

Audio Acoustics

Automated Lighting

Automated Window Treatments

Communications

HVAC Systems

Security Controls

Video Projection

Home Theater Hideaway



# HOME THEATER

From conservative to extravagant home theaters, AMX technology helps you to relax and enjoy the show in extreme comfort. Regardless of the size of your home theater budget or aspirations, AMX can take the guesswork out of the challenges associated with making every piece of electronic equipment work in harmony – as it should. Chances are, you currently have numerous remotes for the television, DVD player, stereo components and satellite receiver. AMX provides you with a single one-touch solution that automatically activates the digital projector, lowers the projection screen, closes the drapes, dims the lights, and starts your new DVD movie. No remotes, no hassles. This is modern luxury, thanks to the capabilities of AMX control.

By incorporating spacious widescreen plasmas and projection screens, digital surround sound and even the integration of computers and telephones, today's high-end home theaters rival (and in many cases, surpass) the look and feel of your local multiplex. More and more homeowners and their families are turning into serious movie fans and audiophiles, demanding instant access to all the features of their multi-dimensional technology. They expect results – convenience, simplicity, entertainment and luxury. AMX delivers with a single point of control and automation. AMX represents the perfect solution for unleashing the awesome potential of your integrated home theater environment.

A single AMX Touch Panel replaces the need for multiple remotes. Rather than keep track of different remotes for different pieces of audio/video equipment, your AMX Touch Panel provides a centralized, visually appealing user interface.

On-screen buttons activate specific functions of a series of events, meeting your needs and desires from the moment you enter the room. After all, this is your home theater – ask the dealer to design a user interface that reflects your personality and style. AMX Touch Panels are enjoyable to navigate and simple enough for a child to use.

Think luxurious. Think of all the technology you can have in your home theater. Through AMX, you can control everything at the touch of a button. Come in, have a seat, and take your wireless AMX Touch Panel in hand. Distinct on-screen icons give you the power to dim the lights and close the automated shades – now it feels like a theater. The illuminated user interface keeps you in complete control – no guesswork – as you drop down the in-ceiling projection screen, warm up the projector, and select one of your favorite DVDs. Increase the sound to just the right level and turn on the air conditioning. Sit back and AMX will do the rest.

The home theater is one of the most popular places in the home for families and friends to spend their time together. Whether you want to impress the neighbors or plan weekly family movie nights, AMX keeps it simple – everyone can effortlessly take control of a wide range of electronic devices and other equipment including VCRs, CD and MP3 players, as well as video game stations. A personal library of CDs and DVDs numbering in the thousands is easy to manage when you have your AMX Touch Panel. Search, preview and select. In a matter of moments, your multimedia-rich home theater comes alive. That's integrated home theater entertainment. An experience you get only with AMX.

# HOME THEATER HIDEAWAY

FRANKLIN LAKES, N.J.

## application profile

### NAME

Custom Home Theater

### LOCATION

Franklin Lakes, N.J.

### DEALER

Electronics Design Group, Inc.

### PROJECT MANAGER

Joe McNeill

### BRIEF OVERVIEW

This award-winning home theater sits in the basement of the home, where the touch of a button transforms it into a multimedia entertainment extravaganza. Integration also means having the ability to instantly change the dynamics and functionality of the room. Another touch of a button turns the home theater into a larger-than-life sports spectacular or a comfortably efficient home office hideaway — and back again.

### HIGHLIGHT

Already comfortable with the capabilities of AMX, the homeowner had a clear vision of the type of control and automation that would be a central part of the basement home theater. In many other areas of the home, existing AMX technology was in place delivering convenience, simplicity and luxury to the entire family. For example, a wireless ViewPoint Touch Panel manages a motorized projection system installed near the indoor pool. An AMX 15" Touch Monitor rests in the kitchen and AMX 32-Button Keypads are strategically positioned throughout different rooms. Take the homeowner's familiarity with one-touch control, add Electronic Design Group's 15 years worth of industry experience, and you have a discriminating and extremely knowledgeable team designing this award-winning home theater.

