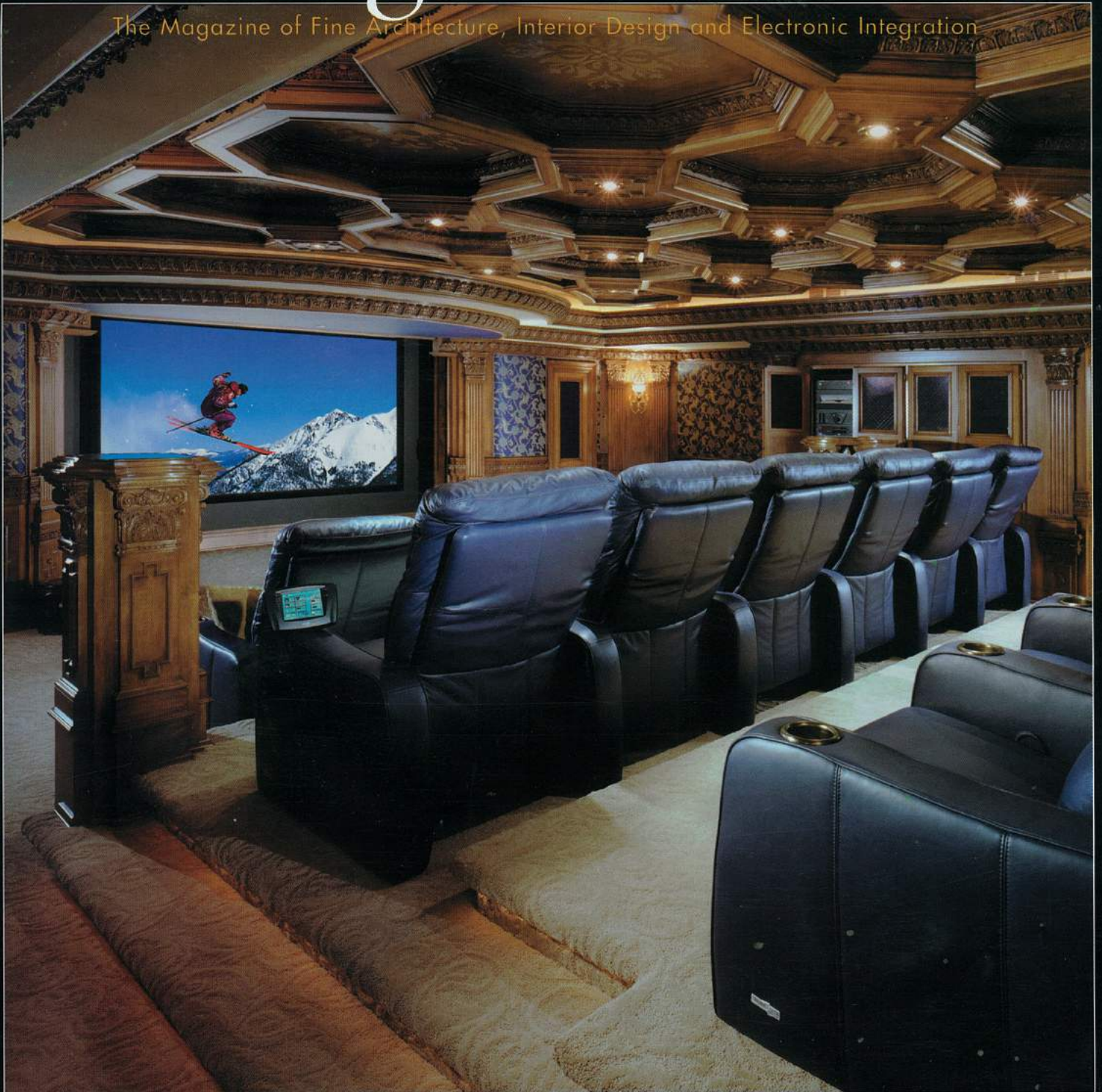


Intelligent Homes

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The Magazine of Fine Architecture, Interior Design and Electronic Integration



