



# SOUND ON PUGET SOUND

*A Seattle couple's connected home.*

## PASSION FOR THE PERFORMANCE

*Spotlight on Magnolia Sales Pro Tony Bailey.*

## WALL OF WOW

*103" of pure plasma.*

*Inspired by Tuscany.  
Coming to the Yakima Valley.*



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The Vineyards is pleased to announce a partnership with Magnolia Audio Video – bringing the latest in home technology directly to new homebuyers. From speakers throughout the home to whole home automation, Magnolia System Designers will work with you to plan the perfect solution for your evolving lifestyle.

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## MAGNOLIA AUDIO VIDEO

Want to know more? Visit us online at [magnoliaav.com](http://magnoliaav.com). Need to let us know? *M* magazine welcomes your comments and observations, please send them to Heidi White, 6305 South 231st Street, Kent, WA 98032 or e-mail her at [HWhite@magnoliaav.com](mailto:HWhite@magnoliaav.com).

managing editor | john sheehan | editors | liz pedersen.kevin bechard | content managers | kyle bradshaw.justine nordgren.heidi white | art | adrian clift.david reade | coordinator | nanci virgin



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GO BEYOND SIGHT AS YOU KNOW IT. GO BEYOND SOUND AS YOU'VE  
EVER IMAGINED IT COULD BE. ENTER A WORLD WHERE YOU DON'T  
JUST WATCH, YOU EXPERIENCE. INTRODUCING THE ELITE **KURO**

ELITE

SEEINGANDHEARING.COM



# Welcome to the premier issue of

A magazine published by Magnolia, dedicated to you, your lifestyle and the defining spaces of your home. For at Magnolia we understand your home is your sanctuary. A place where you go to find comfort, relaxation and escape. And to interrupt that in any way ... well, to be perfectly honest ... could be considered sacrilege.

It wasn't long ago that if you wanted to bring truly good audio and video into your home, you needed to carve out space, interrupt flow and obstruct sight lines. It was a trade-off for the emotional experience that came with it. Yet today, technology has changed. You have changed. And so have we. We share your reverence for the spaces you've created. And we are dedicated to seamlessly integrating the best audio and visual experiences into the very fabric of your home.

We commit our experience and passion to creating spaces you never imagined could exist in your home. There is a beautiful moment when you realize that your 15 x 20 foot living room can take on the acoustic qualities of a symphony hall. That your rec room, abandoned by college-bound kids, can transform into a theater that makes the cinema down the street blush in comparison. Or your entire home can seep concert quality music from its very pores.

## ...creating spaces you never imagined could exist in your home.

What's more, incredible advances in home automation bring to light a new way to live well. Adding fully integrated touch screens around your home can allow control over an amazing mix of audio, video, lighting, climate and security. The shades lower, the lights dim and your home theater tunes itself like an orchestra warming up—the experience starts when you press “play.”

We bring all of this to life through an incredible combination of our passionate people. Connect with one of our System Designers in our showrooms. They'll help you see, hear and feel the right blend of entertainment possibilities for you. Take advantage of our @yourplace service, where a System Designer will meet with you in your home to develop detailed plans that fit your needs and your space. Then let us make it real with our Installers, Project Managers, Engineers and Programmers who work with your vision and your contractors until you say it's right.

M is our imprint on living well, with entertainment at the center of your home, your entertaining and your life. Enjoy.

Sincerely, your Magnolia  
System Designers &  
Installation Teams

See how one Seattle-area couple  
is using technology to  
live beautifully.  
**Sound on**

Right:  
In-ceiling speakers placed  
around the veranda help  
bring entertaining and  
everyday living outdoors.

Below:  
Control panels around the  
home allow you to see who  
is coming and going at the  
front door.



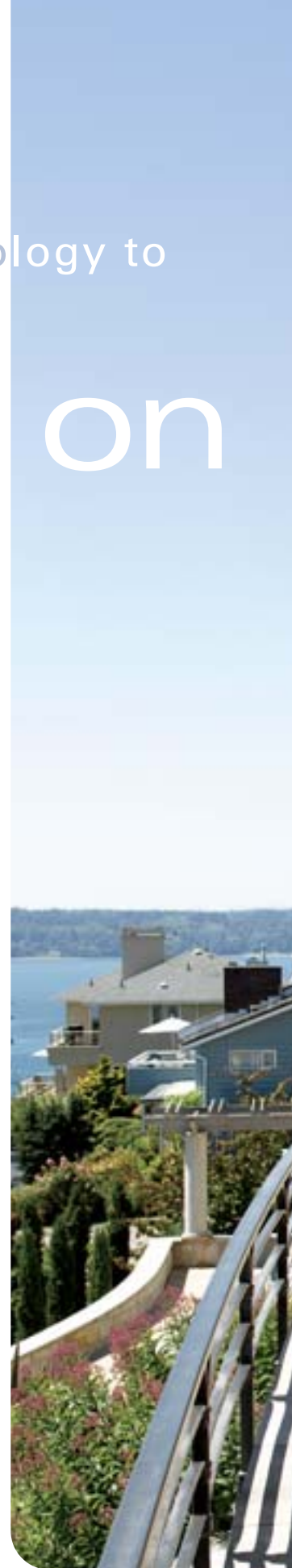
There are a couple of months each year when Seattle is especially stunning, when the rain goes on holiday and takes the fog with it. During this time Mount Rainier can be seen clearly, though over 50 miles away, and the waters of Puget Sound are a remarkable shade of blue.

Some houses are lucky enough to offer views of one or the other. This spectacular home offers views of both.

**Everything old is new again**

Wishing to stay anonymous but gracious to invite us into their home, this Seattle-area couple has taken good living to the next level by partnering with Magnolia to tastefully integrate technology into their home and lifestyle.

Built on the same lot as the home where they raised their family, plus the lot next door, they have stayed in the place that has always been home.



# Puget Sound







Walking through this home, you don't notice the technology. You just enjoy it.



Above:  
From the AMX panel in the bathroom, one can check the weather before getting dressed for the day or see who just rang the doorbell.

Left and below:  
SpeakerCraft speakers painted to blend into the ceiling allow music to flow seamlessly throughout the master bed and bath.

It was one of the owners' grown sons who first encouraged them to think of innovative ways to include technology during their year-and-a-half construction project. They turned to Magnolia because of previous projects and a long relationship with the Magnolia Design Center. They carefully worked with designers to create a fully integrated system that would help them get the most out of every room of their home.

### Highlights aplenty

The project, by all accounts, has been a huge success. This is how everyone should live with technology. There aren't visible wires. Anywhere. Top-quality custom cabinets hide top-quality systems. Walking through this home, you don't notice the technology. You just enjoy it.