## LATEST AND GREATEST

"I want what they have." Achieving home integration isn't really about keeping up with the neighbors. It's about getting the latest and greatest control technology – from AMX, of course. Just ask Electronics Design Group (EDG), a longtime AMX Dealer located in Piscataway, N.J. More than 80 percent of their business comes from personal referrals, and this CEDIA award-winning "basement" home theater was no exception. "The homeowner had gone to a (neighbor's) party and had seen their home theater with all of its features," said Joe McNeill, EDG Sales Representative. Fast forward a year and a half later. This same homeowner and his family now enjoy a fully integrated home theater, complete with theater-style seating for eight, a 110-inch widescreen display and an AMX Control System and Touch Panels.

### DYNAMIC INTEGRATION

Think of it this way: The home theater sits in the basement of the home, where the touch of a button transforms it into a multimedia entertainment extravaganza. Why stop there? Integration also means having the ability to instantly change the dynamics and functionality of the room. Another touch of a button turns the home theater into a larger-than-life sports spectacular or a comfortably efficient home office hideaway — and back again. What you see here matches much of the style and automation capabilities of the neighbor's home theater across the street, which was also designed and installed by EDG.

### FROM THE BOTTOM, UP

Before we get too far ahead of ourselves, let us begin in the medium-sized basement, which measures 15 feet wide by 22 feet long. The 9-foot ceiling provides just enough headroom for a ceiling projector, widescreen display, theater seats and a marble bar counter. Adding a twist to the overall design of the project in such a conservative space, the homeowner desired tri-level descending sections so each person could have a clear view of the screen. Step down to your seat and up again to be near the screen. This raised the original flooring about 24 inches. "The homeowner made the decision during construction to dig down into the foundation of the property to create a couple of risers in the room. That

was a big job," McNeill explained. Well worth it, though. The basement home theater's steps and tri-level seating offer a unique aesthetic appearance and cozy feel.

### KNOWING AMX

Comfortable with the capabilities of AMX technology, the homeowner had a clear vision of the type of control and automation that would be a central part of the basement home theater. In many other areas of the home, a significant amount of existing AMX technology was already in place delivering convenience, simplicity and luxury to the entire family. For example, a wireless AMX ViewPoint Touch Panel manages a motorized projection system installed near the indoor pool. An AMX 15" Touch Monitor rests in the kitchen and AMX 32-Button Keypads are strategically positioned throughout different rooms.



Take the homeowner's familiarity with one-touch AMX control, add EDG's 15 years worth of industry experience, and you have a discriminating and extremely knowledgeable team designing this award-winning home theater. "The level of detail was impressive," McNeill said. "I worked closely with the client, assisting in particular with the design of AMX. We made sure to create a room that performed at a high level acoustically. From an interior design standpoint, the homeowner made thoughtful decisions in regard to where items would be positioned and installed. This was serious work and a sizeable financial investment."



## Electronics Design Group, Inc. (EDG)

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**WEBSITE**

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**BUSINESS FOCUS**

Electronics Design Group, Inc., (EDG) is a pioneer in the custom residential electronics industry. Considered by its peers and industry magazines as one of the top residential system integrators in the country, EDG continues to innovate spectacular systems using the latest software and control system technology to bring its clients simple and easy to use solutions. Providing expertise in all aspects of residential environments: audio/video systems, acoustics, media room design, lighting, HVAC, telecommunications and motorized control of shades, lifts and other devices. EDG is a one-stop solutions provider in the high end residential marketplace.