High style meets high performance

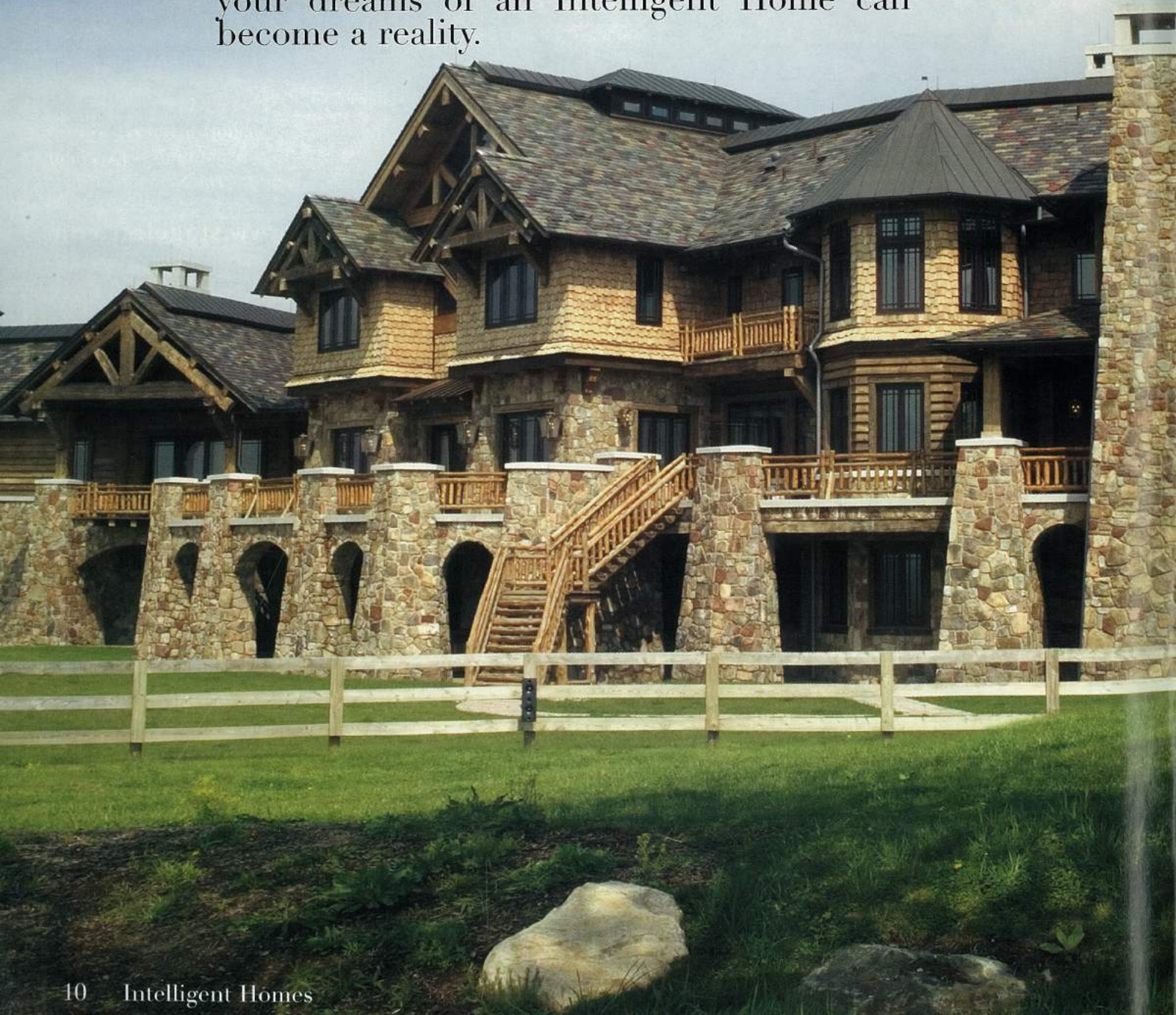
Simply amazing Home Theaters

Music for every occasion



the Intelligent Home *Take one*

Burger King always said "Have it your way." Well, when they don't make it your way, why not build what you want where you want it? With the help of Electronics Design Group, your dreams of an Intelligent Home can become a reality.



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aving a home nestled away in the mountains is a dream for many. Yet, it's not always practical to be so far away from it all. In lieu of purchasing two homes to have the best of both worlds, these two brazen homeowners did the next best thing – built an all-embracing, elegant home within commuting distance from New York City, so they could still be in touch with the hustle and bustle of the city life but retreat to the quiet grandeur of the mountains when they wanted to relax.



ABOVE: All home systems are controlled by touchpanels, including indoor and outdoor lights.

LEFT: Outdoor speakers surround the estate.

the Intelligent home *take one*



ABOVE: A Media Room an audiophile can love adds life to the game room. Touchpanels give total home control.

BELOW: The Great Room reflects the warmth of lodge living by carrying the exterior stone and beam themes inside.



In a residence this expansive, too much time is spent running from room to room turning off the lights, TV's, and trying to find the right remote for each piece of electronic equipment leaving little time for relaxation. A modern luxury estate such as this one requires complete control of lighting, temperature, music and video. This is where EDG steps in. Electronics Design Group of Piscataway, NJ, being the most acclaimed integration company in the nation, was contacted early in the building process of the estate to help homeowners Mr. and Mrs. S. make the transition of turning their resourceful home into an Intelligent Home.