It is impossible to list a single highlight when talking about this home. The highlights are, in fact, around every corner. The floor-to-ceiling views of the water. The lush gardens that practically fill both the front and back yards. The collapsible walls that open up the entire house to a veranda and the beauty that

surrounds it. And a walk-in closet that has room and a place for each and every pair of shoes. All fantastic.

### Home, suite home

Not wanting a television to be the centerpiece of the room, a 50" Fujitsu plasma hangs neatly on a wall and out of the way. This helps make the master bedroom and bathroom suite a peaceful retreat where technology is well hidden, but all around. The AMX wireless touch screen that controls everything in the room, from the lighting to the air conditioning, sits by the bed in plain sight. But, nearly everything else is invisible.

A custom-built cabinet both holds and hides a Denon surround sound receiver, a DVD player, a DIRECTV HD DVR receiver, and a subwoofer. And in the master bed and bath, SpeakerCraft speakers have been placed in the ceiling and painted to match the room.





Left and above:  
In the kitchen an AMX touch  
screen displays DIRECTV,  
views from security cameras  
and the local weather.

### Entertaining well done

A house like this was made for entertaining. From big New Year's Eve parties to quiet Friday nights with good friends, good music and a movie, this couple frequently welcomes guests into their home.

And when guests are coming over, there is a good chance that there's time spent in this beautiful and functional kitchen. With an AMX touch screen panel



Above:  
A 63" Fujitsu display is mounted over the fireplace and an M&K subwoofer fits perfectly in a custom cabinet.



Left and below:  
The backyard patio offers a great outdoor living space and speakers that allow the music to follow the action outside.Ω



by the sink, the host can see who is at the security gate, let guests in, open the front door and start the music in the in-ceiling speakers and throughout the house, without stepping away from the sink. Technology taking multitasking in the kitchen to the next level.

After enjoying a meal in the dining room, kitchen or at one of the outdoor seating areas, there are a few more rooms that most guests like to visit.

## Technology. Taking multitasking in the kitchen to the next level.



Above:  
A 50" Fujitsu TV hangs on  
each end of the game room.

Right and below:  
A 32" LCD panel and  
SpeakerCraft speakers  
make the cigar room and  
adjoining wine cellar a great  
place to relax.



Located on the lower level of the home, the wine and cigar room allows guests to sit back and relax with a 32" LCD panel. Other guests can head into the game room to shoot some pool while never missing a moment of the action on one of two 50" Fujitsu TVs that hang in the room.



### Room with a view

As great as all the other rooms are, there is one room that has become a favorite of friends and family, especially the couple's young grandchildren. The home theater. With a custom Stewart Filmscreen and a projector mounted in the wall at the back of the room, the lavish home theater with stadium seating has become a gathering spot for several generations of this family.

Whether playing the grandchildren's favorite movies over and over again, having friends over to watch sporting events and movies on the big screen, or sitting down to the *Eagles Live from Melbourne* DVD, this exceptional room practically begs people to gather.

The home theater, with its plush surroundings, is as impressive technically as it is beautiful. A flush-mounted stack of processors, amplifiers and sources powers this system that rivals any cinema. An additional stack is hidden in an air-conditioned projector room to ensure the best in picture and sound.




A flush-mounted equipment stack on the opposite wall of the screen holds many of the receivers and sources for the theater.

Below:  
A custom Stewart screen and mounted projector provide a great place to kick back and watch favorite movies.

[ The home theater, with its plush surroundings, is as impressive technically as it is beautiful.

There's not a bad seat in this theater. Well-placed speakers ensure that every person in the room experiences exceptional sound, just as the artist, director or musician intended.

### Live well

When planning the home, this couple wanted to create a space where technology could enhance how they live without complicating it. In their home with a view, they certainly have. 



# Have you seen my

The HP Media Smart TV and the re-connected home.



Check this. As I sit down to write this article at 8:34 on a Thursday evening, I'm watching a documentary about deep sea life on an educational channel (don't ask), catching the box scores from my favorite pro team on a pop-up window on my laptop—wirelessly networked, of course. And wondering where family time has gone.

And where exactly is my family? Well. My oldest is somewhere nearby. Probably plugged into her iPod®, sampling her latest playlist with her best friend. And the youngest is likely upstairs on our PC watching web-repeats of her favorite children's shows. And don't forget my wife. She's been on a scrapbooking kick of late, trying to pull the whole history of our family memories into some manageable sense. All this, and I'm trying to write an article on a connected home.

# family?



## The center of everyone's attention

The HP Media SmartTV integrates the best of your TV with your home network. And it does this seemingly monumental task in a very simple and seamless way. Basically, it searches all of your home's computers for digital media. Then it creates an on-screen graphic index, organized by category. This makes it incredibly easy to find and play your favorite music, videos and photos, using just the remote control. Imagine, enjoying a digital slide show of your family photos where friends and family can share in the rediscovery, watching Web videos from the same locale, or accessing your digital music library and streaming music from the sofa while playing it through your home theater's sound system.

Left:  
The HP Media SmartTV wirelessly browses all your computers for digital media and centralizes that content on your TV.

Below Left:  
An intuitive graphic interface means all your digital music, movies, web content and photos are easily accessible by remote control.


Still, there is hope for the "extended family" like mine and it's called the HP Media Smart TV.

## More entertainment in one place

Want even more content? Easy. A broadband Internet connection and the HP Media Smart TV open the door to a world of online entertainment, including movies from CinemaNow, online photo sharing with Snapfish, and digital music through the Live365® Internet radio network. And if that's not enough, HP provides free access to more informative and educational content: up-to-the-minute local traffic, weather, news and sports, right on the Media Smart TV.

## At heart, it is still a TV

You'll find the HP Media Smart TV offers an elegant design that looks right at home in virtually any environment. And its widescreen high-definition LCD panel with Visual Fidelity Engine image-enhancing delivers exceptional color and vivid detail. Combine that with its immense media possibilities, and you can see why this TV could reclassify your existing TV as an antique.

Come take a look at one at Magnolia Audio Video. Our System Designers can help you choose the right model, get it set up and networked in your home, and even demo how the whole family can start interacting with the TV. And see what it can do about putting the family back into your family room. 

## Instant access to everything...except my kids

It's so true: with everything digital, almost anything of importance is accessible on small screens including laptops, web-savvy cell phones, and even MP3 players. Today, the idea of a family room, where everyone gathers around a central TV, has been lost. Instead, we experience digital music, streaming videos and online photo sharing as a solitary practice, blinking unwittingly at our portable screens.

Still, there is hope for the "extended family" like mine. It's called the HP Media Smart TV. And it was created to pull all of this information, and perhaps your family, back to a central location—your family room. It puts all that's fun and important in life right at your fingertips, and blends the worlds of home theater and digital entertainment into an intricate, easy-to-use experience that's highly personal, yet extremely social.



