether it supports building materials or landscaping efforts or interior design – should always be subservient to the overall design goals of the homeowner. Technology works best when it is invisible and intuitive. It supports great design.

At the same time, we believe that technology design and system integration companies who design and integrate technology into homes should be an integral part of the early discovery meetings in order to discover what homeowners aspire to as far as utilizing technologies that enhance and support the design-build process. And the only way to make this vision a reality is for all of the design-build trades to embrace technology not as an adversary, but as a support mechanism.

The Playbook concept was designed to address a common complaint we have heard from the various trades – “Who are you guys, how do I find a reliable partner to educate our firm and support our design goals, and when do we bring you into a project for consultation?”

Those questions are what we will address in *The Playbook*, an on-going publication from *Technology Designer Magazine* that will see continual updates as we expand into the multitude of technologies that are part of our industry.

For this first version of *The Playbook* we will focus on two important concepts, the first is about our industry and the resources available to all design-build trades. Who we are, how to find a great partner, and the many resources we have to offer including individual technology designer firms, manufacturer representatives across the 50 states who represent the manufacturers in our industry, and professionals within our world who are available to answer your questions whether it is about clean energy, lighting design, outdoor resiliency, and many other technologies that we will continue to build out over the coming years.

Next, from the pages of the magazine we will overview various performance home metrics to give you an understanding of cutting-edge design and where technology supports said design.

Residential technologies needn't be intimidating, they should be embraced as a catalyst for your design goals. Lean on our industry all-stars who can walk you and your client through the possibilities to make modern performance homes enjoyable, effortless, intuitive, and at the end of the day better places to live and raise a family. We are here to partner, collaborate and support your efforts.

Douglas Weinstein

Editor-in-Chief | *Technology Designer Magazine*



Elizabeth P. Lord-Levitt is the Principal Designer at Elizabeth P. Lord Residential Design LLC and is a CMKBD and CLIPP certified designer with a graduate degree in real estate and construction management.

With almost 20 years in the residential design and construction industry, I have seen trends come and go. From taupe paint colors and red accent walls to espresso hardwood stains, to the infamous grey cabinet trend of 2020. But there is one trend that isn't going out of style anytime soon, and that's the integration of technology into residential interior design projects. When designing a space, smart home integration is often an afterthought. Designers tend to feel overwhelmed by the concept and choose to focus more on the aesthetics of a space over the functionality of a space. That mindset is only hindering the usability for the end user and ultimately their satisfaction with the final deliverable. We as interior designers need to understand the importance of how to integrate it into our designs and how it can impact our client's quality of life for the better.

After attending *Technology Designer's Day of Discovery*™ at CEDIA Expo, it became abundantly clear to me that I was lacking valuable knowledge in the smart home technology space. With many of my clients being young tech savvy homeowners, I was doing them a disservice by not informing them of all the technology that would be applicable for their project. These clients are investing in their biggest investment, their homes. They look to us as their advisors and advocates, with the hopes that we are providing all the available design options for them to make educated decisions about their project and their investment. Many of these clients want their homes to work for their way of life and ultimately make their lives easier. This may include voice activated features, room scenes that interact with the time of day, and overall health benefits, in addition to being beautifully designed with intention.

With CEDIA Expo and TD's Day of Discovery, I feel it's vital for the trades to take advantage of the learning opportunities provided by attending these events. Having basic level knowledge of residential technology and its benefits will not only differentiate an interior designer's service offerings but will help them create a built environment that is beautifully designed, functional and efficient for their client. Being able to articulate and understand smart home integration will instill a sense of trust with clients and that a designer has their best interest at the forefront of the design process. Once the smart home wants and needs for the project are established, partnering with a certified smart home integration firm will elevate a designer's projects and client experiences.

Smart home technology isn't a trend, it's a new way of living.

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Overview and Lexicon

The technology design and systems integration industry is made up of companies that design, manufacture, install structured wiring networks, and integrate smart home and intelligent building products, systems and services. Industry professionals are experts in a wide range of disciplines such as audio/video, networking, telecommunications, lighting, energy management, system control and integration, wellness strategies, user interfaces, and surveillance and security systems. These professionals have skill sets that include but are not limited to, computer programming, systems interfacing, acoustical theory, and video calibration that enable them to integrate and program a wide variety of technology systems so all components seamlessly work together. Systems integration professionals are essentially the composers of lifestyle technology experiences, with residential system integrators primarily working in home-based environments and commercial system integrators primarily working in commercial and hospitality environments.

Here is the proper lexicon when addressing our industry:

Technology Designer – a designer who creates the overview of all technology pathways and interactions within a building. Bringing in a technology designer early to a large project is of vital importance.

Systems Integrator – responsible for installing and integrating all technologies within a building.

The A/V Guy – we no longer use this term as it is considered derogatory.

CEDIA Smart Home Professional Organization

CEDIA, the global industry association and central touch point for Smart Home Professionals, provides members with cutting-edge education, develops standards to ensure the highest levels of professionalism, and is the industry's only certifying body. CEDIA furthers collaboration with architects, designers, builders and homeowners to deliver technology solutions that allow families to experience their best moments in life in the comfort of their own homes.

CEDIA was founded in 1989 by a group of professionals dedicated to the advancement of the up-and-coming electronic systems industry. Their vision was to advocate the needs of the home technology professional by becoming the leading resource, promoting commerce, offering training, and aiding in the assembly of a legitimate industry that was at the time considered more of a hobby.

CEDIA has advanced the industry by developing timely industry education and certification, launching research initiatives, advocacy on legislative issues, building relationships with architects, builders, and interior designers, educating the consumer, and recognizing industry achievement.

