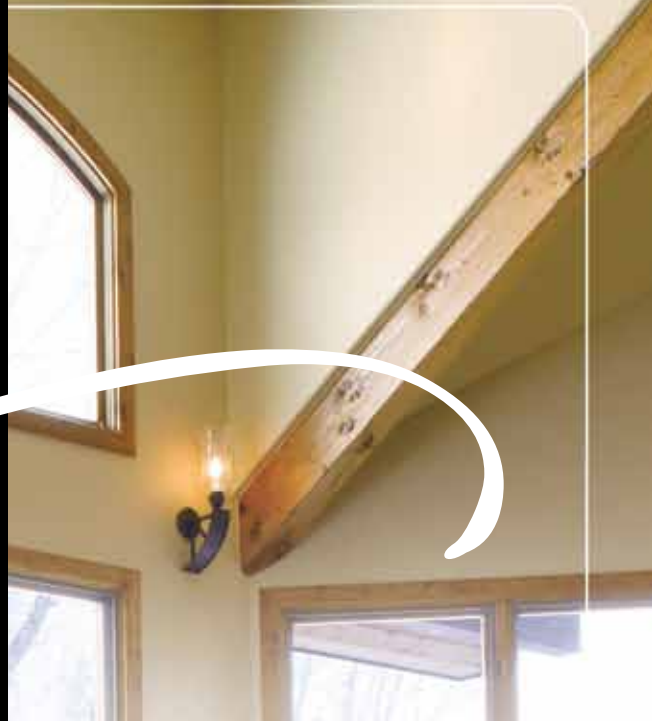




Magnolia | Bringing inspiration to your space™



## Taking customer service even further

Bringing technology to the mountains of Colorado

### Quincy Jones talks music and so much more

Going inside the partnership between Quincy Jones and AKG

### Building partnerships from the ground up

How partnerships and design brought technology to The Bravern



# oppo

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# The Magnolia & Best

Nearly 11 years ago, Best Buy purchased Magnolia, a Seattle based company offering the finest audio and video gear to customers up and down the west coast. And the great thing about this partnership was that it wasn't a big company buying a smaller one, taking it over, calling it their own and moving forward. It was a big company, Best Buy, letting a smaller company, Magnolia, be what it always was – a customer focused retailer with the best in service, sales and products.

Today, both companies gain great benefits from each other. In a conversation with Shari Ballard, Executive Vice President of Best Buy Retail Sales and Steve Delp, Magnolia COO, we learn just what each company means to the other, and the huge benefit it has for customers when the two work together.

# Buy<sup>®</sup> Connection

*Working together to form two great brands*

## **Learning about customers, and treating them right**

Magnolia's goal has always been 100% customer satisfaction. And with their tighter customer base of audio aficionados and videophiles, Magnolia has had a lifelong passion for learning about this customer segment and meeting their every need. And as the way customers shop and their ability to get information changes, Magnolia continues to find even more value in their strength as an expert in the audio and video world. As Steve Delp put it, "Customers today have a broader range of choices than ever before, so you need something they can't get anywhere else – and for Magnolia that's expertise. Amazon or Wal Mart or Costco can't mimic our benefits in expertise. We're the place that has to provide the customer in our business with a deeper expertise around how to get the right solutions customized for their family, their home and their environment."

A similar customer experience is clearly the focus of Best Buy, with a much larger customer base and much broader reaching customer segment. But it's this concentration on the customer that Best Buy has learned from Magnolia that helps increase their own customer focus. "The knowledge Magnolia has of their customer base and how they evolve the business based on who their consumer base is, is a skill set that Best Buy needs to learn more of as a company, and I think Magnolia is doing a fantastic job of teaching us that," said Shari Ballard. "What you get with Magnolia is a really great view of what outstanding, excellent, dominating service can look like. I think they make us much better from a customer service perspective."


## **The Power of the Partnership**

It's the bringing together of these two brands that really benefits the customers, and makes this relationship

shine. As Shari put it, "With the combination of Magnolia and Best Buy, there's almost no customer need that can't be met. They get much more selection in terms of what's possible, they get the expertise on the floor and in their home and they get the convenience of an ongoing relationship with somebody who's right in their community."

Customers of both brands also get one more amazing benefit: improved products. As Steve Delp told us, "Manufacturers can literally build anything. So when we go to them and say we want these products to have these features, and customers want to do these things with this product, we're actually in a position where we're shaping the industry. Because of the size of Best Buy and Magnolia together, manufacturers will build us exactly what we want. In some cases, multiple manufacturers have begun to work together, so that all of this 'stuff' becomes easier for the customer. We're doing things that will benefit the broader consumer group and drive the industry, and that's a level of influence Magnolia would never have if it weren't connected to Best Buy."


*"Customers today have a broader range of choices than ever before, so you need something they can't get anywhere else – and for Magnolia that's expertise."*

So in the end, not only are Magnolia and Best Buy raising the bar when it comes to customer service and expertise, but they're helping shape the products that sit on the shelves of retailers around the globe. It's a huge benefit for the two brands, but it's an even bigger benefit to the customer, who now gets the best of both worlds. 

Steve Delp, Magnolia COO,  
and Shari Ballard, Executive  
Vice President of Best Buy  
Retail Sales.



# Craftsmanship, partnership,



The Bravern Signature Apartment Homes, located in the Seattle suburb of Bellevue, are some of the most opulent in all of Washington state. They are a combination of Rodeo Drive, Rockefeller Center and a classic European village setting where no expense has been spared. It's a place where the affluent go to shop and dine, and the truly fortunate get to live.

Above: The Bravern's lush outdoor patio with a Gazebo perfect for entertaining guests.

This page: One of The Bravern's large, open, public spaces complete with audio throughout, controlled by the concierge.

# design and technology



Consider two massive 30-story residential towers designed amid a large commercial space that includes high-end restaurants and shops. The entire community at The Bravern is designed to cater to the high-end consumer, and those looking for sumptuous dining, fine apparel and luxury living. To achieve the exceptional level of craftsmanship and design that is desired by the affluent, every detail was carefully considered and every space was well thought through. The challenge for Magnolia, and any commercial audio/video innovator, is to get in on the ground floor, and to work with the architect and developer early on in the project to include the audio/video elements necessary to achieve a technologically advanced building.

Magnolia's Commercial Integration Division faced this challenge head on—working with all members of The Bravern residential build team to achieve premium audio and video services in a luxurious space that would accept nothing less.

## Two towers, one goal: luxury

Walking into The Bravern residential towers is like walking into a magnificent hotel. From the moment you're greeted by the concierge, until you walk through all the open spaces and



find your way up to your home, it's first class all the way. Add in a spa, a workout facility, an outdoor space with gazebo, and you have more than just a home, you have a luxury complex with top tier amenities.

To help set the mood of opulence, The Bravern wanted a high-end audio system, with video and other electronics available in several of the public spaces. Magnolia worked closely with the architect to fulfill the needs of the client – in the end, offering them more than they could have ever imagined.

The music throughout the public spaces is all controlled at the concierge desk – from the style of music to the volume – the concierge controls it all with an AMX touch panel. Connected to 5 satellite boxes, the concierge can select between 5 unique genres of music, and can push that music to any of the zones throughout the facility. Want one kind of music in the lobby and a different one in the spa? No problem, it's a simple button push on the AMX panel. It's simple, it's quick and it's easy.

To keep the elegant, upscale look, the space is kept very clean – with the speakers disappearing into the ceilings or the environment. In the outdoor sitting area, small speakers were put in to match the look of the up-lighting on the trees and bushes. So you get calming, warm audio wherever you go, without a care for where it's coming from. Even in the media room – a lavish home theater that's set up with couches and a wet bar for a home feel rather than a commercial feel – the bulk of the 7.1 surround sound speakers are hidden behind the projector screen. So unless you pull back the mounted screen, you'd never see the speakers – for a seamless look that also serves to protect the speakers from being damaged. Plus, in the opposite tower, Magnolia outfitted a business style conference room with a flat-panel TV that's flush mounted into a frame so it looks more like a picture than a TV. The 7.1 surround sound speaker system

Above left: One of several rooms residents can reserve for their guests to stay in.

Above: The whirlpool inside the spa – the perfect place to relax.

Below: The workout facility, complete with ceiling mounted HDTVs and gorgeous views.



Right and below: The Event Center with A/V cart, perfect for showing anniversary videos or business presentations.



Above: One of several AMX panels used to control the audio and video throughout The Bravern.

is built into the walls, so again you get high-impact electronics with little to no impact on the look and feel of the room.

The Bravern also houses an event center, a large open space with tables and a kitchen. Typically used for wedding receptions, anniversary celebrations or larger business get-togethers, the room needed to allow for some video capabilities. To achieve this, Magnolia created an A/V cart that includes a DVD player, a wireless microphone system, an input jack so you can plug in your laptop, and a projector. It also includes a portable screen so you can do presentations or slide shows. To complete the A/V setup, Magnolia installed four jacks throughout the room where the cart can be plugged in to allow the audio from the cart to be heard throughout the space.

Even the mailroom hasn't been forgotten. What would appear to be a simple TV hanging on the wall is actually an event center. It keeps residents abreast to what's going on in the surrounding community, as well as alerting them if there is a package waiting for them at the concierge desk. It's a nice bonus that helps complete the residential focus and feel of the building.

And let's not forget about the rooms themselves. While Magnolia didn't outfit each room with audio and

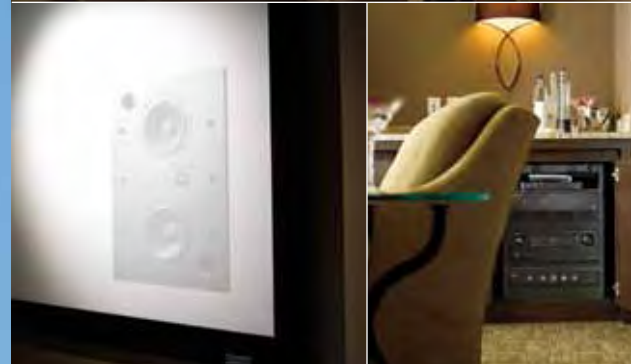
video, they did outfit three guest rooms that residents can reserve as a place for their visiting guests to stay. The room's audio and video is as clean and smooth as the furnishing that surrounds them.

### Building partnerships, from the ground up

For The Bravern, Magnolia took the need for supplying audio and video in the space head on – connecting with the architectural firm, NBBJ, nearly from the start. Working as the audio/video consultant for NBBJ, Patrick Sargent, Magnolia's Engineering Manager on the project recalls, "They rolled out plans and showed us the areas they wanted some music coverage. They weren't exactly sure what they wanted or how they wanted to do it. But that was fine with us. It gave us the opportunity to show off our capabilities and expertise. In the end, we were able to offer ideas and ultimately provide a design concept."

Part of a two and a half year process, the design went through a number of iterations, but Magnolia was in charge of all the design and drafting of that design. "It was a lot of coordination between the architect, the engineering firm, the developer, and the electrical firm," recalls Patrick. "A bulk of the efforts in this project were in coordination and consulting."






Once the design concepts were developed, Magnolia began working with the developer, Schnitzer West, doing additional consulting and coordination. Magnolia decided where equipment and furniture were going to go. Then they looped the architect back in, making sure the things they discussed didn't affect any other systems. These seemingly small decisions could affect various other substrates due to rerouting duct work or electrical or any number of things. It's this level of involvement, and the ability to coordinate between all partners, that helped the project to be the success it is today, and allowed Magnolia to integrate the audio and video needs of The Bravern without a hitch.