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# Resources Incorporated



## From Satisfied Customers to Business Partners

How a personal relationship with Magnolia Audio Video turned into a business partnership.

*During our "last great remodel," when it came time for electronics, naturally we turned to Magnolia. Being lifetime "Magnolians," we were around to watch them grow from Magnolia Hi-Fi and Camera to the premier audio/visual company in the country. Selecting the right components was just the beginning, knowing what was right for us was critical. Magnolia technicians coordinated with the construction crew and worked side by side with the electricians, carpenters, and cable installers. In the end, everything worked. More importantly, during the following year when the system hiccuped, Magnolia was quick to respond and fix it.*

*They integrated into the construction process while most companies sell the components and that's it! They even disassembled the speakers so the painters could match the walls. Then they labeled the wires so we could communicate problems by phone. And they got my wife and me to a point where we can run the basic system without the humiliation of asking our kids for assistance.*

Ken and Patty McBride



# Life on autopilot



Imagine if your home was so smart it would wake up with the shades gradually opening, your favorite audio playlists followed you around your home, and when someone you knew came to the door, you could let them in from a control screen in the kitchen. It's called whole-home automation. And Magnolia Audio Video, through the use of a Control4 system, can bring it to life—more affordably than you might have imagined. We can help you control your home theater, multiroom music, lighting, temperature and security, all with one remote. It's life made easy, life redefined—and it's what we do.



## 10 Great Features of whole-home automation:

### **1** Control your TV. Your music. Your lights.

You can automatically control all the sub-systems in your home, including lighting, temperature, security, home theater and multiroom music. Using one remote, whole-home automation technology helps multiple devices work together, giving you simple control over your entire home.

### **2** Listen to more music without juggling CDs.

Access your entire music collection, including your iPod®, from anywhere in the house. And I do mean anywhere.



The kitchen, the bathroom, the den, any room you choose. And you will have access to more music because it's digital and stored in one location. Your entire music collection is now at your fingertips from anywhere in your home. No more searching through CD cases only to find the CD you wanted is missing.

**3** **Somebody left the lights on and nobody wants to get up. So don't.**

With the touch of a button, you can turn the lights on or off anywhere in your home, even from your couch. So rest easy, and no more having to ask the kids to turn the lights off downstairs.



**6** **It's good to save energy. Especially your own.**

Most energy is wasted when a light is left on all night or when you forget to turn down the air conditioning before leaving the house. And water is wasted when a



**4** **Find out when your kids came in—even if you were out.**

Having a hard time staying awake until your teen makes it in at night? A Smart Home from Control4 can notify you through your cell or e-mail that your teenager made it home safely before midnight.

**5** **Caller ID for your door. Yes, your door.**



Avoiding your daughter's boyfriend? Homeowners can have an IP camera installed by Magnolia Audio Video that displays who's at your door via any Control4 graphical user interface. Watching a movie? You can pause the movie and switch to live video of visitors ringing the doorbell. Want to make sure your infant is sleeping soundly? An IP camera is like an extra set of eyes. And don't worry about your home while you're on vacation. Using an online service like a Control4 remote home control package, such as 4Sight, you can monitor your home live at any time using a web browser.

leak goes undetected. Whole-home automation technology can help you by automatically turning off lights and turning down the temperature. And if you're worried about water leaks, simply place sensors near potential trouble spots to alert you of any problems.

**7** **Help Mom and Dad stay in their home—and out of yours—a few years longer.**

Caught between raising kids and keeping an eye on your aging parents? Whole-home automation technology makes it easy for your parents to stay in the comfort of their own home. Plus, with the help of motion sensors,

door contacts and cameras, you can make sure everything's okay, even when you aren't there. For example, you can be notified if motion isn't detected in the home after a certain hour in the morning. Follow up with a phone call to make sure everything is alright.



**8 Start your morning on the right foot.**  
**No more waking up to blaring alarms.**  
**Welcome to mornings done right.**

Not a morning person? Smart Home technology takes the edge off mornings by giving you wake-up options that don't include a blaring alarm. A gradual increase in lighting or shades automatically opening to the morning sun can make the start of your day more pleasant. Combine a gradual increase in lighting with your favorite music and you'll find yourself happier in the mornings. Well, happy might be a stretch, but hopefully, not as grumpy.



**9 Say good night with a push of the button.**

A Smart Home lets you tuck your home in for the night with the touch of one programmable button. From turning off all lights to lowering the temperature a few degrees, you no longer have to walk through the house to double-check lighting or temperature controls. With one button, you can turn off all your lights and electronics, adjust the temperature and arm your security system. You now have the peace of mind to say good night with the help of this 6-button keypad.

For example, this system can send you e-mails, notifying you of issues you selected, such as:

It's after 10:00 AM and your garage door is still up.

On school days, between 2:00 and 3:00, you can see an e-mail saying the front door was opened. The kids are home from school.


There's a leak in the basement, so the main well is shut off. It's much easier fixing a leak than a flood.

With 4Sight, you can also log into your home through a secure connection and check if you've left the lights on—and then shut them off. Or log into your home to set the thermostat back to a comfortable temperature before you come back from a trip.

**10 Your home is just a click away even when you're a world away.**



Remote programs, like 4Sight Internet Services by Control4, give you access to your home through a web browser. Whether you're on vacation or out of town on business, you can monitor what's happening at home.

These are just a few of the benefits a whole-home automation system has to offer. Curious about how to make your home smart? Visit your local Magnolia today. They'll work with you to deliver the package that offers the features you're looking for. Even better, new wireless whole-home automation systems, like these from Control4, make it easy to install in existing homes without the hassle of drilling holes in the wall to run wiring. Simplify your life. Efficiently manage your home's resources. Give your house a brain. 

**For more information, visit [www.control4.com](http://www.control4.com).**

# Control your TV. Your music. Your Lights. Your kids. Okay, not the kids.



*Meet Control4. A whole-home automation solution that simplifies the way you live. Now, instead of multiple remotes to control your entertainment, Control4 does everything with just one. And we do mean everything. Control4 gives you control of your home theater and multi-room music, as well as your thermostats, lighting, and security system—making them all work better by working together.*

*Visit [www.control4.com](http://www.control4.com) or your local Magnolia store for a demo today.*

Control <sup>®</sup>  
*Everyday Easy™*

# Into the black abyss

## The Elite KURO from Pioneer

Black levels so deep, the picture drips with emotion.

**I**'ll be honest with you. At Magnolia Audio Video we know that most people, as they begin to explore the possibilities of home theater, start with the TV—because after all the TV is the visual centerpiece of most experiences. It is the glue that holds your attention. Keeps you rapt, ready and willing to believe. Yet at Magnolia, we dedicate a large amount of time to helping people understand the nuances of audio.