CEDIA has a system integrator locator service and additional information at www.cedia.org

Resources – How to you find a qualified Technology Designer Partner

Introduction

As in all design-build trades, there are varying levels of qualified professionals. The same goes for Smart Home Professionals. At the highest professional level, our top technology design and system integration firms are accredited, full disclosure, with years of experience and a solid team of trained and educated crews who specialize in smart home technologies and solutions. These are the professionals you should seek out to establish a collaborative partnership.

Benchmarks of top-tier Smart Home Technology firms:

Full disclosure on any subject regarding design, budget, time lines, etc.

Documentation – advanced drawings and deliverables are essential to keep projects on-time and on-budget so all parties are aware of the technology being introduced into the project.

Accreditation – from the CEDIA organization to the Home Technology Association standards to individual buying group professional standards and ethics, a fully accredited firm is your best choice for long-term collaboration.

Discovery process – any qualified firm in our industry will sit in during your discovery process as an advisor and extension of your brand to discuss possibilities.

Education – any qualified firm will engage with regular education outreach, many times with CEU education material. Education is key to your team being aware of what technologies consumers are asking for and how to achieve wellness, security, comfort, entertainment and energy savings for your clients.

Following are several resource organizations you should be aware of, along with contact information.

Home Technology Association (HTA)

The Home Technology Association Certification system is the first and only industry standard of excellence for home technology installation companies. In an industry that has no barriers to entry, the HTA has created a rigorous set of standards for home technology companies to adhere to. The firms that meet the 60+ points of evaluation criteria are granted certification status. Once HTA Certified, these firms must commit to maintaining the high standards of HTA Certification or risk losing certification.

Once a firm passes the certification, the firm's information is published on the HTA website to empower consumers and design/build professionals to find the very best companies in their area. HTA Certified firms are assigned one of three tiers based on the typical project they excel with, and these are: Estate, Luxury, and Foundation. An explanation of the HTA Certification requirements and tier definitions may be read by [clicking here](#). These designations help consumers find a great company to partner with based on project budget, home value, service requirements, scale, and complexity.

Resources from HTA

Website: <https://htacertified.org/>

Here is a list of HTA Trade Association Relationships – many of these associations you may want to participate in:

- <https://htacertified.org/app/hta-industry-relationships/>

Project Technology Assessment Form for Architects & Designers:

- <https://htacertified.org/app/project-technology-assessment-for-design-professionals/>

Project Technology Assessment Form for Builders and Construction Pros:

- <https://htacertified.org/app/project-technology-assessment-for-builders/>

HTA Technology Partner Program

To help foster the best working relationship with a technology integrator, the HTA has established a set of guidelines that define a framework for a mutually beneficial partnership and designation as a '**HTA Technology Partner**' as outlined below for the various trades:

- <https://htacertified.org/app/media/builders-how-to-become-an-HTA-Technology-partner/>
- <https://htacertified.org/app/media/architects-designers-how-to-become-an-HTA-Technology-partner/>

HTA Design Partner Program

The '**HTA Design Partner**' designation is for HTA Certified Integrators that have agreed to abide by [the following rules of conduct](#) with the promise to carefully listen to design-build pros and their client's needs and advise them, not be a product pusher. They will also provide vital design documentation that greatly minimizes change orders and project delays that inevitably happen when the technology discussion happens later.

- <https://htacertified.org/app/articles/what-is-an-hta-design-partner/>

HTA Certification Defined (Why choose an HTA Certified Integrator):

- <https://htacertified.org/app/articles/hta-certification-defined/>

HTA Certified Integrator Finder

This is a tool for locating possible technology collaboration partners in your area”

- https://htacertified.org/app/company_directory/

HTA Technology Budget Assessment Form for Homeowners

This is a great tool when trying to get your head around how much the technology you’re interested in is going to cost.

- <https://htacertified.org/home-technology-installation-budget-tool>

HTSA is the premier trade consortium in the residential technology industry. For over 25 years, HTSA has grown to be the leading, national association of specialty retailers and custom integrators who design and install the highest-performance technology systems. Today they have the finest class of dealer members in 40 states with over 150 showrooms to serve customers across the U.S. and Canada.

While every HTSA member is unique based on their region and clientele, members have the very latest technologies in common. They provide sophisticated systems for lighting, shades, entertainment, security, climate, health and wellness, and integrated smart controls for it all. While all HTSA integration companies design, install and support home systems, many also provide these technologies for offices, boardrooms, restaurants and more.

HTSA dealer members can work directly with the homeowner from planning to implementation. They also are glad to work together with architects, builders or interior designers to create the most seamless, beautiful and functional home where technology and design come together in the most empowering, elegant ways.

Use this dealer locator to find an HTSA partner in your area: <https://www.htsa.com/find-a-dealer/>

Azione Unlimited

Azione is another of the premier buying trade groups in residential technology.

Azione Unlimited is **The Smart Home Association™** comprised of like-minded custom integrators, retailers, and vendors in the U.S. and Canada that brings together **300 dealer members** to create relationships, build trust, share ideas, and most importantly, prosper.

Their core focus of purchasing power, business guidance, education and community are the keys to sustained profitability in an always-evolving market. *“Together, we achieve a greater level of prosperity, technical acumen, and sophistication in running our businesses and serving our clients.”*

Website: <https://www.azioneunlimited.com/>

PureTech Alliance

For design-build professionals interested in collaborating with a residential technology design firm that specializes in well-being, here is a major resource that spans all 50 states. PureTech Alliance.

PureTech was founded after exhaustive research indicating the critical need to bring Health, Wellness and Quality of Life products into the systems integrator channel. As the need for technical craftsmanship grows to deploy these products, it was clear that the CEDIA channel integrators were the preferred choice for architects, builders and end-users.

PureTech curates breakthrough technologies that enhance your health and the health of your home. They are passionate innovators dedicated to delivering the highest standard of wellness to every home. As the only connected platform in the home wellness industry, they take pride in both delivering and supporting this unmatched technology to homeowners and integrators.