### The future of Magnolia and the high-rise

There are a countless number of interesting things that audio, video and automation can bring to a commercial space. Video, security, automated blinds, multiple zone streaming audio and so much more. And while much of this can be done on completed building projects, it's much more convenient and cost effective to incorporate these solutions on the front-end of the building process. This is the goal of Magnolia Commercial Integration, to build partnerships with developers and designers to provide A/V solutions before projects get started.

"The sooner we can get into the conversation, the sooner our systems can be accommodated into the design," remarked Patrick Sargent.

For Magnolia, it's not about going out and saying, 'Look at all this product we can provide to you.' As Patrick put it, "It's more about the service we can provide – building and designing the systems that they need to complete their job." Then, as the project is ready to be outfitted, Magnolia can offer the products and installation services as well. "Our ultimate goal is that we will have built enough trust with the developer and architect through the design process that they will have no reason to select anyone else for the installation." It's this building of trust, and ultimately a relationship, that Magnolia hopes can help turn the audio/video solutions for a commercial project from an afterthought into part of the process that's secured right from the beginning. And that's why Magnolia has put together dedicated commercial designers, support teams, products and services, so they can build on their current success as a Commercial Integration expert. 

Above left: The Conference Room, complete with 7.1 surround sound and a flush mount HDTV.

Above: The Media Room, outfitted with speakers hidden behind the projector screen, plus a small rack of A/V gear located next to the wet bar.

Below: Patrick Sargent, Magnolia Engineering Manager and Rick Cole, Project Manager.



# Bowers & Wilkins: *World Famous*



Top: The 800 series sphere/tube enclosures are crafted from Marian® composite and hand finished to an immaculate shine.

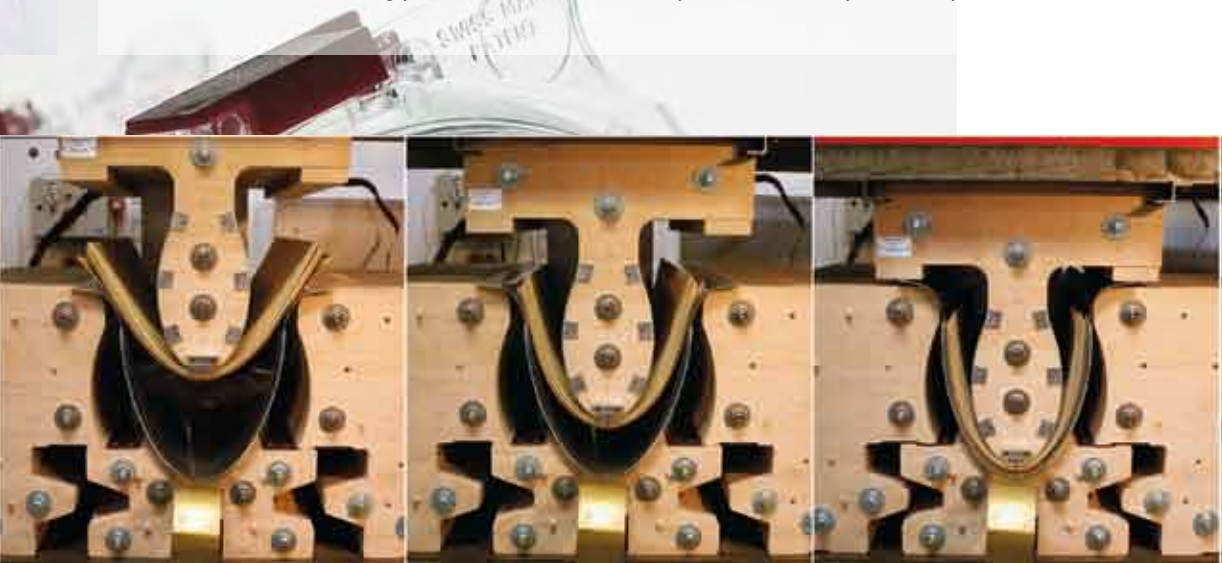
Above: Imported from Denmark, this press creates the curved cabinet bodies from a flat sheet of 35mm plywood in one motion.

Left: Cabinets await the speaker cones at the factory in Worthing, England.

# Sound.

## W

hen you're the best, a true professional, the tools you use are crucial to your performance. Whether it's the shoes an athlete wears, the instrument a musician plays or the appliances a gourmet chef cooks on, every professional chooses the brand they feel delivers the optimum results. That's why when some of the best musicians in the world want to hear their music exactly as they recorded it, they choose Bowers & Wilkins speakers. They know Bowers & Wilkins delivers the truest sound reproduction. This is also why world famous recording studios like Abbey Road in London and Skywalker Sound in California use Bowers & Wilkins speakers to record some of the world's most iconic music and movie tracks. And why Jaguar chose B&W to outfit their latest XJ series for the ultimate in car audio. So no matter what kind of audio you are into, your choice of speakers can be the same as the best of the best, allowing you to hear the music as the professionals truly intended you to hear it.



### Excellence in reproduction, excellence in sound

Since the company was founded in 1966, Bowers & Wilkins has had a singular mission: to build the perfect loudspeaker. To achieve this goal, B&W has been a leader in the field when it comes to innovation, creating speakers that stretch the bounds of imagination. "We've been quite willing to do things other companies might be too conservative to consider," said Danny Haikin, Global Brand Director for Bowers & Wilkins. One look at the company's exotic flagship speaker, the Nautilus, and you can see just how true this is. The Nautilus is a conch shaped speaker that might look more at home in the ocean than in your living room. Even Haikin had to admit, "It's a crazy looking thing...." But its look is pure sonic inspiration, and its





Above: B&W's exotic flagship speaker, the Nautilus.

Below: The factory combines hand finishing and assembly with robotic precision.



sound is peerless. Each driver sits in its own "tapered tube" such that the internal energy each generates is completely absorbed by the enclosure. The sound that is launched into the listening room is completely free from distortion. This design concept has found its way down even to the entry level B&W models. It's this willingness to innovate, while also bringing that development to market that has set B&W apart from their competition. We've all seen that amazing concept car at the auto show, the one you dream about owning one day, that never actually hits the market. But at B&W, their conceptual thinking doesn't stop in a lab or at an electronics show, it finds its way to market and into homes across the globe.

With innovation in audio technology can come some challenges to make sure speakers fit into home decor. It was in the mid 1970s that B&W first realized that the speakers they were developing in their research and development laboratory should be married to the skills of a brilliant designer to make them attractive as pieces of furniture. So in 1974, B&W hired Kenneth Grange, one of UK's leading designers, to take on the role of industrial designer – a term that didn't even exist at the time. It was this combination of stunning visual appearance and technological brilliance that has, for decades now, had B&W turning out some truly amazing loudspeakers. It has been this ability to make

interesting things in a Research and Development lab and then manufacture them effectively that makes Bowers & Wilkins a true innovator.

Today, to reach this extraordinary design and sound quality, B&W employs nearly 30 full time engineers in a facility that has been dubbed "The University of Sound", set apart from their factories in picturesque Steyning, UK. These employees range from acoustic engineers to material scientists to physicists. A special group of engineers are engaged in the art of "voicing", the process of fine tuning a speaker's sound. This involves repetitive listening in a controlled environment while component values are changed. It's this special talent that allows Bowers & Wilkins to achieve their world-renowned sound. Because as much as you can use test equipment to measure sound, no machine can duplicate sound's effect on the human ear. And it's in this task that B&W technology, design and innovation truly come to life. As Danny Haikin put it, "The skill of listening is extremely important to what we do, it's an incredibly important part of making speakers sound good," and there's no mistaking that B&W speakers sound better than good.

### Products for one, products for all

From the design of some of the boldest speakers on the market, one might think Bowers & Wilkins would be focused very narrowly in terms of a product range. Yet just the opposite is true. The passage of nearly 50 years in business has allowed them to offer models like the ground breaking Nautilus at \$60,000 a pair to \$300 headphones and iPod docks. In fact, B&W offers audio solutions for just about every price range and application.

And when it comes to the creation of exceptional sound, their focus has always been pin sharp. "What we do is all about making great sound, from the beginning of the design process to the final experience in someone's home. Whether it's the 800 Diamonds in

**"The skill of listening is extremely important to what we do, it's an incredibly important part of making speakers sound good."**



Abbey Road Studios or the P5 headphones, you'll find a total consistency of approach and the same acoustic team and drive to excel." It's this consistency of their speakers' audio performance that has made Bowers & Wilkins a phenomenal value for music professionals, audiophiles and those who just love music.

### **Diamonds are an audiophile's best friend**

"One of the challenges we set ourselves for our reference 800 Series, was to dramatically improve high frequency performance," commented Danny Haikin. "So we set about designing the perfect tweeter. Theoretically, this would require a material with an infinite stiffness to mass ratio, which is clearly impossible. So we settled for the next best thing: Diamond!" Bowers & Wilkins established a partnership with the leading diamond technology company in the world that, for lack of a better term, "grows" diamonds under laboratory conditions. The result? "A diamond dome that is as close as we believe is possible to get to a theoretically perfect tweeter." With a diamond tweeter, there is no audible resonance within the audio band. And it's this high-tech, high-end technology that you'll find in the 800 Diamonds, B&W's reference speaker series, and the same speaker you'll find in many studios, including Abbey Road. With the diamond tweeter, it's as if a window to the sound has suddenly been opened and a huge layer of distortion removed.

Another unique trait in the 800 Diamond series speakers is curves. Just as bridges use curved arches for strength, B&W uses curves for stiffer wooden cabinets. And those stiffer curves reduce vibration and therefore enhance the clarity of sound. But creating a curved cabinet is very difficult, and it must be done in a certain way to ensure consistency. B&W uses layered plywood because it can be bent under the pressure of large, specially designed computer controlled presses, and also because it has good self-dampening properties. Cabinets are then moved to the finishing stage, which is done largely by hand in a traditional furniture building manner that seems to have come from another century. It's this juxtaposition of their innovative technologies combined with old-world craftsmanship that not only adds to the quality of the speaker's sound in your home, but its beauty as well.

And it's this collaboration that brings Bowers & Wilkins fans back time and time again.

### **A strong relationship, a strong brand**

For Bowers & Wilkins, relationships are key to the strong foundation of their brand. At Magnolia, we feel the same way. That's why we are very proud to have forged a partnership with B&W. Magnolia, as a brand, continually strives to have the best offerings and the best brands, and with Bowers & Wilkins in the mix, we feel we've strengthened our brand considerably. It's these ever-growing partnerships with the world's greatest brands that we feel offers our customers the complete audio and video solution. And with a brand like B&W, not only do you get a product that is used by an incredibly impressive array of artists, but you also get a product whose sound quality is equally as impressive.





# The best of the best of the best...

When you're at the top of your game, you often find yourself in the company of others who are also at the top of their game. Bowers & Wilkins is no exception. From music studios to movie studios and even a luxury car company, B&W is the speaker of choice.

### Jaguar:

Last year, Jaguar solicited B&W to create an audio system in their new XJ series. And while car audio offered new challenges to the speaker maker, the result was nothing short of amazing. As Danny Haikin put it, "We sat as hardened audiophiles in front of it, all of us who have \$20,000 audio systems at home, and we were absolutely blown away."

### Abbey Road Studios:

Since 1979, through a relationship forged by B&W's founder John Bowers, Abbey Road Studios has had Bowers & Wilkins speakers. As time passed, they continued to evolve the speakers for the studio, and now it's outfitted with the 800 Diamonds. Bowers & Wilkins also just refitted Studio 2, the studio The Beatles used, with 800 Diamonds, and as Haikin put it, "they're absolutely over the moon with it."

To get a flavor of what's been recorded at Abbey Road Studios, consider *The Kings Speech*, the *Star Wars* films, every *Harry Potter* movie, as well as all of *The Lord of the Rings* movies. And for music, one band


says it all – The Beatles – the original songs were all recorded there, and the recently issued remasters, too.