**ESTABLISHED**

1987

**NUMBER OF EMPLOYEES**

39



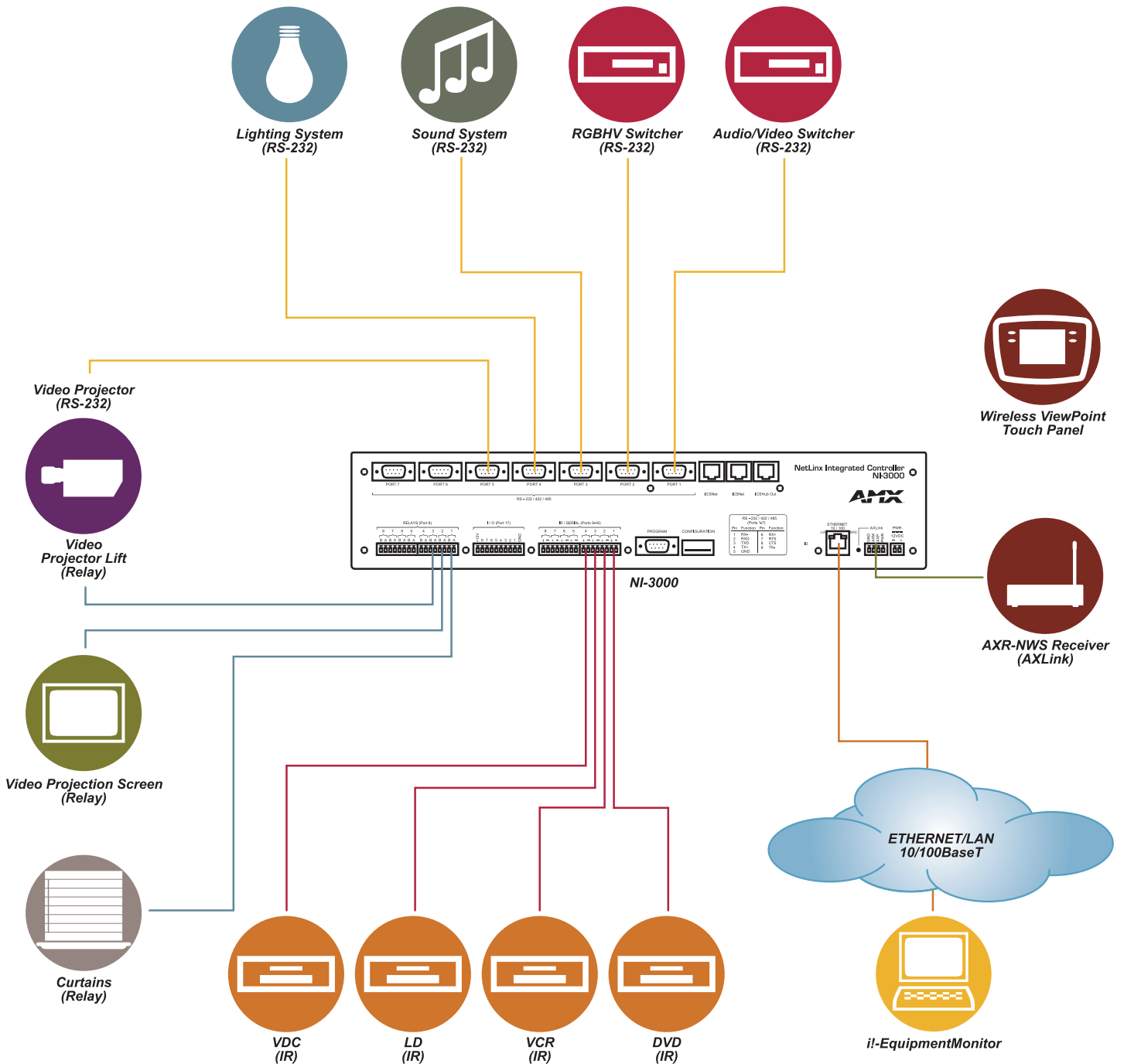
**IMPRESSIVE & INTIMATE**

As chief executive of a successful company and a self-proclaimed sports aficionado, the homeowner settled for nothing less than superb picture quality, intense sounds, and seamless automation. A high-end projection system, surround sound and sound absorption systems, and the AMX Control System work in concert to bring to life fun-filled family weekends and weeknight sporting events. In fact, a Viewpoint Wireless Touch Panel activates and controls lighting scenes, motorized drapes, video games, karaoke music, personal computer programs like PowerPoint, and Internet access. "It's an intimate setting that delivers a commanding and intense experience," McNeill said. "Most people who get a demonstration are blown away. The homeowner is psyched on how simple the room is to operate. Even his young children can operate things confidently. After having smaller media systems in his home previously, which used six or seven remotes, he really appreciates what AMX control enables him to do now and how easy it is for everyone to experience."



# HOME THEATER

- IR
- RELAY
- ICSNET or ETHERNET
- ETHERNET
- RS-232
- AXLink



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