Why? Because sound is powerful. It triggers emotion. It stirs your senses. And when done right, it knocks down walls, not with a sledgehammer but with acoustics. By repositioning a front speaker by mere fractions of an inch, adding a subwoofer to an area of sound loss in the room, and by tweaking receiver delays to the speakers so the audio hits you at precisely the right moment, we can recreate the acoustic quality of concert halls in a 15 ft. by 15 ft. room. Chills. So, if the TV keeps you willing to believe, a beautifully orchestrated sound system takes you the rest of the way to believing.



# KURO

That is until now. Don't get me wrong, audio is just as critically important to a complete experience as it ever was. But occasionally something comes along in TV technology that makes you just sit back and simply stare in blissful awe. It happened with the introduction of the flat panel, and again with the advent of HD. And once again, in the difference between 720p and 1080p resolution—which masterfully achieved five times the detail of standard-definition TVs.

So what is this new technology? Would you believe me if I told you it was as simple as the color black? Let me explain. Painters start with a white canvas. Televisions start with black. For true, deep and intense black adds depth, drama and, dare I say...emotion. It begins to take that two dimensional TV and give it the illusion of a third dimension with added depth and detail—so you no longer just watch, you begin to feel immersed.

What Pioneer set out to accomplish with their new KURO technology was a TV that redefined black levels. Pushing the boundaries and ignoring all known limitations, making their blacks so rich and saturated your eye vanishes into the picture, rather than settling on it. And by deepening the blacks, colors become richer, brighter, more vivid, and virtually jump out at you, while shadows begin to reveal more layers, depth and detail. This is how the illusion of dimension is achieved, and it is what strikes you and grabs hold of your senses. The result will take your breath away.

ELITE

Not surprisingly KURO literally means black. And through this amazing new technology, the KURO is capable of reducing the TV's idle luminance levels by 80% over previous Pioneer Elite TVs. The result is greater contrast, richer detail, remarkable subtlety, vibrant textures and added dimension. So nothing is lost, everything the director intended, down to the subtlest nuance is right there on the screen, making every experience more intense, engaging and authentic.

...making their blacks so rich and saturated your eye vanishes into it rather than settling on it.


Yet as revolutionary as black is, it's only part of the story of the new Elite KURO. A totally new video processor takes the most demanding scenes, the most breathtaking action, the deepest feeling and the most moving performances to new heights. The result is a television that renders every scene with clarity and emotion comparable to movie theaters. Images so pristine, so perfect, so real. Every picture virtually without noise, burring, distortion or inconsistencies, for an experience like never before.

In addition, many of the challenges with today's HDTVs are that yes, they may be superior when delivering an HD signal to your senses, but when handling traditional broadcast standard definition, the picture often falls flat. And since much of what we watch is still broadcast in standard definition, the overall experience with a new HDTV could be considered lackluster. So Pioneer took great care to create a TV that is adept at handling both types of signals, and rendering each one with optimum clarity.

The Elite KURO is also fabulously intelligent. It can recognize night from day, and automatically adjust to the light conditions for the best viewing experience. It doesn't stop there. The KURO analyzes and understands what type of programming you are watching, then does something truly amazing—it automatically adjusts color, brightness, contrast, sharpness and gamma. So sports events are crisp, clear and spectacular. Movies are deep and rich. And concerts feel as though you are in the front row.

And since TV isn't just TV anymore, the Elite KURO connects to more signals than ever before. HDMI™, PC, optical audio, Home Media Gallery, USB, Ethernet—it is truly a TV that's more than capable of becoming the center of your entertainment universe.

So come experience the new line of Elite KURO models at Magnolia. We'll show you these amazing new models, demo the experience and point out the way many of the innovative features work. We can even help you decide on the ideal size for your needs and your space, then install it for you—including everything from hiding wires, connecting it to your new or existing entertainment system, and suggesting a variety of wall mount options.

But brace yourself for a high-definition experience beyond what you may have ever imagined existed before. And be warned, once you spend some time with an Elite KURO plasma TV, you just may not be able to take your mind or eyes off of it. 



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# connection integration automation

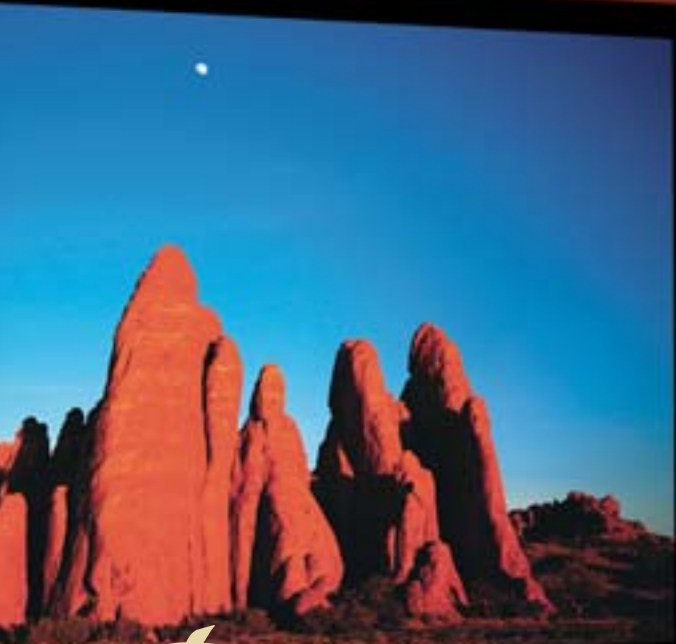
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To find out more, call 1-206-726-4599 and ask for our Contractor Sales Department.

# The goosebumps start when you close the door...



A home theater room experience is defined by one word. Escape. This could mean an escape from the busy workday or the constant daily distractions, like ringing phones or the steady hum of the lawnmower next door. Getting lost in a movie or carried away by music is what a dedicated home theater room is all about.


A dedicated theater room becomes your own personal entertainment hall of fame, one that is sealed off from the rest of the house. It can be as complex as creating a room in your unfinished basement or as simple as transforming the kids' room when they leave for college. The possibilities are endless. But once you add the equipment, your dedicated home theater room will take on its own personality.

It's a room you can share with your family and friends. Or keep it all to yourself. All in all, this is your room. Your sanctuary. Your place to go when all you want is to tune out the rest of the world and tune in your emotions.