### Skywalker Sound:

When you think of amazing movie post-production work and sound effects, *Star Wars* is one that definitely comes to mind. Skywalker Sound has used Bowers & Wilkins 802D speakers for its critical 60 foot long scoring stage where orchestral components of many great films are recorded.


### Society of Sound:

Bowers & Wilkins customers wanted to maintain contact with the brand after purchase, so B&W teamed up with Peter Gabriel to form the Society of Sound. The Society of Sound creates and licenses music rooted in Gabriel's taste. The music is recorded to impeccable standards and is only available in the highest quality formats (Apple Lossless or 24 Bit Studio Quality). Anyone purchasing any Bowers & Wilkins product can become a member of the Society of Sound when they register online and get access to the archive of state of the art recordings.

So as you can see, when you choose Bowers & Wilkins speakers, you are standing in the presence of some really amazing company in the world of music and film. But the best part of owning B&W speakers is how amazing this world of music and film sounds. 

The Jaguar XJ is outfitted with a car hi-fi system that packs 20 B&W speakers and 1200 watts of power. A system of this quality would cost upwards of \$13,000 if you were to put it in your home – so those who invest in the new Jaguar XJ are also investing in one amazing audio system.





# Bowers & Wilkins

## In pursuit of perfection

When John Bowers founded his company on the south coast of England in 1966, his dream was simple. He wanted to create speakers that neither added to, nor took away from the music. Speakers that could transport you to the time and place of the original performance— to the emotion of the moment. Forty-five years on, Bowers & Wilkins is the world's largest premium speaker brand. We produce models for nearly every home audio application and performance level, from the incomparable 800 Series Diamond used in Abbey Road Studios and by the most discriminating audiophiles to the award-winning Zeppelin iPod® speakers. Each one is an example of acoustic excellence and superb industrial design.

Listen and You'll See.

[www.bowers-wilkins.com](http://www.bowers-wilkins.com)

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find us online @ [magnoliaav.com](http://magnoliaav.com) & [bestbuy.com/magnolia](http://bestbuy.com/magnolia) 13

Welcome to the world of

# entertaining.

**We've all walked into a family home where you're left wondering, where's the family? Or better yet, where can I even sit?** The formal outweighs the functional, and you feel like you're in a museum rather than a home. We recently took a trip to Seattle and met a couple whose home put entertainment, fun and relaxation center stage. One step inside, and you can easily see how form and function combine in a magical way to create a space that is both welcoming and entertaining, and that reflects the personalities of the family that lives within.

It's this combination of entertainment and livable space that brought Magnolia into a home that was designed with living in mind – and entertainment at its core. Please join us as we take a tour of this magnificent home, and explore the spaces that make this home a place where life is lived, and fun is had by all.





inside and out.





With an app for the family's iPad, they have simple, seamless control of every aspect of the house, both inside and out.



## A prelude to the journey

For a family passionate about music and movies, and that wants a home that reflects that passion in its entertaining spaces, building a new home meant partnering with an electronics company that shared that passion. Fortunately, Magnolia had worked with the family in their previous home, outfitting their old family room with a beautiful home entertainment center complete with a TV and surround sound system. It was through this connection that Magnolia System Designer Will Andrews was able to build a relationship with the homeowner, and discuss “wish list” items the family might consider in a new home. So when the plan came to build, there was already this level of trust and shared passion that made Magnolia the partner of choice.

“We have a long term customer friendship,” Will Andrews explains. And it’s this type of friendship and trust that creates customers for life at Magnolia, a company that strives to always be there for their customers, ensuring their complete satisfaction.

## An outdoor space that’s out of this world

Let’s start our journey, and what better place to start than outside. For most of us, the backyard is a relaxing space, perhaps with some chairs and a grill. Not so here – if the family would have locked the doors to the house and not let us in, this outdoor living space would have certainly been worth the journey.

The gazebo is a room in itself, actually more like several rooms all in one. The centerpiece is the fireplace with an outdoor table that actually centers the room. It’s the perfect spot for a family meal, a game of cards, or to just sit back and relax. Surrounding the interior of the gazebo are all the tools one needs to make the perfect outdoor dinner, from a magnificent grill to an outdoor sink. But to really make this space sing, Magnolia installed surround sound speakers that encircle the roof of the gazebo, while a large flat-panel TV sits comfortably over the fireplace. The perfect setup for an evening of music, or to watch the big game. Either way, you’re sure to stay warm, or cool, thanks to the built-in space heaters and fans that are incorporated into the space. So no matter what time of year it is, this space is not only livable, but enjoyable.

A stone’s throw away, you’ll find the hot tub, big enough for a small crowd of its own. From Magnolia’s

large selection of outdoor gear, a SunBriteTV all-weather HDTV was selected to be mounted perfectly against the house. So whether their young kids are splashing around in the water, or mom and dad are unwinding and watching a good movie, there’s no better place to relax away the stress of the day.

It’s a truly remarkable outdoor living space, and a space the family uses often to entertain. Whether it’s the kids in the hot tub, or the family relaxing around the fire, it’s a glorious space where nature and modern entertainment combine to form an outdoor living space everyone is sure to enjoy.

## Come on in, sit back, and relax

Entering the home, you’re immediately struck by the perfect combination of elegance and comfort. The home looks beautiful in its design and furnishings, but it’s never so elegant that you don’t feel like you can plop down and relax. Setting the mood is the music you hear throughout the space. A mix of contemporary tunes that neither bores nor offends fills the space thanks to in-ceiling speakers that are tied together with the help of a Control4 system.

You immediately feel right at home; it’s really hard not to.

You step through the foyer into the kitchen, then over to the family room.

A perfectly named space where even the family dog couldn’t help but lay down and relax. The flat-panel on the wall with Sonus faber speakers lets you know you’re surrounded by a serious home theater setup, but the feeling is anything but serious. This space incorporated the electronics from the family’s previous home, and it was easy to see why this setup led them to want Magnolia to do even more. With its harmonious integration into the room, a delightful space is created, perfect for family moments.

But for a fun family like this, we knew there was more to be seen.

## Media room, game room, fun room

Magnolia prides itself on knowing music, knowing movies and knowing how to incorporate audio and video into nearly any space. As you make your way down the hall to the media room, it’s clear this family



The audio and video components for the home are housed in two racks that were built and outfitted by Magnolia. Control is made easy with the Control4 iPad app.



With a huge smile on her face, she added about Control4 and Kaleidescape, "It's absolutely, with no question, simplified my life."



Audio is available in nearly every room in the house, including the on-suite shower.

knows music and movies as well. Signed guitars, framed movie memorabilia and sports collectables cover the walls. As you are about to enter the media room, one incredibly serious media rack catches your eye and stops you dead in your tracks. One of two media racks Magnolia installed, this rack is housed behind a glass door, showcasing the incredible audio and video equipment that runs this family's home entertainment system. At the center of the system is Kaleidescape, where the family's huge selection of music and movies are stored. Control4 manages the system and provides access to entertainment throughout the house.

As you enter the media room, you are greeted by a juxtaposition of high-tech entertainment features like the HDTV and in-ceiling surround speakers, with classic features like pinball machines and retro gas pumps. From board games to a selection of video

games, movie titles and old-time arcade pieces, this room screams, "let's have some fun." Flanked by a cozy couch, and with doors that lead out to the gazebo, fun is readily available at every turn.

#### **Entertainment made easy**

One of the biggest challenges of building a house of this scale, with this level of electronics, is creating a system that's simple to use and universal enough that no matter where you are in the house you can control the spaces inside and out. Will Andrews, the System Designer on the house, proposed outfitting the home with Control4. With the Control4 system and the app for the family's iPad, the family has simple, seamless control of every aspect of the house.

"At first I thought, 'there's no way I'll be able to learn this system', because it is kind of overwhelming,"




From their media room (far left) to their youngest child's bedroom (right), the Control4 app for their iPad, (shown below) puts the entire home at their fingertips.

said the homeowner, "but it's so easy – I spent one hour with the engineer, and now I feel like I can do anything, I can go to any zone, and if the remote is having problems – I use my iPad." With a huge smile on her face, she added about Control4 and Kaleidescape, "It's absolutely, with no question, simplified my life."

### A friendship forged, a friendship grown

Since the family's relationship with Magnolia on their first house, to the relationship that's developed today, a trust and comfort level has been forged. It's the type of relationship that allows System Designer Will Andrews to make suggestions, and the homeowner to trust that the suggestions being made are in their family's best interest. It's also this type of relationship that found Will at the family's home on Superbowl Sunday, when the system wasn't working quite right before a Superbowl party. "Will came over and fixed it, on Superbowl Sunday! Will dropped whatever he was doing and he fixed it," the homeowner said happily.

It's this dedication to getting the job done right that makes Magnolia a company you can trust and count on. It's this type of dedication that turns houses into really fun homes. It's this type of dedication that every Magnolia employee puts into every project, so fun people like our friends in this Seattle home can have a place to enjoy, where entertainment isn't just in one or two rooms, but encapsulates the entire home. 



The Magnolia team that brought the entire project together: Dave Helland, Lead Installer and Custom Fabricator; Larry Tait, Lead Installer; Rick Cole, Project Manager; Will Andrews, System Designer; and Kelvin Choy, Senior Lead Installer.



Discovering

# Cisco ūmi

A conversation with Best Buy® founder Richard Schulze.

Here's something about face-to-face communication. Seeing someone's expression, getting their immediate reaction, sharing not only words but a smile, a wink or a nod. In a world of text messages, e-mails and cell phones, the gift of "being there" has been lost. And in a world where actually "being there" can be costly and sometimes impossible, Cisco has found the ultimate solution, the ūmi (pronounced you-me). ūmi is a video communication system that hooks up to your HDTV and, using a high-quality camera and speaker system, lets you communicate through your TV to friends and family in another city, state or even country. It's HD quality video with lagless audio for the ultimate experience in face-to-face communication, no matter how far apart you may be.

To learn more about ūmi, and to actually experience it, I sat down with Richard Schulze, Best Buy founder and Chairman of the Board, and had a face-to-face conversation, nearly 1000 miles apart, using the ūmi system. I was in Mr. Schulze's Best Buy corporate office, and he was in his home in Florida. It was great to hear what someone who used the ūmi nearly every week thought about the system.

*M*—You've used ūmi for a while now; what is the biggest benefit of the system, say, over Skype?

**Mr. Schulze:** The biggest benefit is the audio synchronization. With Skype, while the picture is satisfactory, (though it's not as clear and sharp as the high-definition model we're talking through now), there is a lag time in the audio that has the person finishing his comments, but the audio isn't totally through. So when you see the person finish what it is he had to say, you begin to talk over the balance of audio that is still coming through the connection. So it's awkward. You have to let someone finish talking, let it rest, get all the audio, then respond. So there's a delay involved that makes it less comfortable. With ūmi, not only is the clarity much better, but the audio is in sync with the video, and we're having a conversation that is more real. In this instance, it's like you're on one side of the table and I'm on the other side of the table. It gives me the ability to talk directly to you and you directly to me, with no hesitation, it makes a big difference in communication.

*M*—Who do you think will most benefit from owning a ūmi?

**Mr. Schulze:** I feel for small business in particular, or for families with communication of great distances, it's kind of a no brainer. It's like your child or business associate is in the room with you. It really works out nicely.

With the high definition and the connection people have, it really overshadows Skype, which is a widely accepted family tool. But Skype's video quality is not as good, the audio is poor and the consistency of the performance is erratic. This is more reliable and more lifelike. Not a bad thing for families, but I think it's a really wonderful tool for businesses. I would see us as a business clearly coming into play with multiple stores all on the system at the same time. It would save unnecessary and duplicated paperwork, telephone calls and time, it narrows it down, increases efficiency and gets everybody's voice and video heard.

