

HD Living

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A Team Effort

EDG completes an unforgettable install in New Jersey

>> by MARGOT DOUAIHY

THE LOOK AND FEEL OF THIS SPACE IS CLASSIC, STRIKING AN ARTFUL BALANCE BETWEEN GRANDEUR AND INTIMACY.

"Even in light of the large size space, when you are in it, you feel very comfortable, the space is very well balanced," Joe McNeill said. Early on, coordination with the EDG installer, the client, mill worker and interior designer was essential to making this a high performance and aesthetically pleasing space.

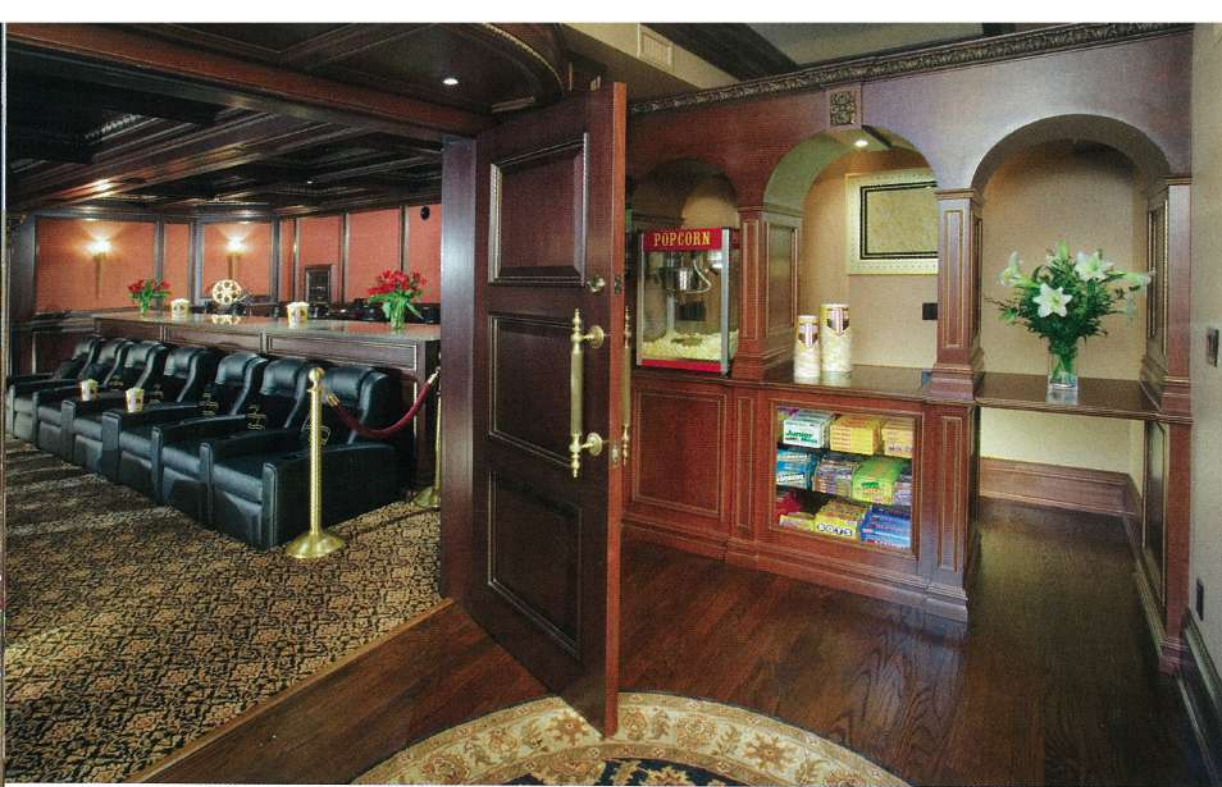
In this dynamic space, EDG wanted to give their clients all the thrills and chills of a theater with the most convenient electronic amenities available. When it's show time, the touch of one button on the wireless Crestron controller turns on the projector. Simultaneously, motorized screen drapery silently opens while

the lights dim.

The products are a "Who's Who" list of top brand names. The video performance in the theater revolves around a Runco 3 Chip DLP projector with various sources (a Blu-ray player, DirecTV HD receiver and X-box projected onto the 150-inch screen). For the sound, EDG selected Rotel Processing and separate amps, high-current amps matched with Triad Platinum loudspeakers and subwoofers. "Four side channels and two rear EX provided an excellent sound experience," McNeill said.

While the electronics are the best of the best, it is the ease of use that is the real triumph on this project. The handheld Crestron wireless controller tied into the lighting, drapery and component control





made the room simple for anyone to operate and enjoy.

The electronics are perfectly suited to the size of the space, but sightlines and riser details were a slight challenge for the team. "My client wanted to have the largest screen possible. After careful review of the space we selected a 150-inch diagonal screen with 16:9 HD aspect ratio and horizontal masking," McNeill explained. The first row of seven seats started at 18 feet from the screen, with the middle row another eight feet back. Behind that there was a large bar counter which seats seven for 21 seats in total. In order to keep the image free and clear of obstruction while getting into the middle row of seats, McNeill and his team had to tweak certain riser heights. The success is always in the details.

Laying the screen wall was also a challenge; McNeill had to ensure a proper balance so the motorized drapery could stack

comfortably. "We coordinated with the client who was involved with every detail of the space, and the designer and mill worker," McNeill added. "It was a team effort."

Not only were the clients delighted with the finished product, they enjoyed the whole installation process, starting from the initial consultation to the design and engineering phases. They also appreciated the exceptional level of service EDG offered after the room was installed. The family now has a special movie night together and enjoys hosting friends for sporting events or films.

This system is so superb that even McNeill is blown away. "Once the show starts you are transformed to another place," he said. "After all of the planning and coordination that went into this space it is very rewarding in the end to know that the client is totally pumped with the final results." ■



The Custom Pioneer

EDG believes in family connections and community integration

SINCE 1987, EDG HAS BEEN A TRAILBLAZER IN THE CUSTOM RESIDENTIAL ELECTRONICS INDUSTRY. Founded by Bob Gullo in Piscataway, N.J., the company offers the full suite of luxury services: from consultation and design of audio/video systems, acoustics, lighting, HVAC, telecommunications, to the motorized control of shades, lifts, and other devices. Year after year, EDG's referral base grows and its list of industry awards grows longer.

What gives EDG the edge? High-caliber service, certification, and best-in-class business practices. It is also proud of a unique company culture that promotes people and lifestyles before products and specs. It is a "people first" creed that extends beyond the walls of its office. "A main initiative is to help out local families every year," Bob Gullo stated. Through the Adopt-a-Family Campaign in partnership with local charities, EDG employees adopt several





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families every holiday season and collect blankets, clothing, home electronics and appliances, and other special treats.

"I set a goal to reach, we match dollar for dollar the employee contribution to meet target goals," Gullo explained. This year, \$3000 was the goal and he personally kicked it off. EDG Volunteers do the shopping and delivery of the presents, which brings the whole company untold joy.

"This is who we are, we care about people," Gullo said. He and his team hope their projects, inside homes and inside shelters positively impact family connections and community integration. Perhaps that is why employee turnover is so low, and many of the current 53 employees have been with the company for over a decade.

Most companies would trumpet their altruistic service, but EDG isn't in it for notoriety. "We don't seek publicity for this," Gullo revealed. "For me it is a personal thing. Around the holidays we get caught up in the holiday shopping mode. We want to give back to the local community. I've done this for close to 20 years with my church and I wanted to extend it to make sure this is part of the company culture." ■