Mr. and Mrs. V. dreamed of having a high-performance home with very simplified controls to manage their whole-house audio and lighting, large collection of CDs and movies, HVAC, pool and spa from different rooms. In addition, they wanted to create a high-tech Game Room with an above-fireplace Plasma HDTV and high-end surround sound system for their children and grandkids to enjoy when they came to visit. It has now become the most popular room in the house, not only for the children, but for Mr. and Mrs. S. alike. The special audio system EDG installed in the Game Room is completed

Intelligent home *take one*

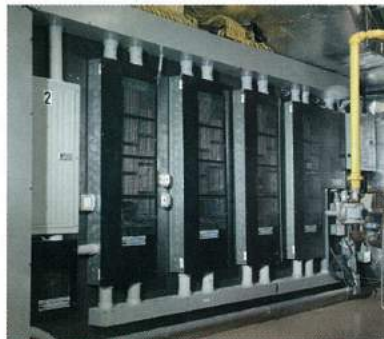
with electrostatic panel speakers – an audiophile and movie lover’s dream. “You hear every nuance of the movie soundtrack or the concert – it’s just like being at the live performance,” he says. Coupled with installed satellite presets for TV and Digital Music which provides the homeowners instant access to what they want to listen to or watch, Mr. and Mrs. S. no longer have to sift through menus or remember channel numbers. The icon-interface lets them navigate with ease.

Mrs. S. wanted to be able to control the lighting all over the expansive estate without having to walk to each an every room to do so. Now, from a wireless touch screen control panel, Mrs. S. has the ease of turning on or off a single room, floor, or the entire house with one button preset commands. This control panel not only communicates with the home’s lighting system, but is also integrated to control each room’s temperature and the multi-room audio system.

“There are literally dozens of pairs of speakers throughout this entire estate as well as hundreds of lighting fixtures and several zones of heating all under the control of any of the home’s twelve touch panels,” recounts Bob Gullo, President

of EDG. “Since all of our systems are tailored to conform to our client’s lifestyles, systems this large are not seen as difficult but a challenge for EDG to provide a solution for their needs.”

One of the challenges EDG faced in this project was to hide the wiring for all of this ‘intelligence’ with the wood and beam construction of the home and the 56 foot ceiling. “We worked very closely with the general contractor, architect, interior designer and




The brains: These four large panels control the home’s lighting

client to do as much preparation and documentation in advance of the pre-wire. We coordinated closely with the electrician and other subcontractors on the project to make certain we were providing them with the information they needed to accurately execute any aspect of their job that involved our specifications,” says Joe McNeill, Systems Consultant on the project. Their hard work and persistence to satisfy the homeowners’ needs paid off when EDG took

home the award for ‘Best Integrated Home’ in 2005 from CEDIA’s Electronic Lifestyles™ competition for this project.

“We couldn’t be happier with the end result,” says Mrs. S. “It is very comforting to just be able to come home after a long day and relax, not having to worry if I’ve left lights on in another room or turned the heat off. Our lives have become so much easier and the lighting and heat settings are so customizable, the options are endless! Thank you to EDG for such a wonderful job of smartening up our home.” Mr. S. says, “We also love the Game Room with the surround sound system. I never thought I could do so many things from one control panel!”

That’s the advantage of having an Intelligent Home – creating a home that is easy to control from virtually anywhere in it. Nothing beats coming home to a well-lit house with temperature already pre-set and all of your favorite movies available at your fingertips with the press of a button. You, the homeowner, decide on what settings best suit you and your home’s needs.

Are you interested in learning on how to upgrade your home as these homeowners did? Contact EDG at 732.650.9800 for a free consultation. 