*M*—Where do you see the ūmi system going in the future?

**Mr. Schulze:** This needs to go from you and me, separately, to multiple numbers of interfaces. I imagine having this for district meetings. I could have 14 of these across a district, with 14 unique locations across the top or bottom of the screen. As we're having a discussion, anyone who popped up and had something to say, could be clicked

on with a pointer or a mouse, and that person would fill the screen and now be leading the conversation to the 14 other store managers. We'd be involved in a 14-way video conference that allows us to save a lot of time and money in transfer and travel. The entire district would benefit.

One-on-one is nice for small business where you've got two offices and you want to stay in contact with someone on something other than the phone. But I think the real win will be when this is able to multi-task and have multiple units interfacing through some central system that gets everyone involved in the call.

I'm a big believer that this is going to be a great business tool. It will always be a wonderful personal or family tool, but I think business is where the big gain will be.

*M*—It sounds like you really enjoy it.

**Mr. Schulze:** I'm loving it, I'm making great use of it personally and professionally, so for me it's been great, and I think Cisco's on the job doing it the right way and we're the type of company that can make it fly.



As the conversation came to a close, I found the only thing ūmi couldn't allow us to do was shake hands. It was a fantastic way to communicate, and it made the conversation more personal, more real. In my career, I've been in hundreds of conference calls and done countless phone interviews, but in all that time I never felt the one-on-one connection I was able to get with ūmi. Whether talking with family, or doing business from several different locations, ūmi makes getting together quick, easy and very cost effective. And as it did for Mr. Schulze and I, it made a face-to-face conversation not only possible, but personal.



The ūmi remote: Put the entire ūmi system in the palm of your hand. Plus, control the ūmi camera at the touch of a button; zoom in, pan out, or tilt the camera to show only what you want the other person to see.



The ūmi console and ūmi camera: Simple and elegant in design, the ūmi system is meant to fit into your home theater system, without being obtrusive.

The art and science of

# Light



Above: seeTouch® programmable keypad puts total lighting control at your fingertips.

Create ambiance & save energy with total light control from Lutron®.

Imagine a home where you turn on the lights from the comfort of your car as you approach the driveway. Imagine a home where you can create different lighting scenes in each room at different times of the day to perfectly complement the amount of available daylight. Or how about a media room that automatically sets the ideal viewing environment the moment you press play. All of this and more is possible with a RadioRA®2 system from Lutron that goes beyond light dimming to full, scheduled, adjustable control over your lighting, window treatments and, yes, even your energy usage. Now begin to imagine it in your home. Because Lutron and Magnolia make it simple.







Left: Program the timeclock to automatically draw shades during peak daylight hours to keep your home cool and reduce glare.

Below: Pico™ wireless controller provides full range control over your lighting or shades.

# management

So what is light control? Simply put, it is the ability to transform your home's look and feel by automatically adjusting the amount of light (including sunlight) in a single room or throughout an entire home. With Lutron, you can adjust the amount of sunlight throughout your home with electronically controlled shades and drapes,

“prepare” lighting scene, which opens the shades to half height, suppressing heat and UV rays while preserving the pleasant outdoor view and permitting sufficient daylight into the space. In addition, the prepare scene will optimize task lighting by setting key lights in the room to the

## Full one-touch control of your lights, shades and home energy usage.

as well as control interior lighting with dimmers and switches. And what's really cool is that you can control it all with keypads, sensors and other light control devices to create the perfect balance of light in your home.

### The artistry of setting the perfect scene

Lighting is an art form. The ability to hide and reveal nuances in an environment that invite, tease, inspire, transform and awe is something that a Lutron RadioRA2 system can bring to any home. The RadioRA2 system allows you to pre-program your lights and adjust your shades to the exact level you desire to create a specific mood or feeling with an individual room or throughout your entire house.

For example, you can design different scenes for the many different uses of your kitchen. You could start with a “breakfast” setting that lowers the shades to three-quarters in an eastern exposure room, thus filtering out the intensity of the rising sun. Create a

appropriate levels, highlighting food preparation and dining surfaces. As dusk sets in, you may want to press the “entertain scene” designed to craft the perfect lighting levels for evening activities, by creating layers of soothing light around the space. The epicenter of this lighting scene may be the dining area, where the feeling of a romantic candlelight dinner has been created. Finally, don't go to bed without setting the room for the evening to the “nighttime” lighting scene which will provide a minimal amount of light to be cast high into the ceiling to gently greet late night snackers or early morning risers.



Once you imagine the broad possibilities in a single room such as the kitchen, imagine the flexibility and control a Lutron system could bring to your entire home.

### Let the show begin

One only needs to step into a movie theater to understand how the control of lighting sets the stage for what is about to transpire. And with a RadioRA2 system, you can easily convert your media room into a full cinema-style experience.

Lowering shades blocks glare on screens, improving the picture, while adjusting the light level enhances the overall experience. Because the RadioRA2 system is an open system that works with many popular brands of remotes, you'll have the ability to control your lights, shades, audio-visual components and even room temperature from one remote control. So when the popcorn is popped, and the entire family has found their seats and is comfy, lower the shades, dim the lights and start the show all at the touch of a button. It's the ultimate cinema experience at home, without the sticky floors or high cost of snacks.

### A feeling of comfort and security

A Lutron RadioRA2 system has a host of advantages, one being added peace of mind. Driving home at night, a Lutron Car Visor transmitter can turn on the lights outside and in your home before you even get out of your car. In addition, a path of lights can be programmed as your entry setting, lighting your way into a warm, well lit home, while not disturbing those who may already be sleeping.

Going on a trip? You can program your lights to an "Away" setting so that from the outside perspective, it has a "lived in" look and feel, instead of a single light left on in the entry that never changes. It's all about an illuminating sense of security.

### Fit for any home

Lutron keypads and dimmers come in beautiful color palettes, while shades and drapery systems are available in a wide variety of fabrics and styles to fit virtually any decor. And since the RadioRA2 system utilizes wireless RF frequency technology, it's easy to incorporate into any home—old or new. In addition, a RadioRA2 system is extremely versatile—able to integrate control with devices like an iPad, iPhone, Control4 system, AMX system and more.

### The nature of light control

Perhaps the best feature of a Lutron RadioRA2 system is the energy advantages it offers. When you dim light sources such as incandescent, halogen, low-voltage and LED, you automatically save energy. Even dimming your lights 10% can save you up to 10% in electrical costs and extend the life of your light bulbs up to 2 times longer, while dimming light by half saves up to 40% in electrical costs and can extend bulb life by 20 times. In fact, every dimmer you install in your home automatically saves 4-9% in electricity costs—even at the highest lighting levels—over a standard on-off switch.<sup>1</sup>

In addition, automatically adjusted and electronically controlled shades can help keep cooling costs low by blocking heat in the summer and insulating a room in the winter.

Another great way to save energy cost is to add Lutron's Radio Power Savr™ occupancy/vacancy sensors to rooms where lights are inadvertently left on (bathrooms or a child's room). These sensors turn on the lights when you enter and off when the room is

<sup>1</sup>Statistic taken from [www.lutron.com/Education-Training/LCE/Pages/GreenBenefits](http://www.lutron.com/Education-Training/LCE/Pages/GreenBenefits).



Lutron dimmer provides precision control over light levels in a room and helps to conserve energy.

The lights dim, the curtains part and the show starts all at the touch of a button.



RadioRA 2 keypads, dimmers and accessories come in beautiful color palettes to complement your home's decor.

Complete drapery systems utilizing wireless RF technology will open or close at the touch of a button, providing seamless control over room lighting, or the start of the show.

Lutron offers a complete assortment of wireless operated window treatments including roller shades, complete drapery systems, roman shades and tension shades in a wide variety of colors and fabrics.



empty. Other energy-conscious features include the "all-off" button, which turns all the lights off throughout the home all at once (great for the evening) or the use of the RadioRA2 Astronomic Timeclock which allows timed on, off and dimming of lights to ensure no wasted energy.

### The difference is night and day

Having the ability to create a range of light levels throughout your home, rather than simply turning your lights on full adds convenience, creates ambiance, adds style and even saves energy. It's the perfect lighting solution for any home, no matter the size or the age.

To learn more about the RadioRA2 system by Lutron, and how it can be seamlessly incorporated into your home, visit a Magnolia near you. At Magnolia we can help you select, design and install a light control system that will best suit your home and your lifestyle.



Photography provided by Lutron



# Sound foundations:

inside the partnership of

*Quincy Jones* &

When I sat down with legendary musician, composer, record producer and arranger extraordinaire Quincy Jones, I got this hyper-illuminated feeling of greatness that's strangely self-contained and altogether humble. It's an odd sensation, given that this man's musical and human-interest contributions have spanned the globe going on six decades. When one stops to evaluate the breadth of his lifetime achievements, it becomes nothing short of staggering. Consider this, he began under the tutelage of Count Basie at the age of 13, studied in Paris under Nadia Boulanger (famous instructor of Aaron Copeland, among others), wrote for such stars as Peggy Lee and Aretha Franklin, and has managed to raise seven children. No easy feat.

Quincy Jones holds a record for 79 Grammy Award nominations (won 27), produced the number one selling album of all time (Michael Jackson's *Thriller*), has 7 Academy Award Nominations (two in the year of 1967 for Best Original Song, with Bob Russell, and Best Original Score for his work on the film *In Cold Blood*), is the recipient of the Academy's Jean Hersholt Humanitarian Award, an honorary Oscar for his philanthropic work, and was a 2011 National Medal of Arts recipient.

So it's safe to say that when it comes to music — great music — no one knows it better than Quincy Jones. So when he endorses a product, especially one he's used nearly his entire career, you know it must be great.



There's no denying Quincy Jones' greatness, not only in the world of music, but in his personal life as well. In the aforementioned list of accomplishments, you can clearly see the number of high-level projects Mr. Jones has been involved with, and it takes little effort to learn about his philanthropic endeavors as well. So it's no surprise that his latest efforts would include a bit of each with the Quincy Jones Signature Line Headphones by AKG and The Quincy Jones Musiq Consortium. The Consortium is a network of leaders in the music industry that help provide access to music education for all children, and develop funding initiatives for youth music programs in the United States and abroad. Although each exists separately as product and project, they're both rather closely related when one considers the complimentary nature of the two, something that both Mr. Jones and the people at AKG by Harmon are understandably proud of.

In a conversation with Christopher Dragon, Harman's Director of Marketing, he explains, "The thing that makes this partnership unique is that Quincy has been using AKG products for the better part of fifty years. And with the Musiq Consortium, you have something that is near and dear to Quincy's heart. It's a great cause, so it was decided that for every pair of these headphones, a donation would be made to the Consortium."

When asked about Mr. Jones's contribution to the AKG Signature Line, Christopher states enthusiastically, "He was very immersed...(laughing) painfully immersed in all aspects of the project — the look, the touch, the feel and of course the sound of the three models, with the aim being all about reproducing the music exactly as it was when laying it down."

Christopher goes on to say, "The Signature Line, with the Q701, Q460 and Q350, is about portraying music truly as the artists and producers intended it. It's not about blowing up a bass curve, it's about meticulous perfection, personified."

And so confirms the venerable Mr. Jones.



*M* Starting with your Signature Line Headphones, how did the relationship between yourself and AKG form?

**Mr. Jones:** (laughs) Well, let me tell you, it happened just so organically that it's pathetic. I seriously cannot even remember a time when I didn't use AKG headphones, going back to whomever — Michael Jackson, Sinatra...that long ago, you know? They just have the sound I love to hear — everything in

Below: Quincy Jones in studio wearing the Q701 Premium Class Reference Headphones.



the upper strata, the lower strata and midrange.