Website: <https://puretech-alliance.com/contact/>

This link directs you to an Interactive Partner Map so you can locate someone in your state. They will be able to assist you in education, manufacture recommendations and connect you with the right systems integrator for your project.

Savant Systems, inc. | <https://www.savant.com/>

Savant Systems, Inc. is a recognized leader in both smart home and smart power solutions, as well as the leading provider of energy efficient smart LED fixtures and bulbs for every room of the house. Savant Systems, Inc.'s brands include Savant, Savant Power and GE Lighting, a Savant company.

Savant was founded in 2005 by a team of telecommunications engineers and business leaders with a mission to design a technology foundation that could make all homes smart, impacting the entertainment, lighting, security and environmental experiences all without the need for expensive, proprietary, custom solutions that quickly become obsolete.

Today, Savant builds on that innovative spirit and strives to deliver not only the best experience in smart home and smart working environments but also the latest in smart power technology.

Focus On Experience

To accommodate the unique needs of each home or smart business, Savant designed the world's most sophisticated platform allowing every customer to personalize their living and working experience—from festive celebrations and entertainment, to enhanced safety and security, to automated lighting and shades, and now state-of-the-art energy management.

Savant Smart Power System

As the world-wide energy market continues to evolve, Savant is focused on bringing intelligence into the electrical panel, without adding complexity for homeowners, property managers, builders, electrical contractors, and remodeling professionals. Savant's Smart Power System delivers added energy visibility as well as resiliency with a focus on delivering consumers control over how and when power is consumed.

Compact, elegant, and efficient. The Savant Power System uses some or all of just a few key components: Savant Power Modules, Savant's Hybrid Inverter, Savant Storage, and Savant's Level 2 EV Charger. From small systems to large installations, with these key elements working together in harmony and managed by Savant's advanced automation software we can deliver smart energy that's truly ahead of the class.

IT STARTS AT THE PANEL

Affordable, modular and compatible with all major electrical panels, Savant's Power Modules deliver precise energy monitoring and instant outage detection. If your home has an automatic generator or battery storage, Savant Power Modules allow you to tailor the circuits being powered during a grid outage, because the real critical loads are the ones you need right now.

BRING IN SOME STORAGE

Back up your home power with robust and reliable solar inverter and battery storage solutions from Savant. Capable of handling the energy needs of any job, from partial to whole home backup, all the way up to 800A services with as much as 160kWh of battery capacity.

Since 1972, Crestron has been the leader in creating innovative technologies that remove barriers to connection, collaboration, communication, comfort, and control in just about every meaningful aspect of our professional and personal lives. Engineered to be simple, reliable, secure, and easy to use, Crestron sets the standard for intelligent video conferencing, digital content distribution, smart home systems, as well as control and management technology. Solutions that empower people around the world to do more, learn more, enjoy more, and achieve more.

Crestron technology can be found in the boardrooms of the world's largest companies, the lecture halls of prestigious universities, on lavish superyachts, and in some truly luxurious homes. Our technology has been installed in the Columbian Congress, the Pentagon, NASA, and the White House, in courtrooms and classrooms, and even major-league sports stadiums.

At Creston, experience is everything. The decades of experience we bring to every solution. The superior experience we want for everyone who relies on us at home, at work, at school, or at play. The successful experience we want for our dealers, partners, installers, and our employees. These are our focus. Our passion. That's why we invest in training. That's why we're constantly listening to customers. Continuously improving solutions. That's why our True Blue team supports every stage, from job design to installation to trouble shooting. All because your experience matters.

Yes. Your home can benefit your health.

Your sleep. Your energy. Your mood. Your emotional and physical health. A smart home can improve and support these, and other, aspects of wellness. Lighting, acoustics, temperature, and water quality all play a role. The Crestron Home® OS allows you to easily orchestrate your home's environment, as well as how your home interacts with the outside world to create an oasis that enhances your life.

Peace of mind for your home.

You can't put a price on the peace of mind that comes with knowing your loved ones are safe and what's most precious and treasured are secure whether you are at home or away.

Continuous system feedback on our mobile device confirms the status of door locks and alarms, the exact positions of gates and garages, and provides real-time views of cameras.

The Crestron Home® OS makes the complex simple: The monotonous automatic; the tedious quick. Whatever you want, wherever you are, it's a tap. Everything simply works the way you want it to every time.

No hopping. No stressing: Watch content and play video games on any TV; Listen to your favorite streaming service or playlist throughout the house.

Lutron is a premier lighting control, lighting fixture company, and shading company in the residential sector.

Visualize the Lutron difference.

The Lutron Luxury Experience App brings the showroom to your iPad. Guide clients on an immersive, virtual journey where they can interact with Lutron products—and visualize designs in their home.

Lighting

Discover the advantages of a fully tunable lighting system and redefine the expectations for what light in the home should be. Featuring downlights, linears and lamps.

Quality of Light

A spec sheet doesn't tell the story. Quality of light isn't just about CRI or TM-30—it's measured in experiences, how closely it cleaves to the contours of natural light, how precisely it paints life with color, and how reliably it maintains its performance. You know it when you feel it.

Lutron's lighting brands include Ketra, Rania, and Lumaris.

For more than 60 years, the same core belief has guided Lutron—that design fueled by innovation and the transformative nature of light has the power to enrich people's lives. The Lutron luxury portfolio is the purest expression of that belief.

Samsung is a premier manufacturer of TV, video displays, and digital appliances. Samsung Electronics constantly reinvents the future. We explore the unknown to discover technologies to help people all over the world lead happier, healthier lives.

We continuously develop and expand strategic products in our consumer electronics division. Since we first won top global market share in 2006, exceptional technology and innovative design have strengthened our unrivaled leadership in flat-panel TVs and monitors. In the digital appliances business, we achieved remarkable growth by debuting inventive new products and differentiated design in the premium market.