High Style

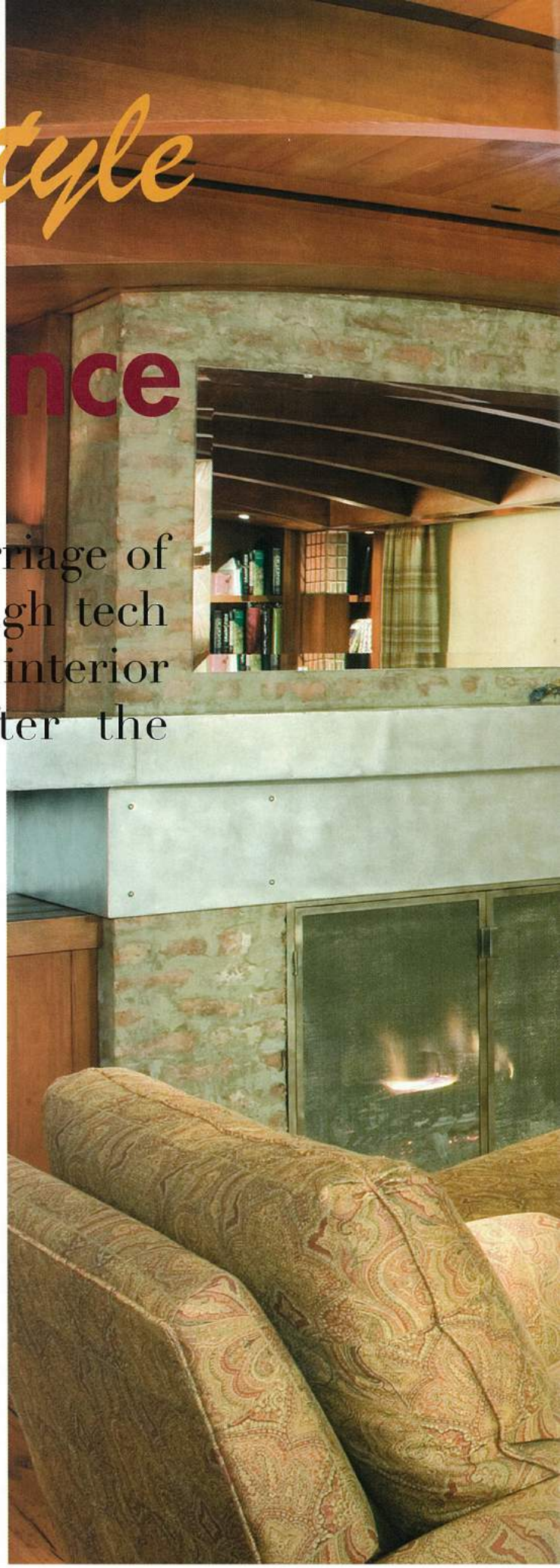
meets high performance

How to make the marriage of the most advanced high tech and the most tasteful interior design last long after the honeymoon ends.

Gone are the days where having audio and video in your home meant a vinyl wrapped console TV, big brown box speakers on the floor, and a pile of remote controls on the coffee table. We are not sorry to see it go.

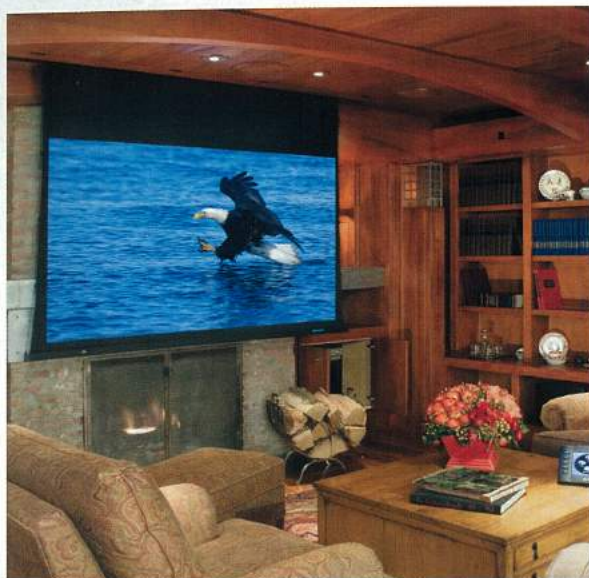
Today's TV's are as stylish as modern art, speakers are now built into cabinets, walls or ceilings and remote controls are now sleek touchscreens that guide you to whatever function you desire.

This abundance of new technology allows for an easy relationship between the most luxurious interiors and sophisticated equipment. You can enjoy the highest performance audio, video and control, without making your interior decorator wince. In fact, if your interior designer still equates tech to 'tacky', you may want to shop for a new stylist. So how do you design your



You might find it hard to believe, but this Library features a concealed digital surround sound home theater with a huge screen HDTV, in-ceiling speakers and automated lighting. See the photo on the next page to see how it happens!





interiors with electronics in mind?

Go Where? Go Wild!

We recommend that you let your imagination run wild. Really wild! With today's ultra thin hang-on-the-wall TV's, (see sidebar on page 19) you can watch your favorite shows, movies or sporting events in any nook or cranny. That means lots of TV watching outside of the traditional viewing areas like the family room, bed room, study and home theater. Perhaps a thin LCD TV in the Kitchen so you can cook along with Emeril or simply catch-up on the evening news while preparing dinner.

How about the Master Bath and dressing rooms. Why? Where do you spend most of your time getting ready for a

night out? Ladies - make-up, hair, selecting the perfect outfit. These are time honored traditions requiring hours of thought. Guys - did you ever get dressed in 30 seconds so you don't miss the critical point in the game on the TV that's downstairs?

Imagine being able to take care of these daily necessities while not missing a thing on television! The shower. The hot tub. The garage. The pool. Inside and outside. If you spend time there, you can view your favorite programs.

More Than A Pretty Picture

When you are selecting the location of your TV's, be sure to think about adding built-in speakers. TV's never really had good built-in sound. If anything, it's worse now that the whole box

is a couple of inches deep. Speakers function in many ways in your home, not only for music. They add clarity to each TV's sound, enhance intercom and paging functions from room to room, and even let you hear the door chimes.

Integrate, Decorate, Control

The glue that holds all this high tech together is your control system. It's your interface to all of the gear designed to stay out-of-your-face! The sub-systems in your home are controlled via a series of very attractive color touchscreens, not unlike an ATM (except you can't withdraw cash - yet). Some of the touchscreens are small and mount into walls, replacing a whole a bank of light switches, thermostats, and volume controls.

You no longer need to have the real estate of your cabinetry taken up with large overheated brown boxes of transistors. Most of your gear is centrally located in a utility area and feeds the entire house. That means no more gear clutter.

With the correct servers in place you can access your

entire library of music or movies on any TV and through any of your hidden speakers, all at the touch of a button. Also your new 'intelligent home' can deliver you the internet, view any of your security cameras on any TV, give you control over your HVAC system, lights, Jacuzzi, gate access, you name it. It's all controlled simply at the touch of a button from any of your touchpanels. Or 'dial-in' from any computer for remote access to your home.