They just seem to carry that same attitude that we use when recording tracks and engineering on the records themselves.

I'll listen to a record I worked on thirty years ago, and it just has that same exacting quality to it, like I remember it. Listening and having a musical experience through these headphones is wonderful.

You can't touch it or taste it, but you can sure feel it. Like when I'm orchestrating, the music comes across pure, and the instruments are real and tangible, just as I like to hear it. I've worked

so long with AKG headphones that it was a natural. That's why when it came up, there was really nothing to talk about...we've really

already been doing it for so long together. And

the people, too, have their hearts and minds in the right place. You get to a certain age where you only want to do what you love, and do it with the people you love...and that's where it's at.

*M* So, if you were to choose a song — or an entire album for that matter — for a person to demo on, say, your Q701 Reference Headphones, which would you choose?

**Mr. Jones:** I'd have to pick a couple honestly, because there's such a difference between listening to something up-tempo and a slow song. There's such a great dynamic range going on from albums like *Thriller* or even *Off the Wall*; but then also *Secret Garden*, because there's such an incredible mixture of everything on that one song. You've got the four great voices in *Al B. Sure*, James Ingram, El DeBarge and Barry White, each representing honesty, creativity, sensuality and authority; something that comes across in the recording. It's obviously intended for women, but for good reason. It's intelligent and provokes emotion just like music should.

*M* A share of the proceeds from your AKG Signature Line Headphones are donated to the Quincy Jones Musiq Consortium, which aims to make music education an ongoing part of the lives of American children. Tell me a bit about that tie.

**Mr. Jones:** Well, it doesn't tie in with it necessarily; this is a whole other passion...something that hits me from the bottom of my soul. Let me tell you, I read a United States War Department Education Manual written in 1943 by Howard McKinney and W.R. Anderson; it was, EM 603 Discovering Music: A Course in Music Appreciation, and it blew my mind. It did, because it showed me some of the sociological problems that America has been facing over the years. This is something coming from a music appreciation book. Ten years old and I'm learning about jazz and how as an ambitious listener, I'm better off starting from the level of Mozart or Chopin's melodious piano music, and it freaked me out. This is important because I've been all over the world and seen how music influences other cultures, and today nobody in America – especially the youth in America – seems to know much about it.

like Gustavo Dudamel and his mentor, Jose Antonio Abreu, continue to influence children in the hundreds of thousands. You know, together they've saved over three hundred thousand children from gangs just by teaching them violins, clarinets and instruments of all sorts. So it's showing how this kind of positive influence can spread across the planet, which is what we're about – it's what it's all about. And it's working. Music is the most easily accessible means of expression any child in this situation can use to find their way out. It gives them leverage and puts them in the right frame of mind to open up and explore, to have the courage and confidence which, when nurtured, makes everything else easier to learn. It's amazing what it can do. Just amazing.

As the conversation began to wind down, and thoughts drifted into other areas unrelated to the topic

**“Listening and having a musical experience through these headphones is wonderful. You can't touch it or taste it, but you can sure feel it.” Quincy Jones**

It's the discovery and passion that's going to help kids believe, you know. Many of the tragedies happening around high schools in the US today wouldn't be happening if our children knew their culture...if they knew who they were. So we gathered some of the best from all over and got the Consortium together...Alan Kay, Herbie Hancock, Santana – all of these minds and talents, and we're going to do it, man.

The language of music is just so powerful. It teaches emotion, mathematics, language...so many things other than just the mechanics; it's forming the ability at an early age to use your left and right brain, and establishing a good foundation. Then you can go on to study logic, history, physics or whatever you want. That's really what this is all about.

*(M) Has the Musiq Consortium branched outside of the US; or, is its goal to become more widespread in the future?*

**Mr. Jones:** It's mostly based in North America right now, but there's another cause out there: El Sistema, where individuals

at hand, such as the jazz scene in Europe (particularly France), or how the digital age is affecting the current state of the recording industry, it became immediately evident how stimulating and infectious it can be when one is in the company of someone so motivated; so brimming with verve and positivity; so genuine and pure...kind of like the nature of music itself.



Above: The Q460 Mini On-Ear headphones. Available in three colors: black, white and green.

The Q350 in-ear headphones – so lightweight, you'll forget you're wearing some of the best in-ear headphones available.





W

hen Jeff Margolis walked into his local Best Buy® store in the fall of 2010, he wasn't looking for much... a few TV wall mounts would have sufficed. But when he walked out he had so much more: a friendship, a new relationship with a brand and a new respect for what Magnolia could do for him and his home.

Taking customer service even further.

All the way to ...

# Colorado



## Turning TV mounts into so much more

When most people are working on a new build or a remodel project, they don't think that their local home electronics store can do much more than offer them the products they need for their general contractor to install. When Jeff Margolis walked into Best Buy®, he certainly was in the same mindset – especially since his remodel was at his second home in the mountains of Colorado, and he was in California. But what Jeff found at Best Buy that day was more than just wall mounts – he found what was to him a whole new brand. “It was my first Magnolia experience. I had bought a lot of things from Best Buy, but I didn't know Magnolia existed to tell you the truth,” Jeff explains.

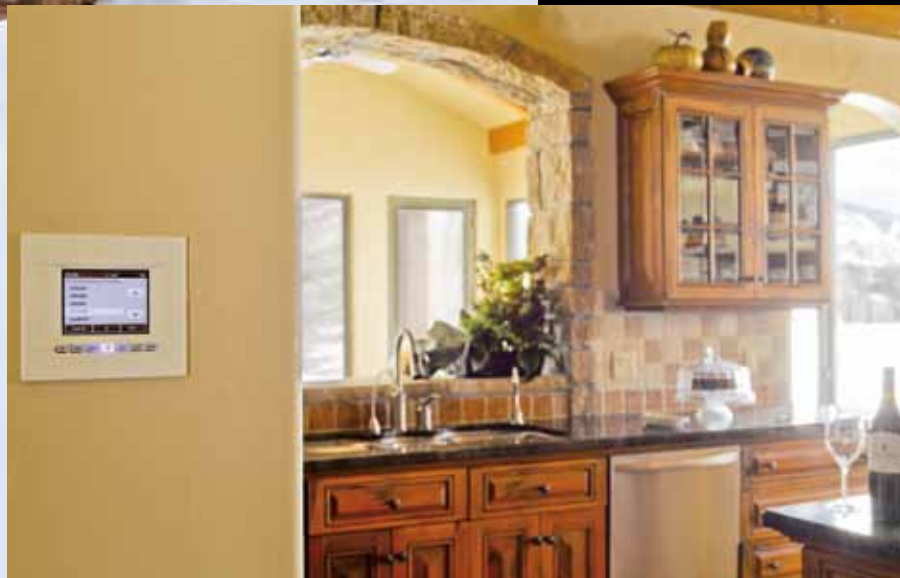


Above: Magnolia, with the help of the Best Buy Musical Instruments department, integrated the music from this player piano to the home's audio system.



Below: One of several Niles panels that controls a multitude of audio functions throughout the home.

Jeff also found something else that day – a level of service that he wasn't expecting – and that service started when he met Magnolia General Manager Mike Sonntag. When Jeff explained to Mike that he needed the wall mounts for his contractor, Mike offered more than just product, he offered to provide CAD drawings for the install. Surprised that Magnolia could provide this level of work, a conversation began on what else Magnolia could do for Mr. Margolis' home. As Jeff explains, “The more we talked, the more I thought that perhaps rather than just put a bunch of TVs in a mountain home, it might make more sense to have Magnolia design and retrofit the house with newer technology.”





Top left: The master bedroom, complete with flat-panel television and integrated audio.

Top right: The master bath with an in-mirror television that disappears when turned off.

A design session was set up for a few weeks later, and the rest, as they say, was history... well, actually, for this project, it was just the beginning.

### Combining rustic with modern

For Magnolia, the Margolis' mountain home offered a unique set of wants and needs. You see, Jeff and Debbie Margolis' Colorado home is a true second home. It's not a vacation home they run off to for a few weeks a year, they utilize the property year round. But it is a mountain home. So there needed to be this combination of rustic and modernity – a balance between having a place where the Margolis family could have the latest technology, but also have the feel of a home miles away from the usual hustle and bustle of their California lifestyle.

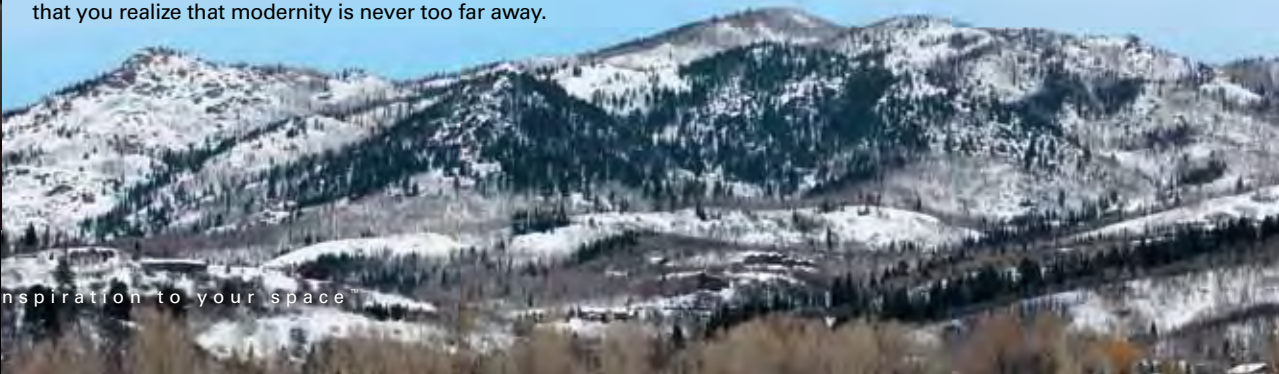
To accommodate this need, flat-panel TVs and smaller control panels were designed into the home. You'll find few speakers that aren't built into the walls or ceiling. And in the main family room, where floor to ceiling windows show off glorious views of the mountains, there seem to be no electronics at all. It's not until you take a closer look at the family's grand piano that you realize that modernity is never too far away.

Ahh yes, the grand piano. The focal point of the room, and a focal point of a unique whole home audio solution. You see, this isn't just any grand piano, there's also media incorporated into the piano so it can play a full orchestra, a full band or a jazz trio along with the live piano music. Wanting the ability to play this music throughout the home's audio system, Magnolia went over to the Musical Instruments store, located inside Best Buy, and talked to the musical instrument experts for advice. Together they determined what kind of mic system the piano would need, as well as what kind of mixing system. From there, the digital output from the piano's media system along with the microphone sound from the piano was put into the mixer. Together, their music is sent to one of the home's sound zones, culminating in what's the equivalent of a live piano with live accompaniment that can be played throughout the home. It's truly amazing, and the look on Jeff's face when he shows it off says it all – he loves it.

Perhaps the most amazing thing about the piano is that when you walk around the house, listening to the player piano, there is no lag. From standing next to the piano to moving to nearly any room in the house, it's



The massive audio/video rack built and tested in the Magnolia Design Center in Seattle.



seamless music, as if the sound is coming from one source. It's wonderful.

Another aspect of the home that Magnolia needed to consider was the study. Due to the large amount of time the family spends in the home, Mr. Margolis wanted to be able to work out of the study in a way that would be easy and convenient. So Magnolia brought in a powerful wireless network. This network would run both the audio/visual throughout the house as well as the computing for the home. So with his wireless router, Jeff can work just as if he were in his commercial office, "I have just as much power here to do what I need to do," Jeff says proudly.