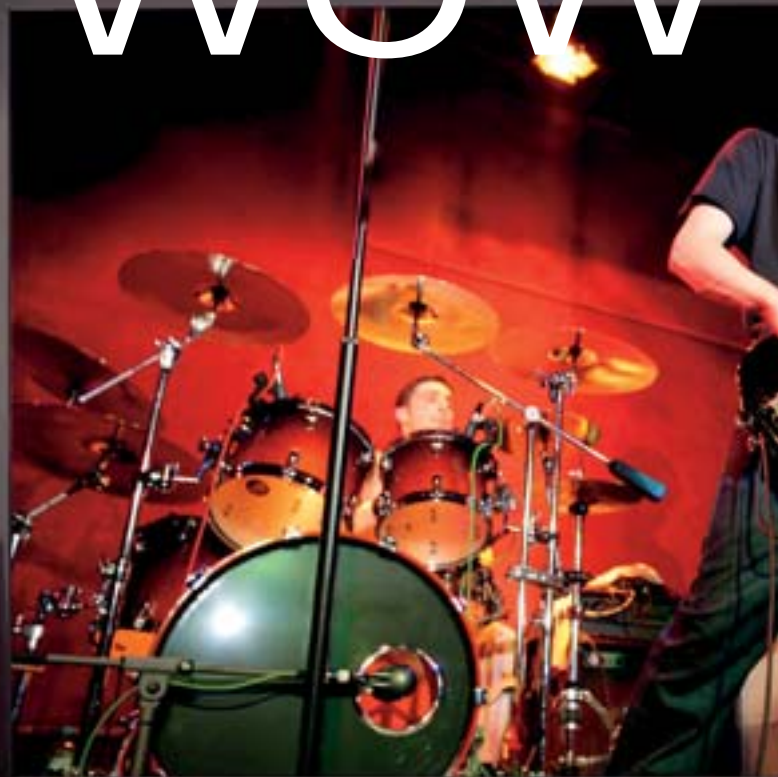
Of course, there are many other benefits to this media haven. The first being that there are no rules as to what you can or should do with your home theater room, other than that it should be a confined space. A 110" screen, a 1080p projector, a receiver and a collection of handcrafted speakers may complete the experience you're looking for. Or, you can always go all out and combine the above with plush stadium seating, curtains, the right mood lighting and a projector that retracts into the ceiling. The choice is yours. The perfect room is one that looks, sounds and feels like the movie theater experience.

Your place to go when all you want is to tune out the rest of the world and tune in your emotions.

We'll design an experience that allows the walls to simply fade away, leaving you with sound that embraces you and captures your emotions. A space that makes you feel you are at the event when you are, in fact, on your sofa at home.

Whenever you're ready to start designing your home theater room, the System Designers at your local Magnolia Audio Video store will help you realize the possibilities. 

# Wall of WOW



There's a pretty standard reaction when people walk into Magnolia customer Mr. Karl Edmark's new home theater. No matter which adjectives they use to describe it, the meaning usually stays the same. All in the "Wow, that's a big plasma" vein. They're right. It is a big plasma. The biggest out there actually. With a bright, crisp picture that inspires awe,

envy and probably a few more of the seven deadly sins. It's that big and that impressive.

#### **Working with Magnolia**

When Mr. Edmark first started working with Magnolia System Designer Adam Andreasen, a 103" plasma wasn't on the top

[No matter which adjectives they use t

### Getting the TV

103" plasmas aren't as easy to get ahold of as one might think. "Karl [Edmark] had gotten wind of the 103" and asked if I could get ahold of it. I said 'sure.' So after promising, I went back to work and said, 'ok, let's see if we can get ahold of this screen,'" recalled Andreasen. He started making calls and got Project Manager David Helland on the case.

Getting the TV from Panasonic took "Awhile. They're not made every day. Panasonic wanted to ensure we had the installation and transport capabilities," said Andreasen. "These TVs are basically a commercial product. They're not marketed for home use. I had to write them a letter about what we were going to do before they'd sell us the TV," added Helland.

Eventually Panasonic saw that they were not only serious about the project, they were ready to go. And the project began.

### Designer room

Magnolia System Designers and Project Managers are used to working closely with clients decorators. However, they usually have to work around the designer, not the other way around.

Mr. Edmark had a different idea. "I learned previously that if you don't put the electronics first, there's no room for them. And so, the entire electrical system and components and stereo were put in and installed before the decorator was allowed to order or install any furniture."

To Mr. Edmark, the design had to follow the function of the room, his number one rule for the project, "It's kind of like a Mercedes where design follows function. What you see is very beautiful. But it wasn't built that way to look that way. It was built that way to be usable, workable and maintainable." The kind of rule that always leads to a beautiful finished product.

to describe it, the meaning usually stays the same.




### **A new living room**

Now that the theater is complete, Mr. Edmark is spending much of his free time both relaxing and entertaining in it. "My friends said they know where they're watching the Super Bowl this year," he commented.

A self-proclaimed music and movies enthusiast, Mr. Edmark's movies, concert DVDs and video games all get screen time. And,

with all of his media stored in the McIntosh music server, every CD and DVD he owns is readily available at his fingertips.

From Cirque du Soleil to Steely Dan and Nine Inch Nails, everything looks bigger than life. It sounds bigger than life, too. "It had to be 5.3 surround sound. Which means 4 corners, a center, and 3 subwoofers. Because I wanted it to have the max bass possible," explained Mr. Edmark.

A man and a woman, both wearing yellow polo shirts, are smiling and playing video games. The man is in the foreground, holding a white controller. The woman is behind him, also holding a controller. They are standing in a room with a large screen behind them, which is partially obscured by black curtains. The room has a red carpet with a yellow pattern. The text "All in the 'Wow, that's a big plasma' vein. They're right." is overlaid on the top right of the image.

All in the “Wow, that’s a big plasma” vein.  
They’re right.

Video gaming is another experience altogether on a screen this big. It’s so big, “you can get vertigo,” admitted Mr. Edmark. Because of the screen size, the room is actually transformed into a bowling alley, tennis court or a battleground in one of his favorite war simulation games, *Call Of Duty*. And with each of the major gaming systems neatly networked into the system, the fun starts with the touch of a button.

#### **Beyond expectations**

Mr. Edmark’s biggest surprise about the project was “the sound quality is even superior to what I imagined it might be.” From the quality of the equipment to the collaboration between Mr. Edmark and the Magnolia team, the entire project came together even more beautifully than anyone expected.

So, what’s next for Mr. Karl Edmark? “Enjoying it.”