With our new Lifestyle TVs, we unlock the freedom to place your screen anywhere at home.

In 2016, our Visual Display Business released quantum dot TV and was globally recognized for its best-in-class picture quality, and our Serif TV ushered in a new design paradigm in the TV industry and elevated our position as an industry leader. The year 2017 was forecast to experience rapid growth in UHD TVs and curved TVs thanks to an increasing consumer awareness of high resolution and high picture quality. With an aim to provide the best-possible viewing experience to our consumers, we will launch the world's first and only QLED TV that delivers 100% color volume, a newly emerging standard of picture quality measurement that can strengthen our leadership position in the premium TV market. Moreover, 'The Frame' which transforms any living room into an aesthetically-pleasing gallery, along with other diverse accessories equipped for each product line-up will enable us to cater diverse consumer preferences. Furthermore, 2017 Smart TV will allow customers to enjoy a wide spectrum of content on a single screen and feel the outstanding user experience by controlling their set-top box, game consoles, and almost all other peripheral devices on a single remote control.

With our vision to be home & lifestyle creator, we will deliver truly consumer centric innovation that will deeply satisfy diverse consumers' lifestyles.

Samsung Electronics relentlessly strives to deliver innovative products and experiences that maximize user convenience and make consumers lives better. We believe that technology should work for all people, and our innovations are designed to provide more personal and more intuitive experiences that express consumers' personalities. It is this unwavering focus on the consumer that led us to create the fridge lineup called "Bespoke" - allowing every user to change the color and type of their fridge, custom-fit to their lifestyle.

Samsung is also leading the market in intelligent appliances with premium, smart offerings. Our AI washing machines learn about each user and provide customized cycle recommendations to make laundry days a snap, while our latest robotic vacuum JetBot AI+ comes with AI driving technology that identifies and classifies obstacles, then decides the best cleaning path.

In addition, Samsung is putting sustainability front and center. Intelligent washing machines optimize cycle settings to make sure you use just enough water and detergent. Our Bespoke refrigerators' interchangeable panels let consumers update the design and function of their fridge according to lifestyle changes instead of buying a new one each time. By working to conserve resources, expand product life span, and reduce waste, Samsung will continue to put sustainability at the heart of all its innovations.

Sony | <https://electronics.sony.com/>

Sony is renowned for their performance TVs, Projection Systems, Soundbars, Audio Products and Headphones. They are one of the premier home entertainment manufacturers in the residential technology sector.

Bravia TV

Bravia (stylized as **BRAVIA**) is a brand of Sony Visual Products Inc., a wholly owned subsidiary of Sony, and is used for its television products. Its name is a backronym for "**B**est **R**esolution **A**udio **V**isual **I**ntegrated **A**rchitecture". All Sony high-definition flat-panel LCD televisions in North America have carried the logo for BRAVIA since 2005. BRAVIA replaces the "LCD WEGA," which Sony used for their LCD TVs until summer 2005 (early promotional photos of the first BRAVIA TVs still bearing the WEGA moniker). In 2014 BRAVIA was made into a subsidiary rather than simply a brand of products.

Somfy Motorized Shading & Smart Home Solutions

Motorization and automated solutions for window coverings and exterior shading products. Somfy's range of products include motorized blinds and shades, motorized curtains and draperies, motorized projection screens, exterior motorized awnings, motorized Pergolas and motorized rolling shutters.

Why Motorized Window Treatments?

You've already got blinds, shades, or curtains in your home, so why make the switch to motorized window treatments?

Motorized blinds and shades are cordless and can be opened or closed via remote control, smartphone app, or voice commands, making them ideal for tall, hard to reach windows. If you've got children or pets at home, going cordless with motorized window coverings provides additional safety for the ones you love.

Switching to motorized window treatments adds convenience to your busy life by automating the balance of natural and artificial light in your home. Schedule your motorized blinds and shades to open and close on the schedule that's best for you and your family. Let the light in when you wake up, but keep the glare away when you need to focus, and even increase energy efficiency in your home.

The real question is: **why not** switch to motorized window treatments?

Create Your Smart Home Your Way

Somfy TaHoma® puts you in the driver's seat and allows you to control your motorized window coverings, awnings, screens, and rolling shutters with a smartphone, tablet, or the sound of your voice. Prefer to pick up your phone to close the shades when there's too much glare? Or are you itching to try voice commands using Amazon Alexa or Google Home? Your smart home, your choice with TaHoma®.

Live the Good Life in Your Smart Home

Creating a smart home means more than just smart shading; it means interconnectivity between all the smart products you use on a daily basis to make life more comfortable and convenient. Somfy makes this connection easy, connecting to the same smart home management systems you already use in your home. Integration with Amazon Alexa, IFTTT, and Google Assistant means you can control motorized window coverings as well as smart lighting, smart heating and cooling systems, and even smart audio systems in one place.

Since 1953, our pursuit of The Most Musical Sound has been inspired by our passion for music and driven by the relentless pursuit of perfection. From New York to Japan, our Sound Masters and engineers have created audio components recognized for their quality, durability, and elegance.

Marantz design is timelessly elegant. Expressing the musical soundscapes which the products create. Effortless control, immediate and accurate power, warmth of sound, material, touch and haptic feel.

Our philosophy of balance and symmetry is evident in our sound, and our designs. Authentic ingredients are interpreted and combined for each new piece of hi-fi and A/V equipment.

To create our latest products, we went back to the origin of the brand, to create a future based on heroes of the past. Marantz design combines aspects of heritage, performance and contemporary luxury through finish and detailing.

A New World of Technology

The rise of Home Theatre created an opportunity to build a new generation of high-performance products. And true to form, Marantz rose to the challenge.

