

Residential Systems

www.residentialsystems.com

**The Security Of
Selling Security**
Embracing New Recurring
Revenue Streams

Slaying the Vampire
New Products Attack
Standby Power

**yes we do
windows...**

**HOW TO CONTROL LIGHT AND ACOUSTICS
IN A HOME THEATER CONTAINING GLASS**

**NewBay
Media**

Products: Reviews and Previews



behind the business Q&A

14 KEF America president Alec Chanin discusses the significance of his company's upcoming 50th anniversary and offers an assessment of how a changing economic environment is affecting his dealers.



columns

16 GREEN MARKETING Chris Westfall argues that while a lot has been said about green initiatives, most of the dialogue is long on "green" and short on "initiative." He explores the best ways for ESCs to sell energy management

18 MOTIVATING MESSAGE Jeremy Burkhardt says that he keeps Phil Jackson's first-year NBA "coaching card" on his desk as a reminder that we are all rookies at something everyday.

36 COVER STORY: THEATER DESIGN Sam Cavitt places windows at the top of his list of least desirable elements in a home theater, then he offers suggestions on how to effectively work around these design obstacles.



38 GREEN INTEGRATION Jeff Kussard explains that as consumers retreat from conspicuous consumption, the CEDIA channel is turning to more practical concerns, like energy management systems integration.

product reviews

40 Dennis Burger pulls double duty this month, reviewing Micromega's WM-10 AirStream Wireless DAC, which he says is "incredibly easy to set up;" and Universal Electronics Incorporated's NevoC3 IR/RF Remote Control,



which says "offers a sexy form factor, an attractive price, [and] slick RF functionality."

Get More Industry Information from

TWICE Web: www.twice.com
Twitter: @TWICEonline

features

20 FINDING SOME SECURITY IN SECURITY INTEGRATION During a recession, "security" is a word with many possible connotations, but its most literal one may be music to the ears for many electronic systems integrators.



26 BRINGING THE OUTSIDE IN Most residential electronic systems contractors promise to move mountains and deliver the stars for their clients. Scottsdale, Arizona's Cinemagic may be the first to carry out that promise, literally.

32 SLAYING THE VAMPIRE The standby energy vampires won't suck your blood, just your wallets, and maybe your conscience. To put stakes through their hearts, manufacturers are getting down and "green" with current-sensing devices that cut off energy-wasting power.



departments

Editorial	4
News	6
CEDIA Line	12
New Products	44
Literature Review	47
Ad Index	49
Looking Forward	50

ClickThrus



Join the online Residential Systems community on **LinkedIn** (groups/Residential Systems), **Twitter** (resisys), and **Facebook**. And visit www.residentialsystems.com to join our **Forums** and read the interactive, **Digital Edition** of this and past issues.

Solving the Green Mystery

The Six Best Ways for ESCs to Sell Energy Management

BY CHRIS WESTFALL



Chris Westfall (chris@westfallonline.com) is the principal at Westfall and Associates LLC, in Dallas, Texas.

A lot has been said about green initiatives, but most of the dialogue is long on “green” and short on “initiative.”

According to CEA data, 60 percent of consumers want “green” purchases, 72 percent say they want energy-efficient homes, and 70 percent are concerned about energy costs. Yet, as few as seven percent of homeowners actually invest in energy-efficient systems. Is that because we just can’t sell it?

George Velasquez, a principal at Integrisys, recently installed an integrated AV system in the first Gold-certified LEED residence in Illinois. His team even developed the LivSystem to fill a void in the luxury energy management category. From his perspective, green is not something that you can separate from really

good design, and you shouldn’t even try.

“Products and pricing have evolved, and people are looking for solutions to manage the inefficient and the unmanageable,” he said.

Power, like an alarm system, sunlight, amplification, or a DVD collection, is something that needs to be harnessed and controlled. Using intel-

“For the customer whose idea of energy management is ‘encouraging the maids to recycle,’ consideration for the environment falls on the systems integrator.”

ligent tools, whether from Lutron, Control4, or their own, the Integrisys ROI happens through smart programming: one button push (or one door opening) results in several intelligent moves (lights, shades, volume, and more), regardless of the product platform. Likewise when the room (or the home) is unoccupied, a series of “smart” events takes place, automatically. “People think that automation and integration are the same thing; they are not,” Valasquez said. “Automation is where you tie the human lifestyle to the integration.”

For the customer whose idea of energy management is “encouraging the maids to recycle,” consideration for the environment falls on the systems integrator. Your solution must demonstrate that the home manages the

unmanageable. It should also help the environment, because that’s what customers want.

While energy management continues to evolve, a good system design never goes out of style. Here are my six steps to solving the green mystery:

- 1 Don’t “go green.” Just enhance the quality of life.** No one wants to become slave to lifestyle choices that are perceived as limiting and restrictive, even if those choices are the “right thing to do.” Stick to “energy efficiency” as a better reflection of what consumers want.
- 2 Focus on effective design.** Electronics should be fun. Put the “fun” in functional, and create effective and creative designs that astonish the client and support the environment, because that feels good, too. Make sure that energy efficiency is integrated throughout the job.
- 3 Little things mean a lot.** Why install the biggest amplifier, when amps tend to run more efficiently at higher outputs? Think about the value for your customer, so they don’t have to surprise you with it later. Worried about revenues on that smaller amp? Offset it with a handheld device, new keypad, or outdoor speakers.
- 4 The power of prestige.** The Ritz-Carlton just opened its second LEED-certified hotel in Lake Tahoe. Ferrari just introduced its new hybrid, based on the 599GTB platform (it’s still got that V-12, but its carbon output is reduced by 35 percent). Make sustainability a part of luxury; The Ritz-Carlton did, and so should your clients.
- 5 Sic Buffy on your clients.** Have you killed the vampire recently? Vampire power, that is. Many times, you overcome vampire power through programming and education. George Velasquez at Integrisys has several ways to attack it, but he believes that granular arguments about vampire power are “probably the wrong conversation.” Power management is baked into his designs, so efficiency is pervasive.
- 6 Be smart about the smart grid.** Automating lights and shades saves energy, but don’t forget about the human element. Create a design that allows homeowners to live more efficiently, maybe by adding a handheld remote, a smart UPS, or a single-button push that works a series of in-home automation features. Efficient designs save both personal and electrical energy, and that solution feels good socially (and financially) to the client.

GreenMarketing

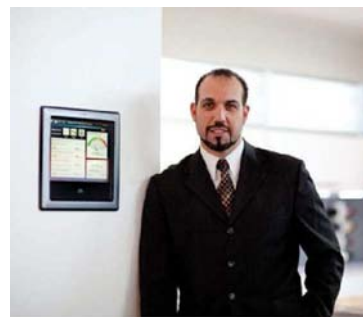


PHOTO: JOHN FAHER

George Velasquez poses next to a touchscreen showing his company’s LivSystem energy monitoring/management solution.

More Online

Learn About the LivSystem
Created by Chicago-based Integrisys, the LivSystem a new solution for managing complex technology in the home. To learn more about the company’s Integrator Program, visit residentialsystems.com/june2010.