# Games, Gear and Everything You Need to Power So Much Plasma

**McIntosh MX136**  
Audio Video Control Center

**McIntosh MS750**  
750GB Music Server

**McIntosh MC205**  
5-Channel Power Amplifier

**Furman IT Reference 20i**  
Power Conditioner

**Furman IT Reference 16e**  
Power Conditioner  
(240v, dedicated to the 103" plasma)

Two Sonus Faber  
Cremona speakers

Sonus Faber Cremona  
center speaker

Not shown: two Sonus  
Faber Auditor speakers  
and three REL subs

The components in the equipment rack are as impressive as, and were as carefully selected as, the screen on the wall. Mr. Karl Edmark's home theater produces true movie theater atmosphere with the best in 5.3 surround sound. From McIntosh servers and amps to

Sonus Faber speakers and REL subs, every single piece helps create the best experience possible. And, Kaleidescape and AppleTV allow Mr. Edmark to store all of his movies, games and music in one place for easy access. This is a system that is as powerful as it is beautiful.

Mr. Karl Edmark, Magnolia customer



# 103" of Pure Plasma



of his shopping list. It started with a couple of smaller projects for different rooms in his Seattle-area home. As one project was successfully completed another would start, as Andreassen earned more and more of Mr. Edmark's trust.

Then came the home theater. When Mr. Edmark heard there was a 103" Panasonic TV coming out, he knew it would

have to be the centerpiece of his latest project. "I saw an announcement on the news that Panasonic had come out with the world's largest plasma at 103". And without ever seeing it, I knew I had to have it. I liked all of my previous Panasonic screens so much. Every time they were bigger, they were better. So, I knew that the 103 would just be killer. And, it is."

# Not your average install

How Project Manager **David Helland**, System Designer **Adam Andreasen**, Installer **Mark Vegors**, and their team of 9 made the impossible happen.

Anyone who has awkwardly maneuvered a large mattress down a hallway or tried to tilt one carefully through a suspiciously narrow door frame can appreciate the challenge it can be to move something big from point A to point B.

Now, imagine that "mattress" weighs in the neighborhood of 500 lbs and is made of materials that are significantly less malleable and decidedly more expensive than your average mattress. You just pictured installation day for the biggest plasma TV on the market. All 103 inches of it.

## It takes a village

A simple install job, this was not. It started with a vision of what a home theater could be and ended with 2 delivery guys, 5 install guys, Project Manager David Helland and System Designer Adam Andreasen, safely and painstakingly moving it from the truck to Magnolia customer Mr. Karl Edmark's ground-level home theater room. A collective sigh of relief was heard when the TV made it safely into the room. And another when it made it onto the steel bracket designed by Helland.


The steel bracket that secures the TV was a feat of engineering in itself. "Adam (Andreasen) came to me because the size of the TV was going to be an issue. He provided me with the information that Panasonic had, which turned out to be very accurate. And said, 'what can we do with this?' We heard early on that there was a stand available. Unfortunately, it was expensive. It was ugly. And, it mounted the TV out 17" inches from the wall," said Helland.

Because of the limited size of the room, 17" out from the wall wasn't an acceptable answer for Mr. Edmark. Helland's answer? A custom-engineered steel bracket allows the TV to sit only 2" off the wall, saving valuable space. Commenting on Helland's work, Andreasen said, "Since we got that screen so close to the wall and saved him all that space, it looks like it's supposed to go in the room." Exactly what Mr. Edmark wanted.

## Serving the customer

This kind of customer service and problem solving is what gets Magnolia employees excited about their work. "Our job is not to make a bunch of brackets for 103" TVs. That's not the point. Six months from now somebody's going to have a commercial bracket available for that TV. It's about serving the customer's needs," said Helland.

So, will they do it again? Absolutely. 103" and bigger. "It's the what's-next mentality that we want to support. At Magnolia, we're doing something bigger. Something different," was how Helland summed it up.

And the customer, "could not be happier. That's what's so wonderful. I knew what I wanted. Magnolia knew what I wanted, and they just absolutely delivered on all fronts. I'm just so happy with how it all turned out," raved Mr. Edmark about the the project and working with the Magnolia team. 



[ 103" of plasma. 500 lbs. And a newly designed steel bracket that could handle it all.



Left to right: Mark Vegors, David Helland and Adam Andreasen



See how this Seattle-trained musician  
is using her gift  
to blow  
audiences away.

# Good Music

“I’m so grateful for my mother’s good taste in music,” is how Valerie Joyce talks about her first step into what would become her career and lifelong passion. It was her mother’s training as a pianist and her collection of classical music that first started Valerie Joyce on the path to becoming a jazz vocalist.

Valerie didn’t always have the desire to become a jazz musician. As a child, she resisted the lessons and the practicing, opting to play outside instead. “It took me a long time to get interested in and appreciate jazz. It wasn’t until college that it really clicked.”

## **Joyce’s voice**

For the past 13 years, Valerie has been wowing audiences with the dark and sultry sounds of her alto voice and piano work. Each note makes you long to be sitting at your favorite club on a rainy night with a glass of wine in hand. Her sound instantly takes you there. Valerie is often compared to the great jazz vocalists of both the past and present, but she stays committed to finding her own sound.

Valerie recorded her first album, *Reverie*, in 2002. Her success with that album led to her signing at Chesky Records in 2004, and to her 2005 album *New York Blue*. Signing with Chesky Records gave Valerie the opportunity to record a live album, further refining her sound.

"I feel like this is a very special opportunity for me to be able to record in this way. Everything sounds very natural. There's no fixing or altering of any kind. Jazz music should be spontaneous and real. It's very suitable for this kind of music," Valerie commented.


### The Look of Love

Her latest project, *The Look Of Love*, was released in October 2007. It features the music of legendary songwriter Burt Bacharach, producer David Chesky's idea.

# Gone Jazz

Valerie enjoyed diving into Bacharach's songbook. "He's written so many beautiful pop songs. They are very catchy songs, but they aren't in my repertoire. They're not standard jazz. I sat down with my pianist David Hazeltine and made the arrangements more suitable for my voice. These are songs that people will recognize, but they sound different because of the arrangement."

### The joy of music

Valerie isn't just a producer of music. She is a consumer of it, as well. She easily rattles off different musicians and singers, past and present, whose music she frequently enjoys. Whether she's at home or on the road, Valerie always has her music with her. "I love to just sit in my living room listening to various recordings. Or taking my iPod on a walk. Having music with me brings me so much joy." Joy. Exactly what her music brings to so many others. 

For upcoming tour dates and to learn more about Valerie Joyce's music, visit [ValerieJoyce.com](http://ValerieJoyce.com).



Photos: Derek Wong

## Valerie Joyce: *Fever*

Sales Manager Paul Magee talks about the music he loves to demo.

*An audio track that I've been using lately is from a compilation that I picked up from Chesky Records. These recordings take place in St. Peter's Church in Manhattan, using custom-made vacuum-tube equipment with no audio processing or overdubbing. What you get is spacious, natural sound.*

*The track is from Valerie Joyce singing the classic song Fever. Her voice is very dark and rich, and there is a beautiful saxophone that echoes throughout the background. This will really show off a lush, huge soundstage on a good system.*



Valerie Joyce's new CD, *The Look Of Love*, is available on Chesky Records.