The home network also helps run the Internet Connectable TVs. Nearly every TV in the home is Internet Connectable – allowing the family to access web content and online movies and videos right from their TVs. As Jeff put it, "It's pretty interesting to think that we're here, kind of in the middle of nowhere, and we have the latest streaming or video sources instantly available to us."

The home also has both cable and satellite, and to ensure that the satellite signal wouldn't jump in and out with the massive snowfalls in the area, Magnolia brought in someone to make sure the satellite dishes had heating systems on them. Just one more of the many things that doesn't go unnoticed by the Magnolia crew.

Perhaps it's because they have a home in environmentally conscious California, or the fact that they have a mountain home in Colorado (where one local told us has the cleanest air in the world), or maybe it's just because they're good, smart people, but being "green" with the electronics was also very important. And with the AMX and Niles system in the home, conserving power is as easy as pushing a button. "We put in some of the earliest integrated electronics in our home in California in 1997," Jeff explains, "And I learned that it can be very energy inefficient and very hard on the equipment if you leave it on constantly. So moving to this kind of system where you can turn things on and off with low voltage switching and yet have no delay of any significance, is really nice. It's a big improvement over the last few generations of integrated home A/V I think."

### **Working together, thousands of miles apart**

One of the more interesting things about this install is that it was done in a remote ski town in Colorado. There was no Magnolia store within hundreds of miles, and the nearest Best Buy® was equally as far away. So to achieve



"It's pretty interesting to think that we're here, kind of in the middle of nowhere, and we have the latest streaming or video sources instantly available to us."





Above: The audio/video rack that runs the home cinema. Controlled by an AMX panel, movies are just a button click away.

this level of craftsmanship and integration took some good planning, and a good Magnolia support team. Thankfully for Mr. Margolis, this was something not new to Magnolia.

One of the unique things Magnolia does to make remote jobs like these more cost effective is that all of the racks, all of the gear, are built and tested in the Seattle Design Center first. When it's sent to the customer's location off site, it's been tested and it's working perfectly before it even gets into the their house.

"We have people on staff that build, test and ship," explains Mike, "so we just fly in Installers to put the puzzle together. These remote jobs become less challenging because of the resources we have."

For Jeff and Debbie Margolis, this job, at times, seemed even more remote. "Neither Debbie or I were on site to supervise, and the general contractor was not in charge of this component of the project, so on a fairly independent basis we were able to communicate and work with Magnolia. The first time I showed up they probably had 85% of it done and right, which is great. Sure, everyone always wants 100%, but you can't get 100% on a project of this scope the first time. So I was pleased at how well Magnolia was able to figure all the parts they needed, get them shipped here and get them done on time."

### It takes a village

For Magnolia to pull off a job of this size, and a job this remote, it took more than just Mike Sonntag and a team of Installers. In fact, this job, as much as any that Magnolia has done, took the entire Best Buy® enterprise and all the brands under the Best Buy umbrella.

As Mike Sonntag put it, "It's the integrated resources we have that no one else in the world has that makes us so strong. Not only do we have an integration company called Magnolia, I have the mother ship of Best Buy that can offer me anything I need, plus Musical Instruments, plus Pacific Sales, plus... well you name it, we have it."

But beyond the strength of the Best Buy enterprise, is the strength of Magnolia itself. "Without the teamwork of Magnolia, the Installers, Project Managers and Engineers, this would never have been possible. It's about the team and how they brought it all together. It's about how many late nights Jay Williams spent, not building the proposal, but making sure this was going to be perfect. That's our job. Making sure the system goes together perfectly," explains Mike.

And it's this goal of perfection that drives Magnolia to achieve some of the finest home entertainment systems in the world, and that also builds relationships for life between Magnolia and its customers. "I personally will have a long lasting relationship with Jeff for the rest of my life... I will make sure that Jeff is taken care of, that's my job."

Below: The game room. Complete with a 3D HDTV, Wii gaming system and AMX control.



# ***Electro Motion™*** A LEGEND REBORN ***ESL*** MARTIN LOGAN



MartinLogan's new ElectroMotion™ Series features both electrostatic and compact Folded Motion™ thin film transducer technologies. This bold loudspeaker series establishes a new benchmark for price verses performance. Pushing thin film transducer technology to its limit, the ElectroMotion Series floor standing loudspeaker, the ElectroMotion ESL, features the most affordable full-size XStat™ electrostatic transducer ever designed. Voice-matched center and surround speakers (coming summer 2011) will feature the next evolution of Folded Motion technology—MartinLogan's new larger, lower distortion Folded Motion™ XT tweeter.

Designed for both 2-channel music enthusiasts and those seeking the world's most articulate and dynamic multi-channel home theater systems, this new series represents the most compelling 'affordable' audiophile-grade speakers ever brought to market.

To learn more about MartinLogan's ElectroMotion ESL™ please visit [www.martinlogan.com](http://www.martinlogan.com)

***Electro  
Motion™***  
MARTIN LOGAN

# CREATE, CONTROL



At Magnolia, we're always striving to make things better. With hi-tech audio players and speaker systems, we made your favorite CD into a live concert in your living room. With the latest TVs and expert consultation and installation, we've turned catching the big game into front row tickets for the whole family. Your home theater is no longer just a place to sit back and watch a movie; you become part of the action with immersive 3D brilliance and thrilling, lifelike sound. And we're not stopping there. Now, we offer the latest technology for a smarter home, better energy management and a better life and world today, tomorrow and well into the future.

## Smart home, wise choice

While you're running from room to room, pulling shades, hitting light switches, turning the TV and sound system on (or off), fiddling with the thermostat, locking the doors and setting the security system, picture this: what if you could control it all from one simple source? Think of the time you would save... better yet, think of the energy costs you would save. It sounds like Science Fiction. But at Magnolia, with the help of home automation technology from Control4 and AMX, this dream is a reality. And we're giving you the controls.

As technology progresses, we are inundated with more functions, more buttons, more remotes,

more systems and more settings. The clutter can get confusing. But with Home Automation, we're able to turn the complications into convenience, and wasted energy into saved energy. Think about it. By having access to all your home functions—including thermostat, lights, security and sprinkler systems, door locks, blinds and more—you are able to monitor and control everything from one simple interface. And you can access it from anywhere in your home using a handheld remote, a touch screen pad or on your TV. Even if you aren't home, it's not a problem. You can turn down the heat, close the garage, turn off the sprinkler or cut the lights from anywhere using the same interface on your computer, iPad or smartphone.

# & CONSERVE THE MAGNOLIA WAY

With energy management solutions from Control4 and AMX, you have control of nearly every aspect of your home; lights, window shades, the thermostat and so much more.



Convenient control is just the beginning. Intelligent automation functions provide you with new ways to start saving energy without lifting a finger. We can help you program your window shades and your thermostat to control temperatures in your home and maximize energy efficiency from season to season. By incorporating occupancy sensors and motion detectors into some areas of your home, lights automatically turn off when no one is around. It really doesn't get any easier. Once the system is set, just do what you normally do and you're already living greener and saving energy without a second thought.

Some systems even offer more advanced energy management tools that provide unique

solutions for controlling and monitoring your electronics' energy use directly at the power source. Now you can monitor your lights, appliances, thermostat and even your solar power usage in real-time. The information can also be recorded and stored so you can compare usage over time and make adjustments to increase your energy efficiency. You can also turn off certain outlets to eliminate what's called rogue power, energy that gaming systems, cable boxes and other products use even when they're turned off. By cutting the power at the outlet, rogue power is eliminated.

Finally, one of the best things about smart home automation technology is that you don't need

A screen shot of a monitoring system that not only shows how much energy a home is using, but how much it's costing to run that home at any given time of the day.

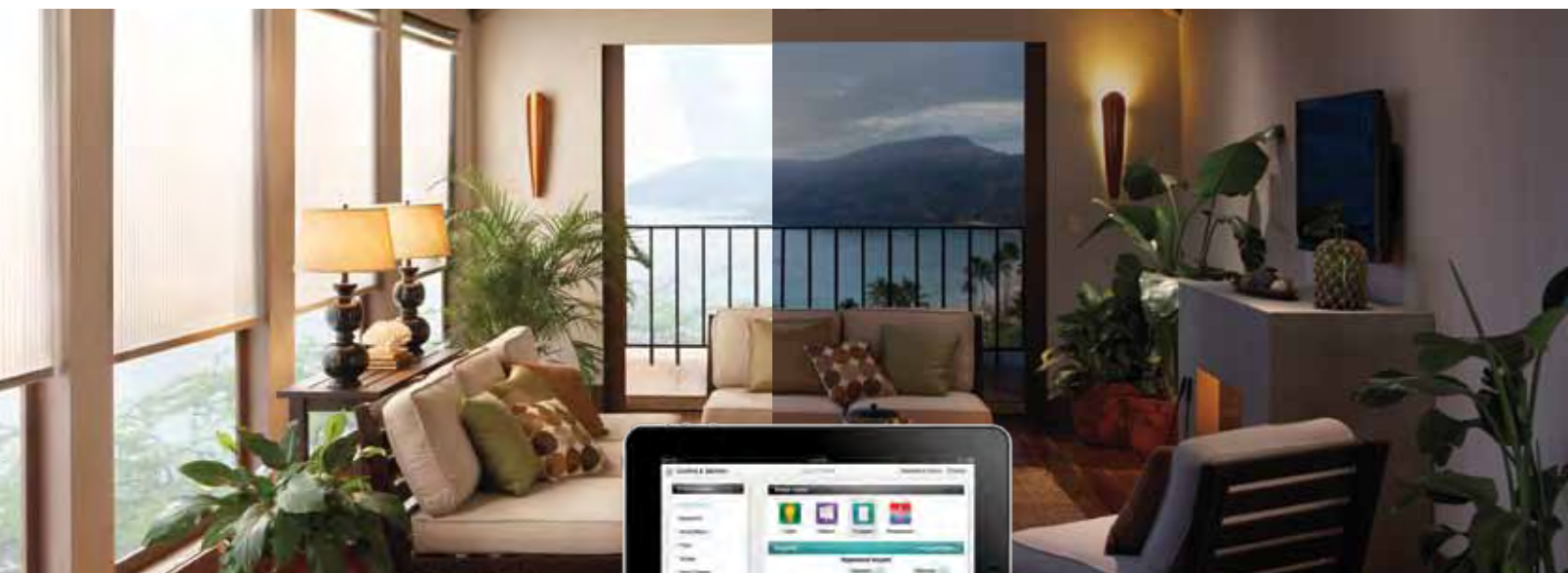
“We offer technology that will not only save energy, but it improves your life in so many other ways as well.”

Jay Williams, Magnolia System Designer



to incorporate everything at once. You can start small and expand as your needs expand by adding components as you see fit. The technology can be built into new homes or added to existing homes of any size, from 1-bedroom condos to spacious multi-level family estates. So whatever your space, your needs or your dreams, count on Magnolia for help with everything from consultation to design to installation.

Specialized dimmers by Lutron can give you the control you need to set nearly any mood you want. And the great thing about Lutron dimmers is that they are specially designed to work with modern energy-saving light technologies, including CFL and LED bulbs (typical dimmers don't work properly with these light sources). But with Lutron and Magnolia, you get a full range of light levels from any kind of bulb. And by combining efficient lights with dimmer switches, you can really start seeing



Above: Whether it's day or night, controlling the light in any room can save energy.

Inset: The Lutron app for the iPad. Control your lighting solutions wherever you are from devices you use every day.

### Let there be light

Getting the light just right—it can be more difficult than it sounds.