The spacious and enveloping Marantz sound is perfect for movie soundtracks. By extracting even the smallest of details, the audience can feel every moment of action, suspense and drama. From the quietest whisper to the loudest shout.

The unparalleled performance and precise sound of a Marantz is owed to the rigorous testing of each and every element of our products. HDAM circuitry, a technology unique to Marantz, is just one of the secret ingredients that brings our sound to life, and delivers a sonic performance like no other.

Sounds Better Than The Theater

Experience the flowing immersion of cinematic sound. The powerful Marantz HDAM design and the latest AV formats come together to deliver an immersive 3D soundscape that puts you in the picture.

The story of Sonos might seem like that, from a distance. Its four Founders - John MacFarlane, Tom Cullen, Trung Mai, and Craig Shelburne - conjured a daring vision based on technology that didn't exist at the time. Fueled with the insight earned from success in the first phase of Internet-based business-building, they chose as their next mission a new way to bring music to every home - wirelessly, in multiple rooms, from PCs and the Internet, with awesome sound. They hired an amazing team who built amazing products from scratch, and music devotees all over the world found a new brand to fall in love with.

Sonos offers premiere audio solutions through a national network of authorized, professional installers. Save time and have peace of mind when you work with a professional installer who can help you navigate your options and create a Sonos system to suit your every need.

Get informed recommendations for your setup and answers to your questions along the way. Choose from a range of services, from basic AV installations to custom smart home systems. Be sure your system works flawlessly and know who to contact any time you need help.

Get started and consider your options

Think about the system you want, your budget, and any questions you may have.

Explore our products.

Purchase online or through your installer. You get the same price either way.

Make an appointment.

Reach out to a local professional installer to start creating your dream Sonos system.

Steinway Lyngdorf

Two Distinct Brands. One Unique Standard.

Welcome to a marriage made in audio heaven. Under the umbrella of our company Steinway Lyngdorf (SL Audio A/S), we offer two legendary product lines: Steinway & Sons and Lyngdorf Audio. Both brands represent the pinnacle of the audio industry, and we are proud to offer products in both lines that meet the unique needs of our customers — from experienced audiophiles and home cinema lovers to newly-awakened sound enthusiasts.

Steinway Lyngdorf is the brainchild of Danish audiophile and entrepreneur Peter Lyngdorf, who began as a distributor of home entertainment components in 1975.

Steinway & Sons is the most iconic brand in the world of music, thanks to their piano masterpieces. With loudspeakers and electronics from Steinway Lyngdorf, the finest stereo systems can be created to also replay recorded music on the highest quality level. Read more to find out why.

The purest sound

There is often the question of how a speaker or amplifier sounds like, or of which kind of music it is best suited for. In reality, the tonality, timbre, overtones, and ambience must only come from the actual music and its recording. Loudspeakers and amplifiers must be but the utmost transparent and open, from the lowest to the highest volume level. We achieve this by choosing and developing the very best drive-units for example, our own Air Motion Transformer, ultra-light, deep anodized aluminum cones, multi-layer voice coils, extremely powerful magnets, extra rigid die-cast driver baskets, unconventional, open baffle dipole designs, and fully digital amplifiers. In critical listening sessions using reference recordings, we always make sure our speakers and electronics stay true to the original music. With our Steinway & Sons background, we know very well how music should sound.

Hear your music, not your room

Most high-end stereo speakers are developed in sonically-ideal listening rooms with optimized dimensions and acoustic treatments. However, in reality, speakers are installed in authentic living spaces, not sound labs. When you place common high-end audio speakers in your own room, everything will sound different. In contrast, Steinway & Sons loudspeakers are part of a complete Steinway & Sons system, including the advanced RoomPerfect™ sound calibration. RoomPerfect™ measures the room acoustics and adapts the speaker's sound to the room and interior. It reduces room acoustical influences, no matter where you sit and where your speakers are placed, leaving you with the purest sound, and more importantly with that magical stereo sound image in front of you. Your music system should be perfect in your environment – and we can promise it will be.

Expect More from Window Shades

- Beautiful, customized window shades to complement your style.
- Comfort, UV protection, and privacy in your home.
- Exceptional fabrics, many woven in the USA by Phifer® and Mermet.
- Custom color matching, for shades as unique as you.
- Quality that is built to last, protected by an incomparable warranty.
- Over 121 years of innovative solutions, and unmatched service.

Motorized shades bring a touch of elegance to solar control—both indoors and outdoors.

Nothing beats the feeling of warm natural light, combined with views of nature's wonders. Draper At Home residential roller shades prevent uncomfortable heat and glare from spoiling your experience, while perfectly complementing the interior design of your home.

You can choose shades and AV products from many manufacturers. Here's why you can trust Draper.

Family connections are important to Draper. More often than not, a family-owned business succeeds in having closer relationships with customers because it's more than just a business. It's a legacy.

- Better lead times
- Higher profitability and more capital to invest in people, technology, and product advancements
- Better pricing for our customers
- Continuity of management
- Strong partnerships with suppliers

Our company mission statement was written to reflect our core values:

"Creating partnerships, designing and manufacturing innovative products with integrity, as we have since 1902."

Our company came to life in 1983 when Founders Scott Struthers and Geoff Spencer recognized the need for a groundbreaking new audio solution. No product or system existed that could deliver unsurpassed acoustic performance with minimal visual intrusion. It was this revelation that led them to invent the category of architectural speakers. And the rest is history.

Today, we are still independently owned and operated, and headquartered in San Clemente, California, where it all began. We've worked hard to build an unmatched reputation when it comes to speakers, but we've also created a range of innovative, aesthetically-conscious home and business technology solutions that go far beyond sound.

There are four simple principles that inform everything we do and make. These ideas represent the beliefs that inspired our beginning and still hold true to this day:

Create products that are designed to disappear.