## AIM CINEMA

The home theater has become an indispensable part of daily life. No longer do we simply watch TV. We want a theatrical experience with bigger pictures, brighter colors, and incredible sound. In fact, the amount invested in sound production on the silliest of sitcoms is a dramatic indication of how important sound quality has become to the viewer. And, even more attention is being paid to the sound of prime-time dramas and sporting events, not to mention the millions spent creating the sonic presentation in feature films.

At SpeakerCraft, being cutting edge pioneers in the Architectural Speaker industry, we believe everyone deserves to experience movies and music in their homes that's so incredible, visiting brick and mortar theaters becomes a novelty. Understanding that no two rooms are exactly alike explains SpeakerCraft's depth of model range. With many ultra premium home cinema loudspeakers available, SpeakerCraft delivers an amazing audio experience to nearly any room.

AIM CINEMA speakers are marvels of modern technology. Available with Kevlar™ woofers, independently "aimable" drivers and liquid-cooled magnesium/aluminum tweeters, it's no wonder their sound is simply phenomenal. With AIM CINEMA and Magnolia Audio Video, any room can be a quality home theater.

AIM CINEMA. *Listen to Life.*

**T**ony Bailey has had a good run at Magnolia. He started in the warehouse in January of 1989 and quickly transitioned into delivery at the Roosevelt store, and then onto sales at Southcenter. Magnolia was supposed to be a holiday job. He had taken a college speech class with a Magnolia employee. That same classmate just happened to be the one collecting applications

## Great Movies. Ginger Beer.

And a passion for the performance that's sparked a 10-year friendship between **Magnolia System Designer Tony Bailey** and his customer **Benjamin Guité**.

when he stopped by. Almost two decades later, Tony is still with Magnolia.

His love of movies and music started at an early age. While his father was working at Boeing, his mother would take him to afternoon matinées and put his stroller in the aisle. His relationship with Magnolia started early, too. He remembers picking up his first set of speakers and a turntable at Magnolia as a young teenager.

The people Tony calls his customers and friends are a diverse group. From teenagers to professional athletes, they all get his respect and attention. *"You don't try to oversell your customers. You always get them what they need."* That's why his customers come back to him year after year, remodel after remodel. Because they trust him. *"Everything you tell customers, you have to back up,"* is how Tony puts it.

One of the things Tony enjoys most about his job is showing customers the difference really great audio makes. *"People underestimate themselves. They say, 'I don't have a critical ear.' Then their eyes get bigger, they sit back and realize the difference. It's nice when I know how much more they'll enjoy their music and movies."*

After hearing about the letter Magnolia received from Benjamin Guité, Tony remains humble. *"Ben's a great guy. He's given me CDs he thinks sound great on his system. He brought by a great copy of Tears For Fears and a high-definition copy of Dreamgirls. He's done a lot of nice things for me."*

Passion for his customers. Passion for great audio and great video. It's evident in everything Tony does.

Visit **Tony Bailey** at Magnolia Audio Video, Southcenter.

*Dear Sirs,*

*Tonight I'm watching Band Of Brothers on a 50" Pioneer Elite plasma (which is around the 12th piece of hardware I've purchased at Magnolia over the last 10 years, including a full set of Vienna Acoustics, a few REL subs, a few Denon receivers and hybrid players). This is thanks to a single man, who is part of a larger system that works rather fantastically, but he is none-the-less the single most relevant piece in the chain. I'm not a simple person by any stretch of the imagination. I'm thoroughly up to speed on new tech. I understand the intrinsic value of property. As you know it's entirely possible to find the same products you sell on the web, through various want-ads, forums, even store fronts AND at a significant cost difference.*

*Through all these years I've always opted to pick up my gear through Magnolia, because of this man. I can't imagine when Len created Magnolia way back that he'd find other people as dedicated to that noblest of professions—customer service. And I certainly think that if anyone I've come in contact with at Magnolia could personify the pure excellence Magnolia both strives for, and achieves—it's Anthony Bailey. Of course excellent service isn't just one man, it's a chain of people dedicated to it, but he's certainly the most visible part.*

*When I was 15, Anthony sat down with me and my girlfriend at the time (now my wife), and for two hours showed me all the Vienna Acoustics speakers, let me listen to them, he let me tweak things—he played through several albums and went through several transports and amps. He knew I couldn't buy anything, but he took the time to share with some random kid his passion—and while it's a little corny I'm not sure if I'd be nearly as passionate today about Hi-Fi if it wasn't for him.*