Each room can provide its own challenges. Letting in a little sunlight sounded like a good idea, but now the sun is in your eyes while you're trying to make dinner. Cutting the lights for movie night got the glare off the screen, but now no one can find the popcorn. And the kids keep leaving the bathroom lights on all night. Whatever your issue, Magnolia is here for you with room-by-room lighting solutions. Besides giving you more control, they can also help you save on your energy costs. Trust us. The difference is like night and day.

the savings without sacrificing style.

Maybe you're interested in using more natural light. Lutron also provides shading systems that can be used to diffuse daylight,

introducing a clean, soft elegance to your home that eliminates harsh glare and curtails your need for electric light. A single panel gives you precise control over each room, plus the system can be automated to help you save on heating and cooling costs by letting in more or less sunshine, depending on the time of day and time of year. Whether you're looking for energy-efficient lights, shades or both, our System Designers and Installers can shed some light on your situation and set you up with an integrated plan for your home.



## Harness the power of the sun

The sun. It keeps you warm, brightens your day and lights up your world. And now at Magnolia, we have the technology to help you use the sun to power your home and save you money on your energy bills. By partnering with SolarWorld, Magnolia's Design Centers in California are able to create solar solutions customized for your home and your energy needs. Besides saving you money on your bills, our solar solutions can help you live greener by reducing your carbon footprint. They can even increase the value of your home. So, not only are you doing your part for the environment, you're also doing yourself a favor financially.




When complete, your solar solution will contain everything you need to capture the sun's energy, convert it into electricity and carry it throughout your home, running everything from your lights to your home theater. When your solar solution is producing more energy than your home is currently using, "net metering" occurs, where essentially your meter runs backwards, and the excess energy is sold back to the utility company. For you, this results in a significantly lower energy bill and a more self-sufficient home. Now that's forward thinking.

By supplementing your home's energy usage with solar power, you are also helping protect yourself against constantly rising utility costs. With every rate increase, the energy your solar solution is producing becomes that much more valuable. Ten, fifteen or even twenty years from now, no matter how high your utility

company rates may be, the electricity produced by your solar solution will still be free. So, think of a solar power solution from Magnolia as an investment—an investment in your home, an investment in the environment and an investment in your future.

### All together now

Magnolia Energy Management offers you many exciting ways to create, control and conserve energy without drastically changing your lifestyle. In addition to the technologies covered here, look for our lineup of ENERGY STAR® electronics, which deliver exceptional efficiency without limiting performance or features. By employing all of our energy savings solutions in conjunction with one another, you have the potential to significantly reduce your energy bill and your impact on the environment. Now, isn't the future looking bright? 

Above: An example of a SunBrite solar solution taking the sun's energy, and making it your home's energy.

# Creating the Ultimate

**Watching sports is a communal experience, whether in a stadium with 75,000 screaming fans, or in a sports bar with 300 patrons. It's the act of coming together that brings strangers together as friends to cheer with one collective voice for a favorite team.**

It's in this experience that sports bars are doing whatever they can to attract customers for everything from Sunday afternoon football games to weekday evening baseball games. And like any good sports team – those sports bars that invest in themselves are the ones that are coming out winners. Nowhere is this truer than at the Rock Bottom Brewery in Bellevue, Washington. A restaurant bar, the Rock Bottom is the perfect place to find great food, specialty beer and now the latest technology to watch the big game.

To succeed in the restaurant business, as in sports, you need that one thing that makes you stand out from the competition. For the Rock Bottom, this is their new TV wall designed, built, installed and programmed by Magnolia. "A TV wall?" you might be saying, "I've seen that before." Maybe – but surely not like this. The

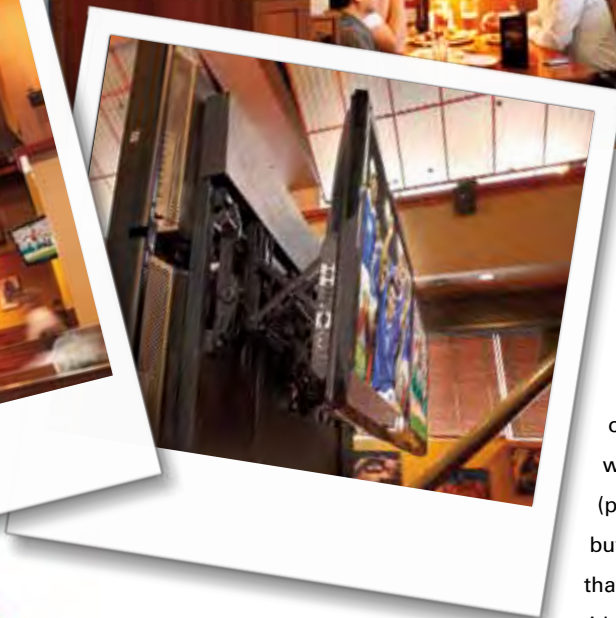
# Sports Bar Experience



typical TV wall must be mounted to a wall – the Rock Bottom’s TV wall is free standing in the middle of the restaurant/bar area – offering a perfect view of 4 tiled TVs that can show a different game on each of the 4 TVs, or one that takes up all four screens. “We wanted that location because we wanted it to be a focal point,”

commented Scott Marx, the GM of the Rock Bottom, “Even walking by the front of our restaurant you can look in and see there’s something going on in here, there’s this bright fixture.” And it’s this “bright fixture” that’s turning heads not just outside the bar, but inside as well.

Lunch hour at the Rock Bottom. Whether in the bar or the resaurant, the “TV Wall” offers the perfect view of the big game.



“What we’ve always tried to do to differentiate ourselves is to provide solutions that others can’t or won’t do,” said David Helland, Fabricator and Site Supervisor for Magnolia. “One of the things that makes us unique is that we can build things. We can figure out what the customer wants, I can design it, and we can either build it or have it built. And this (pointing to the TV wall) is something you can’t buy, nobody has a two sided free standing device that will hold 4TVs on one side, 2TVs on the other side, with 6 satellite boxes and a control system, all without any visible wires.”

Suspending about 500 pounds, at 7.5 feet in the air, this TV wall carries all the weight on the floor, with the wall being strictly used as lateral support. And because you can’t see any wires or satellite boxes, the back two TVs swing out on brackets and remove fairly easily to service the entire structure.

### Building the structure in a busy restaurant

It’s one thing when you’re working on a new build, or even rebuilding a structure that will be closed for a few weeks. The Rock Bottom needed to remain open while the TV wall project was installed, and that took some good planning and smart solutions.

Top: The backside of the “TV Wall” offers two flat-panel TVs allowing patrons on the other side of the wall to also enjoy the same game or an alternative event.

Above left: From the side, you can see how the “TV Wall” takes up very little space, fitting directly above an existing divider wall.

Above right: Servicing the TVs is simple with the extending wall mounts that allow easy access to the back of all of the TVs.

### Creating a TV wall (without the wall)

When Magnolia was first asked to help out the Rock Bottom Brewery with their audio video needs, the asks were pretty simple. Update the tube TVs to flat-panel TVs, upgrade the projector screen on the second floor to one that actually worked, and build a bracket for the TV that hangs over the entry way door. And it’s that ability to build that sparked a much greater interest from the Rock Bottom in having Magnolia build a much larger project – the tiled TV wall setup. “The more they learned about what we were capable of, the more they asked of us,” commented Marino Correia, Magnolia’s Commercial Integration Account Manager on this project.

“One of the things that makes us unique is that we can build things.”

The restaurants' busy times are two hours over lunch and the evening dinner rush. Not wanting to charge time and a half for overtime or overnight work, the Magnolia crew came in at 8 a.m. and were conscious to only disturb the six booths around the structure. Breaking for the lunch crowd, everything was put away and cleaned up, with only one booth being unusable. Then, the team worked until the dinner rush, where Dave would put a customizable tarp over one booth where they kept all their gear.

The amazing thing was that it only took three and a half days of installation inside the Rock Bottom. Everything else was fabricated beforehand with a few days of programming on the backside of the install. So as busy as the Rock Bottom got during the install, the Magnolia team did very little to disturb business.


### Spanning the globe for customization

Originally, the Rock Bottom wanted to show one event on all four TVs for one big picture, all the time. But plans, as they usually do, quickly changed to wanting to be able to switch between one program on all four, to four different shows on each TV so they could have multiple games. This required custom parts and some special custom programming. As Chris Swanson, Lead Installer and Programmer for Magnolia put it, “To get this to work, I had to speak with the person who wrote the command protocol – and he lives in Japan – so we had to have his counterpart, who lives in New Jersey, translate what he was saying so I could manipulate the system to work the way the client wanted. Three days of programming later and we finally got to the product they have today.” And what they have today is a completely custom TV wall – with completely customized programming, that's like nothing you'll find in the Washington area, or most other areas for that matter.

### The small business personal touch with big business backing

Magnolia is known for their exceptional customer service. In the world of Commercial Integration, this is no different. From the lengths they'll go to install a special product, to calling Japan to fulfill programming needs, Magnolia Commercial Integration knows no bounds. As Marino Correia put it, “We have a storied history in the Northwest, we've been a staple here for over 50 years. People have come to depend on us – they have come to expect us to have a certain level of service, and we live up to what our brand has always stood for over the years.” He went on to say, “And with Best Buy®, we have a partnership that gives us the ability to tackle really big projects, with the financial backing and coordination to purchase 6 figures worth of equipment, with the right sized crews and engineering. So while we're part of a big corporation, we're still able to maintain that small, go-to touch that gives us the personal detail that others can't. It's the best of both worlds.”

“The good thing was – Marino, if I called him, he answered the phone. One time I called him and he was in Hawaii on vacation, but he still answered the phone because he knew I was stressing about the project – but after talking with him, he always made me feel better about things,” said Scott Marx, General Manager of the Rock Bottom Brewery. “Customer service wise, it couldn't have gone smoother for us.”

It's this level of service and capability that's allowed Magnolia to create custom solutions for companies big and small, and allowed the Rock Bottom Brewery to be the sports bar of choice for many sports fans in the Seattle area. 



Left: Scott Marx, General Manager of the Rock Bottom Brewery.

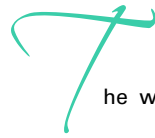
Below: The Magnolia Crew: David Helland, Fabricator and Site Supervisor, Chris Swanson, Lead Installer and Programmer and Marino Correia, Commercial Integration Account Manager.





# Constantly Connected





The world is getting a lot smaller...and a lot smarter. There was a time, not so long ago, when e-mail was really the only method of communicating with co-workers, friends and family (the phone notwithstanding). At work, conference calling was the solitary means of conducting long-distance meetings. And who can forget hopping in the car to make the trek to the mega-video store to rent DVDs to watch the latest blockbuster. And when you got home, a few deadbolts or a security system was the only means of protecting your home. Good riddance 90s, hello future.

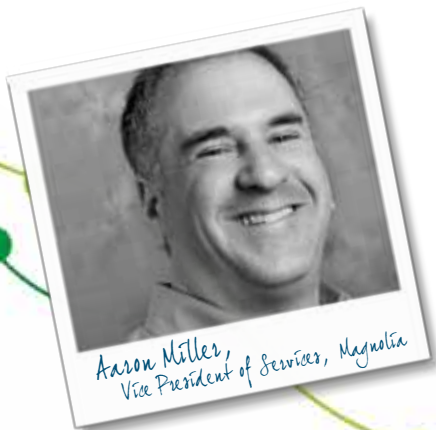
### **The future is looking more and more like today**

Today's smartphones are seemingly aeons ahead of just simple talking and texting with yesteryear's clamshell flip phones. They are quite literally your daily life in the palm of your hand. And with the advent of tablets, the possibilities seem endless. Together or separately, smartphones and tablets store your memories (videos and photos), play your favorite music, store all of your contacts and play your favorite games (Angry Birds anyone?). It's your personalized concierge, keeping you instantly connected to your friends, family and the world via hundreds of thousands of apps. And it's fast becoming your multi-duty remote control (TV, home theater, appliances, doors and locks — you name it). With so much potential to multitask and simplify one's day-to-day events, it's easy to understand why you often hear the comment, "I don't know what I would do if I lost my phone."