The real beauty of all this high tech glory is, well, the real



The options are endless! These homeowners can now view their big screen TV while taking a dip!

beauty of it. That's because it's aesthetically pleasing to look at when you can see it all. TV's are razor thin and sleek, the speakers hidden, and the control built into the walls. No tripping over wires and box speakers. No building around big TV's and pull down screens. No ugly wall controls. Just a beautiful room full of hidden high-tech surprises. [H]

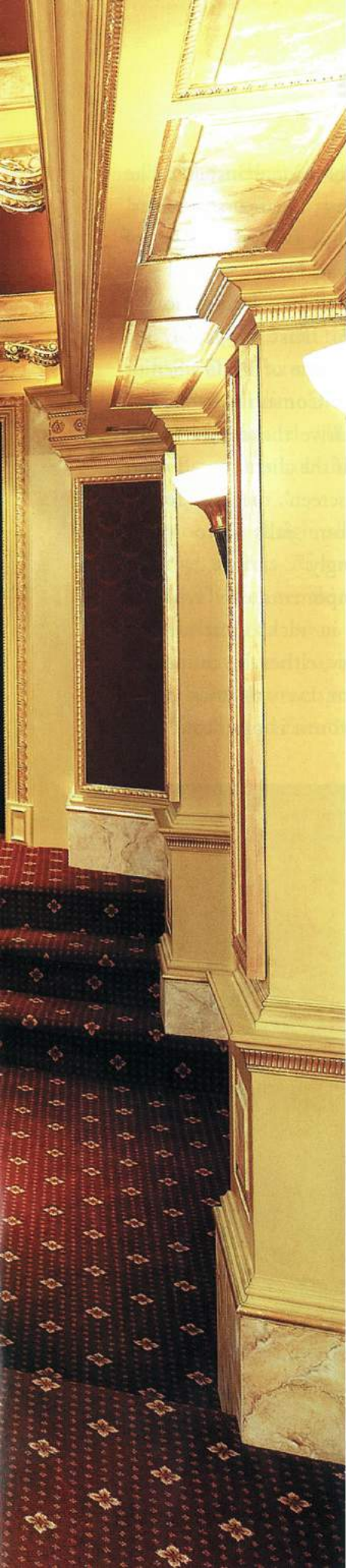


Color touchscreens control all your home systems with the touch of a button.

Theaters *for your* Home

Home cinemas provide you all the drama of your local multi-plex, without the hassle of leaving home and fighting the crowds.





Sit down, relax in your favorite chair. Touch one button. As the lights fade, an image begins to fill your video screen. The soundtrack swells and you hear and feel your digital surround system come to full life. Your senses are heightened as you are transported magically into each scene, touched by the drama, excited by all the incredible adventure. And it all happens from the comfort of your home. That's what we call Home Theater. And it's the hottest new room in luxury homes all over the county and the country.

A properly designed and executed Home Theater is the optimal family interaction center. It offers the perfect setting to enjoy movies the way Hollywood directors intended for them to be experienced, to feel like you're at sporting events and not just watching them, and to experience the thrill of your favorite live concerts, even though the musical group may

have retired a decade ago.

However, Home Theaters are more than just the ideal venue for watching movies and TV. Your theater can be used in a host of other ways to truly reveal its value.

Outfit the theater with a bar area in the back of the room so business related activities can be conducted with ease. Host an executive team meeting in

Theaters *for your* Home

this flexible media center, where you can surf the internet, teleconference, make PowerPoint presentations, or view patient records or legal documents on the large screen. Play the latest video game releases, creating a larger than life experience. Your game console is connected to an HDTV, but great video is only half the experience. You're not truly in the game unless you're immersed in surround-sound audio from the front, sides, and rear.

Karaoke is an increasingly popular form of entertainment

which lets everyone be a star! How about a stage in the front of the room? Microphone turned on, music cued up – you're now the coolest parent on the block, not to mention the new host of every slumber party from pre-school to the end of time. The stage area also becomes a great setting for skits, plays, and puppet shows. "It's ten o'clock. Do you know where your children are?"

Nevertheless, the true test of how good your home theater really is can be found in the performance. Creating the best sights and sound should be left

to a professional installer like renowned theater specialists, Electronics Design Group, of Piscataway, NJ.

"Typically, the electronics are selected first," says Joe McNeill, one of EDG's Senior Systems Consultants. "They always drive the design of the room. If the client says, 'I want a huge screen', then the rest of the room falls into place accordingly."

Components are typically housed in racks concealed in cabinetry either in or out of the room. Every electrical device in the room is operated by a

New flat TV's, such as Plasmas and LCD's, as well as speakers built into walls or ceilings, allow for home theater installations virtually anywhere. But sometimes even the flattest TV's are best when they can be hidden if not in use.



Theaters *for your* Home

wireless touchpanel, which can be prompted to perform a series of operations by pressing one button.

For example, select DVD as the video source and the drapes in front of the screen will open, the lights will dim, and the face of the touchpanel will display buttons to control the DVD Player.