We believe technology should disappear into architecture. This simple philosophy continues to inspire everything we do. Our hidden audio solutions deliver an even, balanced sound experience that is nothing short of magical, blending into any style, installation or budget.

Cultivate authentic partnerships.

Every day at our home base in San Clemente, CA, you will find passionate, immensely knowledgeable people forging some of the strongest relationships in our industry. From our customer-centric culture to our not-to-be-missed Studio Seminars, we aim to define what authentic partnership looks like. Connecting our strategy and products to your company, we help unlock the most value possible for your business. Our team is your team.

Build upon our strong heritage of innovation.

The history of our independently-owned company is rooted in a deep knowledge of our customers and construction. From high-performance, award-winning audio solutions to our unique TRUFIG mounting technology to innovative IPORT products that hold, charge and protect tablets, customers rely on our culture of creativity to continue to push the boundaries of technology and design.

Make the world a better place.

At Sonance, we believe that we have a responsibility to use our business and our resources as a force for good in the world. We know that when we focus our efforts on giving back philanthropically, and in the areas of Environmental Impact, Social Responsibility, and Good Governance, we take small but fundamentally important steps towards Making the World a Better Place.

We invite you to connect with our team, learn more about all of our products, or even plan a visit to see it all for yourself. Discover what we mean when we say SONANCE: Beyond Sound.

Coastal Source outdoor audio and lighting products are built with integrity. Our innovative designs solve real-world problems and endure intense environmental testing to yield the industry's most reliable, high-performance outdoor audio and lighting systems available on the market today.

With more than 60 years of hands-on industry experience, we continue to design pioneering solutions that help families share fun, memorable moments in their own great outdoors.

AUDIO PRODUCTS - THE DIFFERENCE YOU CAN HEAR | HIGH FIDELITY

Simply put, our speakers are the highest fidelity outdoor speakers on the market. We don't like compromise and our speakers reflect that clearly.

PURPOSE BUILT

We are an outdoor company making speakers for the outdoors, not an indoor company branching out. Our speakers are purpose built to thrive outdoors.

FLEXIBILITY

Our systems can be installed in a variety of ways, with the option to have an outdoor Hi-Fi system entirely outdoors without penetrating any walls.

CONNECTIONS THAT LAST

All Coastal Source products are built around our patented Coastal Connector, providing quick and bulletproof connections.

LIGHTING PRODUCTS - THE DIFFERENCE YOU CAN SEE | BUILT FOR LIFE

Our lighting fixtures are built from solid cast brass from the stake up and are meant to last a lifetime.

HIGH PERFORMANCE

All of our fixtures utilize incredibly efficient and accurate CREE LED dies for the highest performance outdoors.

SYSTEMIZED

Our products are not designed in a vacuum, and are intended to be used as part of a Coastal Source system from beginning to end.

The Ultimate Movie Platform

Kaleidescape is the only digital provider of movies with lossless audio and full reference video quality.

Hear the Difference

Kaleidescape delivers a bit-for-bit identical copy of the studio master audio in lossless Dolby Atmos or DTS:X. With an audio bitrate 10x higher than typical streamer rates, Kaleidescape dramatically elevates your processor, amplifiers, speakers, and room treatments. Experience the difference in quality you will hear not just in the ground-shaking rumbles but in the transporting power of each subtle sound.

See the Difference

With a video bitrate 10x higher than typical streamer rates, Kaleidescape elevates your video processor, projector, and screen to produce lifelike clarity and precision. With compressed video on streamers, encoding artifacts such as softness, noise, and banding become obvious and distracting. Kaleidescape eliminates these distractions, allowing you to showcase your theater's capabilities with breathtakingly realistic action scenes and special effects.

Experience the Difference

Kaleidescape movie experts annotate each movie with data such as screen size, end credit, and intermission cues. This allows our players to integrate with your home automation to dim lights, close shades, and adjust seating when the titles roll, and automatically screen mask to match the ratio of each film—immersive experiences that streaming services simply can't achieve. Just press play and let your virtual projectionist do the rest.

THE SALAMANDER DIFFERENCE

For twenty years, Salamander Designs has been passionate about designing and manufacturing innovative, high-quality and customizable entertainment furniture. As an award-winning industry leader, we build furniture that is shaped by your needs.

Creating functional furniture that seamlessly integrates your lifestyle with today's technology is our mission. We consider our Design Philosophy to be the perfect fusion of visual design, functional engineering and solid craftsmanship.

The Salamander Difference is more than just the sum of its parts. It is the total package. We believe that our furniture should enhance the overall experience you seek, while meeting your specific needs.

DESIGN YOUR OWN

Helping you to define your space is what we are all about. Our wide variety of styles, materials, sizes, finishes and performance options will give you a plethora of design options to choose from. Choose a pre-designed furniture solution or design your own from the ground up. Whatever you envision, we can make it a reality.

Do you need a little visual inspiration when it comes to "seeing" how your custom design would look? Salamander can help. We offer a unique "Design Your Own" process that uses innovative online tools including our award-winning [Custom "Configurator"](#). These tools will assist you in selecting the style, the configuration and the functional features that match exactly with your desired use. If you need something a little special, let us know. Chances are good that we can design a solution for you.

BUILT TO LAST

Nobody builds furniture like we do. We specify that the finest materials and cutting edge construction methods are utilized to produce optimal results. We pay close attention to each component for its balance of function, durability, comfort and style. We are so confident in our build quality that we offer a lifetime warranty.

Enduring Strength – The structural integrity and flexibility of our systems are of utmost importance. In order to achieve the desired result, we do things differently and sometimes you need to look inside our products to see that difference. Salamander AV furniture is built with a precision engineered aluminum frame-- putting us in a class by itself. We even have the [awards](#) to prove it.