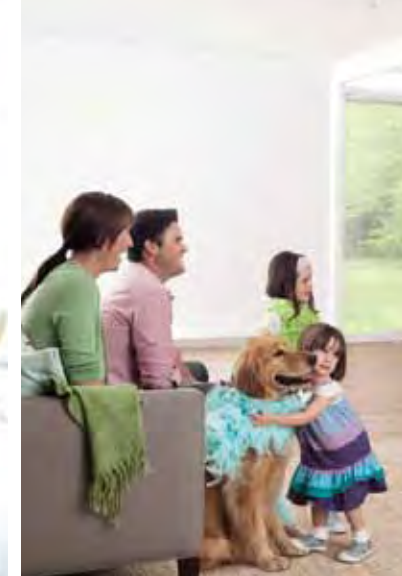
When it comes to the digital revolution, technology has traversed a long distance in an accelerated, if not ultimately auspicious manner, and shows no sign of slowing down. 0s and 1s have not only dominated the global landscape, but have penetrated their way into the social psyche rather effortlessly; you simply cannot go anywhere without being affected by their presence. Even books can be downloaded to e-readers wirelessly. But perhaps the place it is most potent is in the comfort and confines of your home. It has to start somewhere, right? And that somewhere is right on your TV screen. The convenience and product mystique is undeniable, and stretches far beyond solely existing for the sake of entertainment.



# HOW 1s & 0s HELP SHAPE OUR FUTURE



*Aason Miller,  
Vice President of Services, Magnolia*



One can't help but realize how close we are getting to one another, and how connected all of the electronics we use in our world are becoming.

### **ColecoVision's Short-Lived Vision**

While we're on the subject of entertainment, let's reminisce about yesterday's state-of-the-art. Yeah, you remember the various electro-boxes: some were faux wood-grained affairs while others chose to sport futuristic silver-and-black. Some had a cooler form factor, some touted superior graphics, and some highlighted their expandability to include steering wheels and infamous 'console adapters' that enabled a gamer to play another system's games on their very own hardware. All-in-all, things were pretty one-dimensional...not like today's ubiquitous boxes.

Between the in-home Xbox 360, Wii and PlayStation 3 gaming consoles, along with their wireless mobile counterparts — the various Nintendo DS and Sony PSP iterations, gamers and non-gamers alike have a lot of options to explore...other than gaming. True, today's consoles are enhancing the social and interactive gameplay experience by letting you game with friends and strangers an entire world away, and in real-time, but they're so much more than that. Each is an ingenious all-in-one multimedia force to be reckoned with. They may have proprietary online or in-box capabilities, but their functionalities and where they take you are essentially identical. Upload digital pics to Facebook? Check. Wirelessly stream movies and music to your home theater system? Check. Chat online with other gamers? Check. Oh, yeah. Multi-dimensional through-and-through.

### **A Tale of the Two S's: Smart & Streaming**

Smart TVs and Smart Set-Top Boxes are another variation on a connected digital theme, enabling you to do one, some, or all of the following:

1. Choose from various apps for connecting to instant online entertainment.
2. Allow multimedia search functions.
3. Provide a web browser for searching online content on your TV.

Google TV was among the first to effectively bring Internet and television content together onto one screen, thus a self-designated Smart TV was launched. These days, however, one could argue that any TV, Digital Media Server or Set-Top Box that allows you to connect to the Internet is Smart. Smart TVs on their own merits allow you to do many of the same interactive-based activities that these latter devices offer — movie, video and music streaming being a main benefit. The other is apps, which essentially make your TV's social networking and entertainment functionalities similar to the likes of a smartphone or tablet... but with a lot more kick.

Some of the Smart Digital Media Streamer and Set-Top Box heavy-hitters include Roku, TiVo Premiere, AppleTV, Logitech Revue and BOXEE Box, each enabling virtually any older HDTV to become smart. Some of the most popular feature sets of these Smart boxes include having pre-loaded apps, offering access to thousands of On Demand movies and shows, letting you create and edit photo albums and slideshows, or allowing you to listen to music through select Internet radio stations or your digital music library.





### **Okay, Enough Fun...Let's Get Down to Business**

The business world has benefitted greatly over the past few years in the area of connectedness. The world's time zones have, in effect, shrunk, thanks to the recent influx of video calling capabilities from the likes of Cisco's ūmi Telepresence and Skype. These systems act like the video phones of the Jetson's era, and they're now available for your business or home office. Add to that electronic whiteboard technology, and you have a new way to collaborate with your coworkers around the world. Imagine this, you have a business in New York and one in China. Both parties have an electronic whiteboard, and as a person makes notes on the whiteboard in New York, it instantly appears in China, and the group in China can add to it, erase it, whatever. It's as if two people are up at a singular whiteboard collaborating. It's a great way to bring people together from across the globe at any time, while reducing travel costs and promoting multidisciplinary joint team efforts.

### **Home Auto-What?**

Perhaps you've heard the phrase, 'Home Automation,' or 'Home Control.' If you haven't by now, you will. It means you can control and monitor various enabled devices in your home through a laptop, smartphone or tablet, even if you're somewhere else. Systems like Control4 and AMX can control lights, doors, cameras, thermostats, home theater system components, blinds — even how you consume and conserve energy.

### **Not the Final Frontier...**

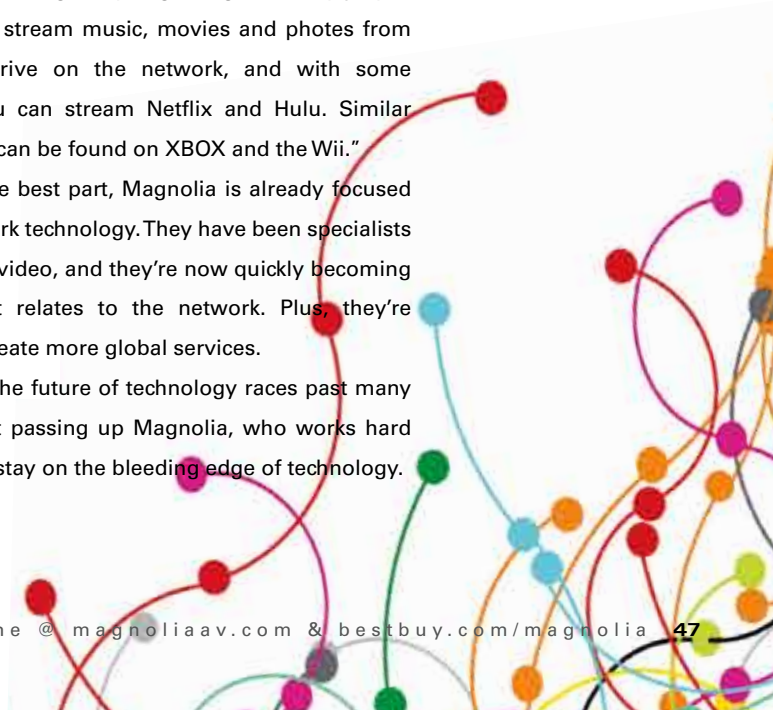
Taking a peek into the future of connectivity and all its possibilities, one can't help but realize how close we

are getting to one another, and how connected all of the electronics we use in our world are becoming.

When we asked Aaron Miller, Vice President of Services for Magnolia, what he believed the future of the connected world and the connected home would be, he responded, "I believe that everything in the house, everywhere, will be connected via the network." Imagine your DVD, Blu-ray, cable box and TV sitting on one network — the same network you use to get content for your e-mails and for streaming the Internet. You'll simply pull signals off the network to a port in the back of your devices, or better yet, you'll do it wirelessly. Simply select what you want to watch, almost like going to another website; it will be that easy. "It will someday get to the point where having all these devices will be unnecessary," added Aaron. "We're already seeing evidence of this growing trend. Take the PS3, for example. One box gives you gaming, a Blu-ray player, the ability to stream music, movies and photos from your hard drive on the network, and with some expertise you can stream Netflix and Hulu. Similar functionality can be found on XBOX and the Wii."

And the best part, Magnolia is already focused on this network technology. They have been specialists in audio and video, and they're now quickly becoming experts as it relates to the network. Plus, they're working to create more global services.

So as the future of technology races past many of us, it's not passing up Magnolia, who works hard every day to stay on the bleeding edge of technology.





# Apple AirPlay

*W*ireless this. Wireless that. Streaming what...where? It's time your music and movies got some fresh air.

If you're already past the infancy stage of this terminology, fast forward a bit to the uber-cool new tech item on display: Apple AirPlay.


Since Apple introduced its AirPlay feature last fall, it has given many folks in the electronics industry, as well as hardcore Apple enthusiasts, something to get really excited about in the world of wireless streaming. In a nutshell, AirPlay is a wireless streaming feature available for the iPad, iPhone, iPod touch and any Mac or PC running iTunes; and with it, you can stream content from iTunes like music, movies and more from these Apple devices through any AirPlay-enabled device.

So if you're a person who really loves your digital music collection, you can stream songs, albums or entire playlists to AirPlay-enabled speakers and receivers from premium Magnolia brands like Denon, Marantz and Bowers & Wilkins. Suddenly, you don't just have one way to listen to your favorite music, you have countless ways to listen — you're only limited by the number of AirPlay-enabled devices you own.

There are also a number of available apps that support AirPlay, and the list is growing every day, giving you even more content and more ways to integrate AirPlay into your home audio or home theater system.

For example, you can use Apple's free Remote app for the iPad, iPhone or iPod touch to control your iTunes library over AirPlay speakers by choosing songs, playlists and volume control features from anywhere in your home. It's a great touch, especially if your laptop running iTunes is in your basement, and you're upstairs in the living room wanting to listen to your favorite iTunes. Better yet, you can stream to multiple AirPlay speakers or receivers on your wireless home network from that same laptop. So the B&W Zeppelin Air in the kitchen can crank out, say, your favorite U2 track, at the same time it's playing through AppleTV on your family room's flat-panel display. Suddenly, you've got whole home audio. Pretty sweet!

## Oh yeah, it does that movie, video and photo thing, too...

...and it does it quite well. AirPlay lets you use your iTunes device to stream stored digital photos, movies and videos so you can show them off on a bigger screen — simply stream them wirelessly through the 2nd Generation AppleTV set-top box to your TV.<sup>1</sup> So pick your favorite HD movie, page through the best photos from your two-week European vacation, or replay your son's first little league home run over and over — you can do it all, displayed larger-than-life for everyone to enjoy. And the amazing part, the future is wide open to the streaming possibilities AirPlay has to offer. 



Apple AirPlay can be found on several premium receivers like the Marantz SR7005 pictured above.

<sup>1</sup> At the time of this article, several reports surfaced in the media, indicating that Apple executives are currently in the planning process with different consumer-electronics manufacturers to include expanding its AirPlay streaming video function to TV displays without having to go through Apple TV set-top boxes. The result is that licensing its AirPlay software would open an entire world of streaming capabilities to both Apple and non-Apple consumers alike.

# THE HOME OF 4G™

The most smartphones under one roof<sup>1</sup>

AT&T  
HTC Inspire™ 4G

Sprint  
HTC EVO™ 4G

T-Mobile®  
myTouch® 4G

Verizon  
ThunderBolt™ by HTC



<sup>1</sup>Based upon a survey of national retailers as of February 19, 2011. Carriers and phones vary by store.

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