Once you weigh all of the positive aspects of owning a Home Theater, we think you'll agree that the best type of investment is one that increases the quality of time spent with your family and friends. [H]

“Spare bedrooms, offices, dens, libraries, and even the revered living room...”

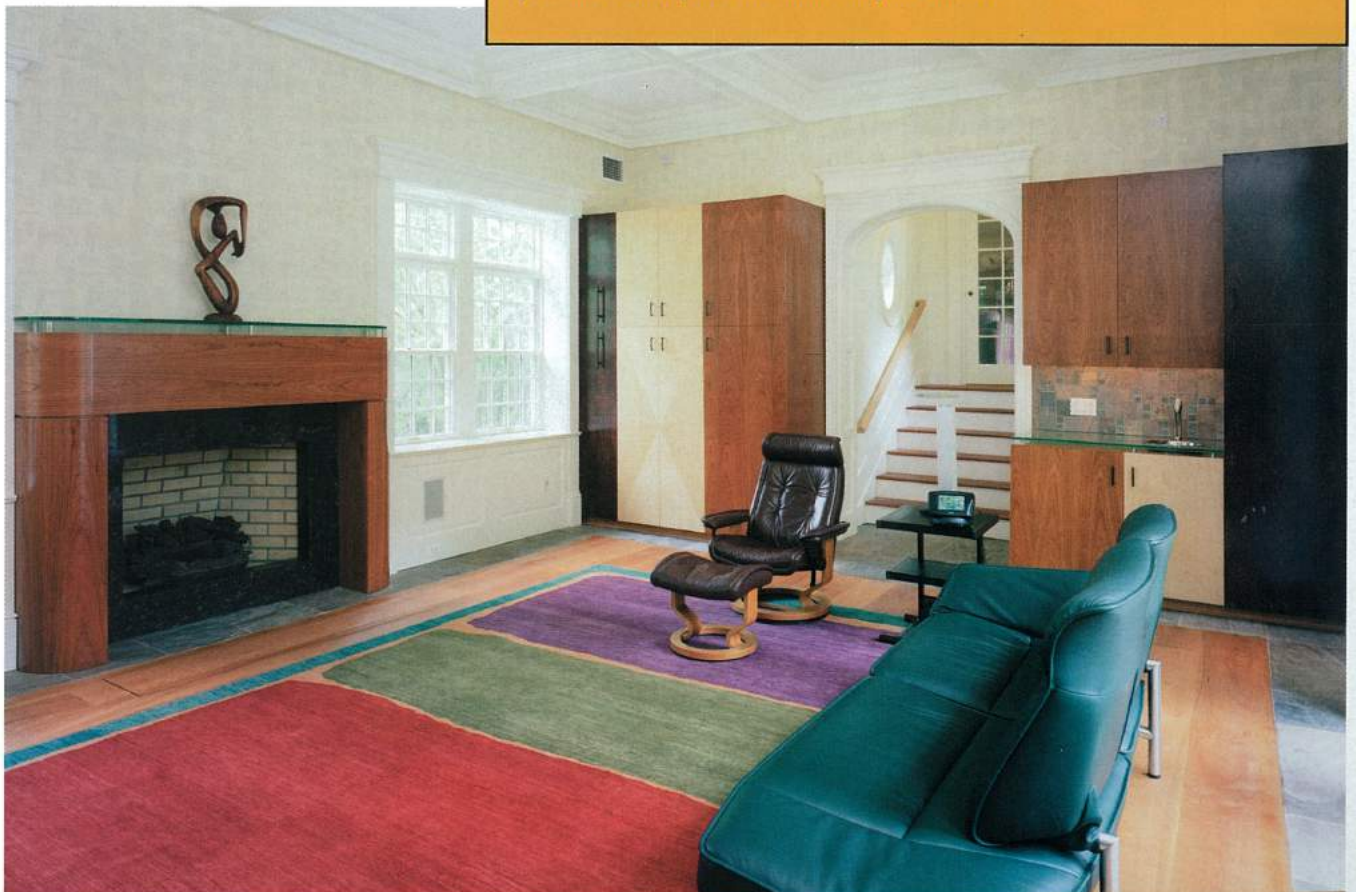
But Where?

You don't have to add on to your home to build the theater of your dreams. You can identify which room of your home you use least, or not at all for a possible location for your theater. Spare bedrooms, offices, dens, libraries, and even the revered living room might become of secondary importance when compared to the enjoyment you and your family will receive from your own home theater.

Areas outside the main house area also excellent choices for your theater location due to their isolation from living quarters.

Other potential locations for a theater are an underutilized cabana, guest cottage, or garage. Did you say garage? Yes! As garage space becomes available as children grow older, the high ceilings found in one and two car garage bays makes for an especially ideal theater location.

Have an unused attic space? By reinforcing the floor joists, you can easily convert your attic into a perfect location for your theater.



That is why you want to get help from an expert, such as EDG of Piscataway, NJ. This award-winning installation allowed for a night by the fireplace or at the movies, all with a disappearing TV system that hides inside the floor.