Honest Materials – One of the critical factors in the design of our products is material selection. We prefer real and natural materials for their inherent strength and beauty. We call them Honest materials because they are real, not man-made versions of something made by Mother Nature.

Built in the USA – We are proud that all of our finished customized A/V furniture cabinets and seating are hand-made and built-to-order in the USA.

HIDE YOUR TELEVISION WITH A FRAMED MIRROR TV

How to make your Custom Framed Mirror TV a Design Focal Point

First determine the best location in your home to make your custom frame Mirror TV a design Focal Point. Mirror TVs in Living Rooms are the most popular locations. Bedrooms are the second most popular location for custom framed Mirror TVs. Famed designer Vanessa Deleon used a Reflectel Custom Framed Mirror TV in her upper east side NYC bathroom in the famed Kips Bay Showhouse.

Custom Framed Mirror TVs instantly transform any room in your home. A black plastic TV “goes away” when it is concealed with one our amazing Mirror TV frames either bespoke or Signature (aka Prefinished moldings) along with our amazing proprietary TV Mirror glass. Framed Hidden televisions are the hottest design trend and can be found in ultra high-net homes designed by famed designers and outfitted by AV Integrators. ONLY Reflectel offers the most luxurious custom-crafted framing options in Leather, Metal, Hardwood, Gilded Frames in wood both shaped and hand carved. We can frame your television sized from 32” Diagonals up to 100” diagonal. For the widest selection of Custom Framed Mirror TVs visit our Portfolio gallery. We invite you to make an in-person or virtual visit to Reflectel in Tribeca NYC to design your Custom Framed Mirror TVs.

The Reflectel team have been Frame Experts Since 1986

Reflectel Mirror TV has decades of framing experience in frame fabrication and design as the “sister company” of GK Framing established in 1986. Over 37 years of fine art picture framing and Mirror TV experience brings you the ultimate fusion of cutting-edge technology and opulent design. Our proud three-plus decades legacy of crafting bespoke upscale frames, puts us head and shoulders above the competition creating exceptional Mirror TVs and custom Television Frames designed to enhance your living space seamlessly.

At Reflectel, our mission is simply to transform your home into a sanctuary of entertainment with the refined style of our Founder, Elizabeth Goldfeder. Goldfeder and her team achieve this high bar by meticulously integrating high-definition televisions into stunning mirrors. Mirrors are considered by designers a must for every room and can bring in light and create the illusion of more space as *House & Gardens* magazine reports. Our dedication to craftsmanship and quality ensures that each TV Mirror in One we create is not just a source of entertainment but a statement piece that elevates your interior design.

WALL-SMART FLUSH MOUNTS

WALL-SMART is the leading manufacturer of custom flush wall and ceiling mounts for control and networking devices in the Smart Home and Building industries. Our innovative solutions enable seamless integration of technology into any environment, providing a clean and sophisticated look while maximizing functionality.

WALL-SMART was established in 2012, with a vision to change the way walls look and function. With the rise of smart building technologies, there was a need for solutions that will not only be functional, but also aesthetic. WALL-SMART is a privately owned company led by Co-Founders with vast experience in start-ups and big corporations.

With the ever-growing smart building industry, control devices become an integral part of the interior design - mainly as an eyesore.

The first WALL-SMART wall mounts were designed for New Construction installations, to be installed flush, as part of the drywall construction. These mounts are painted with the wall finish, and provide a totally seamless finish and super aesthetic results alongside solid surface mounts, for flush installations in solid boards such as wood, metal, glass, marble, partition walls, etc.

WALL-SMART designs and manufactures flush mounts that combine functional control & aesthetic design to seamlessly integrate technology into any wall or ceiling.

NEW CONSTRUCTION, RETROFIT, SOLID SURFACE

WALL-SMART offers solutions for New Construction (Drywall and Concrete/Bricks), for Solid surfaces and Retrofit installations.

WALL-SMART offers flush mounts for tablets, touch screens, keypads, receptacles, access points, cameras, soundbars and other devices by the world-leading companies in the Home Automation industry such as Crestron, Snap One, Savant, Lutron, URC, NICE, Apple, Josh.ai., Black Nova, Sonos, Netgear, Hunter Douglas and more.

Brilliance Engineered

DMF designs and builds LED downlighting that sets the bar for flexibility, performance, and quality. Our in-house engineering team pushes the boundaries of lighting, constantly refining products and extending our modular system. Every DMF product strikes the perfect balance between performance and value that will endure for years to come.

Thirty years ago, Mark and his wife Faye founded DMF in their living room. He was focused on designing products, while she developed sales and customer service. They were both passionate about creating a better lighting company, and their small home soon became DMF's first warehouse and lab.

Their ingenuity and drive became our company's DNA, and eventually turned DMF into a lighting industry leader. Today, our in-house R&D lab is filled with brilliant engineers always at work improving our products and inventing new ones.

Our engineers create products that deliver exceptional performance and aesthetics, while saving you time and money, year after year. They understand that light is more than illumination, it's what makes a space beautiful, useful, and ultimately, livable.

Our Founder's ethos animates every part of our company, from our tireless customer service to our fast, intelligent distribution. If you want lighting that's not just built better, but built smarter, DMF is the lighting partner for you.

We are a family owned and operated company that has been designing and building our products in Ann Arbor, Michigan since 1997. What started as a group of artists, musicians, and entrepreneurs from the University of Michigan, under the visionary leadership of Noah Kaplan, has grown into a multi-million dollar business with 60+ employees that has consistently made Inc. 5000's list of "Fastest-Growing Companies in the U.S."

We got our start as pioneers of the soundbar category, however, over the years our range of products has expanded to include a full suite of award-winning speakers and design-driven technology concealment products. Now serving thousands of dealers worldwide in both the residential and commercial markets, we've made a name for ourselves in the industry for providing AV solutions that thoughtfully blend design with technology—all manufactured right here in the USA.

While our business has evolved over the past 20+ years, our passion for art, music, and design continues to drive everything we do. And our original vision is still what guides us today: to mix art with audio, design with technology, and business with bohemia.

Projectors

Looking for the best projectors? As the #1-selling projector manufacturer worldwide, Epson delivers comprehensive projector and display solutions that enhance communication and inspire collaboration.

Home Theater Projectors

Enjoy everything from blockbuster movies to immersive gaming, right in the comfort of your own home, with easy-to-use home theater projectors that work for nearly any size room or ambient lighting conditions.

Business Projectors

Bring greater clarity and collaboration to your business with Epson projectors, designed to fit your budget while supporting today's workplace needs, including wireless mobility and a low cost of ownership.

K12 Education Projectors

From small classrooms to large auditoriums, Epson's line of multimedia projectors, displays, and document cameras are designed to be reliable and offer a low total cost of ownership that makes them ideal education investments.

Large Venue Projectors

For lecture halls, auditoriums, sanctuaries, events, and digital signage, these high-lumen projectors provide uncompromising image quality, brilliant video and professional-grade reliability.

Make your smart home brilliant.

Ensure lightning-fast speeds, unmatched durability, and top-notch security with Cleerline fiber optic solutions.

The integration of high-speed fiber optic technology in your connected home means quicker response times and a more stable connection. Cleerline's fiber ensures that all your fiber-connected devices, from thermostats to lighting systems, work in harmony, providing a truly connected home experience.

Faster, more reliable connections.

Cleerline's fiber solutions provide unmatched speed and reliability compared to copper, ensuring your fiber-connected devices perform seamlessly without interruptions. Enjoy smooth streaming, rapid downloads, and instant responses from your smart devices.

Simplify productivity

Cleerline's unique SSF™ fiber technology simplifies installation and reduces costly labor hours. It also minimizes upkeep and management, due to the strength and longevity of the glass. Enjoy the benefits of an efficient, low-maintenance smart home system that is easy to manage and control.

Improved safety and security.

Protect your smart home from cyber threats with a secure fiber network. Ensure that all your connected devices, from cameras to locks, operate within a safe and private environment.

Power is the foundation® for all that we do.

It's the foundation for how we entertain ourselves, make ourselves comfortable, and even how we interact with each other. The products integrators install include more and more microprocessors, and ultimately, their performance and longevity rely on power quality. Couple that with an aging infrastructure and it becomes clear why we experience many power-related issues. It's a problem RoseWater Energy solves.

Complete luxury energy management solution

The RoseWater Energy Hub™ is a complete luxury energy management solution to clean energy, power conditioning, surge protection, solar battery storage, battery backup with remote monitoring, and redundant industrial-grade systems. The Hub20 and Hub40 are sold through custom integrators and used to create clean power and protection from power anomalies in commercial environments and large luxury residential projects with extensive sophisticated electronics investments. Networks, security, control systems, lighting, shades, AV systems and any microprocessor-driven appliance or accessory will perform optimally and last longer when it receives continuous clean power.

The RoseWater Energy Hubs are designed to provide true Uninterruptible Power Supply (UPS) functionality with zero transfer time, energy storage for backup, and the ability to harness excess solar power for self-consumption. When AC input is available, AC power is converted to DC, which is then converted back to AC for use in the critical load panel. When AC input is unavailable, DC battery power is converted to AC with zero transfer time. An intelligent controller module decides when to draw power, and how much power to draw from the AC or DC source. During AC input brownout condition, output power is supplemented by battery power.

Reliable Power, Seamless Backup, Robust Defense

- 24/7 power conditioning with an unwavering 120-volt 60 Hz output protects and enhances the performance of all home and office electronics, eliminating most, if not all, service calls.
- Uninterruptible Power Supply with zero transfer time, and large-scale battery backup (minimum of 28.8 kWh) will allow residents to ride out power anomalies and outages safely and securely.
- Industrial-grade surge protection to mitigate the damage caused by grid anomalies and naturally occurring weather events like lightning strikes.

Having everything preassembled, configured, prewired, and tested before installation ensures everything is ready for commissioning by our nationwide installation team at the job site. Our support towers above our competitors.

RePure

A group of friends living in beautiful Westchester County situated an hour north of New York City created RePure to bring awareness to as many people as possible on how important it is to maintain a healthy home environment. Being ever-health conscious, we have made healthy living a priority. All of us here at RePure try our best to eat organically, exercise regularly and to be aware of nature as much as possible. Although many people try to follow these same practices there is an astounding number of people who are not aware that their home and work environments may be harming them and their families.

Throughout the past few years, a growing body of scientific evidence has shown that the air within homes and other buildings is up to 5 times more polluted than the air outside. Other research shows that people spend approximately 90 percent of their time indoors. Thus, for many people, the risks to health may be greater due to exposure to air pollution indoors than outdoors.

In addition, people who are exposed to indoor air pollutants for the longest periods of time are those most susceptible to the negative impact of indoor air pollution to their health. Those susceptible include small children, the elderly, and the chronically ill, especially those suffering from respiratory or cardiovascular disease. Yet many people do not have the knowledge to properly mitigate these issues. Most of you may know someone who is struggling with asthma, severe allergies or major headaches when they are inside. We created this site to help people in this situation.

We care passionately about helping families create a healthy and smart home environment. We aim to educate people on indoor air and water quality issues while also introducing the latest technology to make for a safer and more efficient home. We only offer products that have passed the test in our own homes and contain all the qualities that anyone would want—highest build quality, best in class, great design, energy efficient, long lasting and easy to use.

So, our mission is to never stop seeking new ways to maximize efficiency, respect our environment, and make a profound impact on the health and well-being of those we have an opportunity to serve.

<https://repure.io/>