EDG: We're On The

ABOUT EDG

Electronics Design Group was founded in 1987 by President Bob Gullo. With over 19 years of expertise, EDG has become one of the top ten largest and most respected electronic systems integration firms in the nation. Our team of over 60 employees, consisting of designers, engineers, project managers, and service personnel operate from a modern 22,000 square foot state-of-the-art facility located in Piscataway, NJ. We specialize in creating the 'Intelligent Home' for our clients by providing high-end, custom designed and installed integration systems for all areas of the home including private home theaters, media rooms, multi-room audio, lighting controls, phone systems and networking.

WHAT TO EXPECT FROM EDG

Electronics Design Group creates the comfort and luxury lifestyle that comes through state-of-the-art entertainment and communications systems - a personal experience with elegance and reliability. To that end we commit to:

- Solutions without compromise
- Delivering what we promise
- An extraordinary team of professionals dedicated to consistency, precision, and service

AUDIO/VIDEO • LIGHTING & CONTROL SYSTEMS
1-800-90-MUSIC

www.edgonline.com

ELECTRONICS DESIGN GROUP, INC
60 ETHEL ROAD
PISCATAWAY, NJ 08854

Job

AWARDS

Electronics Design Group has won 10 national CEDIA Electronic Lifestyles™ Awards for our work. That's more than any other firm in the industry. In addition, EDG is the first dealer to be recognized by the two leading organizations servicing the custom electronics industry. We were awarded the Dealer of the Year Award from CEDIA in 2004 and the Mark of Excellence Award for Dealer of the Year in 2005 from the Consumer Electronics Association (CEA). In addition, our work has been published in an assortment of publications from lifestyle magazines such as The Robb Report, Design NJ and Trader Monthly, to national industry magazines like CE Pro, Audio Video Interiors, and Custom Home.



CREDENTIALS

Being a pioneer within our industry, EDG makes it a point to be at the forefront of what's new and upcoming. We do so by remaining active members of the most prestigious organizations within our industry. We are members of the Custom Electronics Design and Installation Association (CEDIA) and Industry Partners with the American Institute of Architects (AIA), the American Society of Interior Designers (ASID), the International Interior Design Association (IIDA), and the International Facility Managers Association (IFMA). Our consultants are all certified trainers by the AIA and ASID, providing continuing education courses for the Architect and Interior Design community.

Electronics Design Group, Inc.

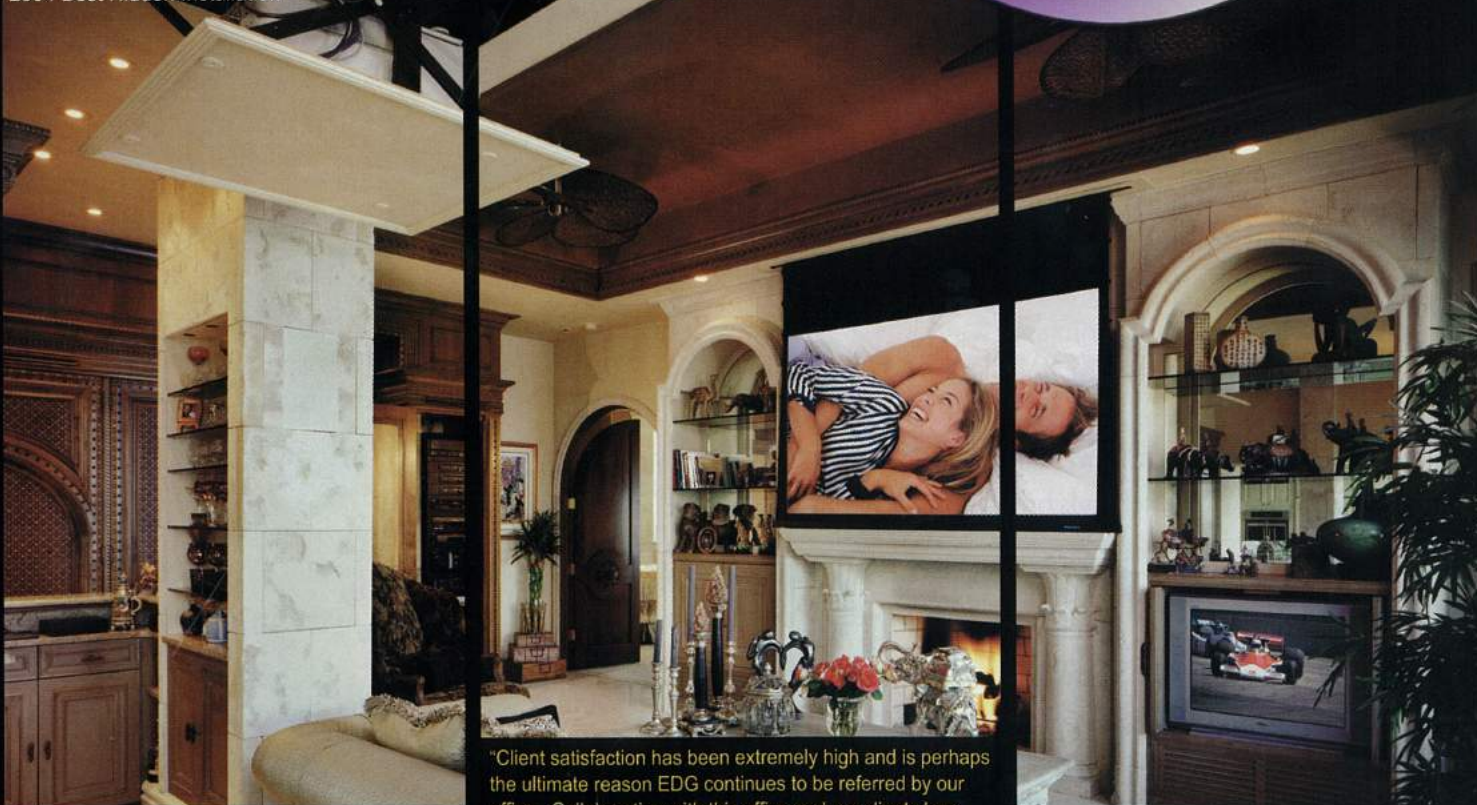
"Solutions Without Compromise"

"Few integration companies enjoy the reputation and honors that characterize NJ-based Electronics Design Group, headed by President Bob Gullo. Winners of more industry citations than would easily fit on a page, including eight CEDIA "Electronic Lifestyles" awards, EDG continues to set examples through its B2C communications, as well as its B2B alliances and seminars. **EDG is in practice what a lot of aspiring integrators would like to grow up to be.**"

- Dealer Scope Magazine, May 2004



2004 Best Hidden Installation



"At our industry's annual convention recently, EDG won several awards for its impressive work and we were among those cheering loudest for them."

- Randy Klein, Executive Vice President
Crestron Electronics

"Client satisfaction has been extremely high and is perhaps the ultimate reason EDG continues to be referred by our office. Collaboration with this office and our clients has always been just that, a true collaboration. EDG works with us as well as our clients to provide a seamless integrated systems approach to all aspects of audio/video, electrical and security systems."

- Hiland Hall Turner, Principal
Hiland Hall Turner Associates, P.A. Architects

"In the last seven years as a National Sales Manager for Lutron, I have found out just how good this company (EDG) is . . . they truly have no peers and you will not find one finer."

- Jeff Zemanek, National Sales Manager
Lutron Electronics

In the Spotlight

This month, **Intelligent Homes** turns the spotlight on **Bob Gullo**, President of **Electronics Design Group (EDG)** who talks about the company's philosophy and impressive success in the fast paced and ever changing electronics industry.



my own custom business, Electronics Design Group full time. 19 years later, we continue to be a trend setter, focused on consistency, innovation, and superior customer service.

Our clients are willing to pay more knowing that we are a company that truly understands our business and delivers results.

IH: What are your company's areas of expertise?

BG: We specialize in providing our clients with high-end, easy to use media solutions. From the beginning, we have focused on

what's called the "low-voltage" part of home construction. Low-voltage systems include Structured Wiring – the "superhighway to the future" as it's called – TV's, Digital Surround Sound, Telephone and Intercoms, Networking, and Automation to control it all. We are best known for audio/video systems, media room design, acoustics, lighting, telecommunications, and motor controlled shades, lifts, and other devices.

IH: For starters, please give us a run down about yourself.

BG: I was working for NEC after college and doing some weekend installation projects in 1987. In 1989 I made a pivotal decision to leave NEC and start

In the Spotlight

IH: Sounds like a one-stop shop for all things electronic.

BG: That's really the idea. We are often called "integrators" because that is what we do. By merging electrical systems in the home, we eliminate the need for multiple remote controls and simplify everything into one touch panel control, putting a myriad of functionalities right at your fingertips. With an "Intelligent Home," you should never have to pick up more than one remote control or fumble with countless buttons. We are very focused on doing whatever it takes to make our clients happy and committed to providing our clients with the simple luxury of ease of use. Our mantra is "Solutions without compromise."

IH: I see EDG has won many awards. How has it helped your business?

BG: Yes, we have received quite a few awards for our work from a variety of dealer organizations and manufacturers. Winning these awards is good internally. It has created a 'feel good' atmosphere in the office. It is

great for our technicians to see the results of their hard work.

I can't say that winning the awards has directly translated into more business, but it has definitely created more awareness in the industry of who we are.

IH: Tell us about your associations with other firms.

BG: Our team at EDG collaborates with all trades people associated with each project –builders, architects, interior designers, you name it. We believe it is very important to streamline the process and keep everyone on the same

“...we eliminate the need for multiple remote controls and simplify everything into one touch panel control...”

EDG, that is what makes a project successful - constant communication and team work.



Bob Gullo (left) accepts a recent CEDIA Electronic Lifestyles award with some members of the EDG staff.

page. It makes for more efficient production and creates a real team atmosphere with every project. To us at

IH: Thank you. We at Intelligent Homes wish you and EDG nothing but continued success. [H]