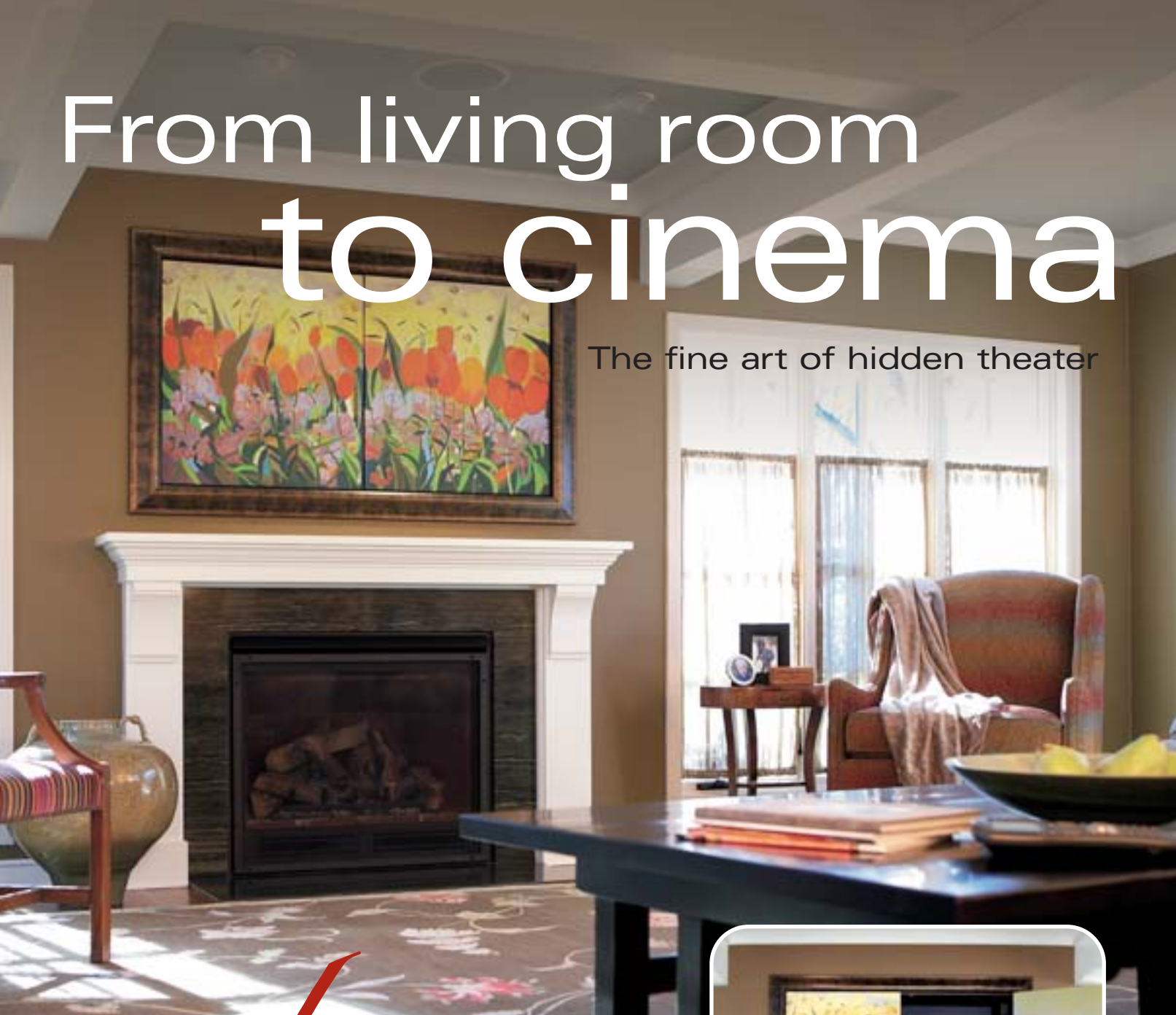
*Today I brought by a bottle of wine, and a case of the world's best ginger beer—(Bundaberg Ginger Beer) to share with him something that I enjoy while spending evenings listening to and enjoying music—all on a system that's evolved for 10 years with his help. It's not much, but it's the least I could do. Consider every day that you've got someone that works for you that truly cares more about what they do, rather than just being able to pay their mortgage. I always look forward to visiting with Anthony when I pass through Southcenter, and sincerely look forward to buying hardware from him for another 10 years, or however long I'm graced on this planet. All the best...*

*Benjamin Guité*



# From living room to cinema

The fine art of hidden theater

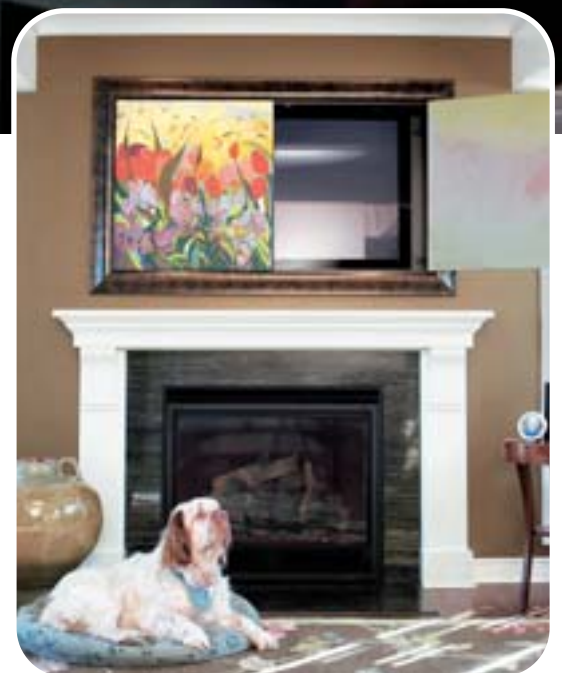


Above:  
On the surface, the room appears unadorned with technology, preserving the well-appointed feel of the living space.

Right:  
When it comes time to watch TV, a custom painting over the fireplace opens up to reveal the recessed display.

*t*he room is beautifully appointed and the care taken in interior design and furniture selection is obvious. Suddenly, with the touch of a button, a transformation begins to take place. The lights dim, dramatic music begins to rise and a breathtaking picture is displayed on a large video screen that appears from nowhere. You are instantly immersed in an entertainment experience that transports you from your living room to the jungles of Africa, the streets of Paris or the front row of Carnegie Hall.

Advances in technology in recent years have allowed us to constantly improve the reproduction quality of music and movies. However, until recently,





this meant a room filled with large racks of equipment, huge loudspeakers, bundles of wires and cables, and a television just slightly smaller than a compact car. For most people this unsightly collection of electronic gadgetry was simply a necessary evil if you wanted to bring the magic of the movie theater into your home.

Today, we are able to deliver an authentic experience without intruding on your living space. This allows you the opportunity to enjoy the room in all of its elegance and still provide the impact of the title football game from the 50-yard line, Mozart at Lincoln Center or the dramatic pause in a tense theatrical finale.

This is not because the actual equipment is no longer necessary or the pieces themselves have been dramatically reduced in size. Rather, the ability to hide or disguise the various components came out of necessity, as many customers were frustrated with how their room looked after their new media system was delivered. They demanded a more pleasing aesthetic, and the market responded.

### Components that virtually disappear

The first step was to remove the electronic components from view. Fortunately, their actual presence in the room is not necessary. The end result meant relocating them in another room, a closet, in the basement or a mechanical room. Or, it could be as simple as hiding them behind the closed doors of an entertainment center. We then take advantage of technologies to allow for control of all the various sources from a single remote while you relax on the sofa or in your favorite recliner.

Two of the biggest challenges were the size and location of the loudspeakers. Unlike the source components, speakers must remain in the room to do their job. Also, due to the laws of physics, big sound meant big speakers. Surround sound only aggravated the situation, requiring multiple speakers in specific locations. In a darkened movie theater, this was not a problem. But in the average home, it was simply unacceptable.

### Hear sound, don't see it

The solution came in the form of a speaker that would blend into the décor and still deliver the performance necessary to emotionally impact the audience. The most popular solution today is a speaker that mounts flush in the wall or ceiling.

Great care has been taken to select the finest components used in creating these speakers, designed to reside in the walls or ceilings of your home. They take advantage of air volume between the studs or ceiling joists to deliver the full-frequency response necessary to create the realistic music production today's digital sources demand. They can be placed almost anywhere and can be painted to match any wall or ceiling. Some actually pivot to direct the sound precisely at the listening area.

Deep bass is also critical in any home theater. This fact has made the subwoofer an indispensable part of any quality system. Fortunately, lower frequencies are almost nondirectional. This means the subwoofer can be placed in a corner, behind a couch or double as an end table, helping to further reduce the presence of electronics in the room.




Above: Carefully placed in-ceiling speakers fill the room with theater-quality sound without consuming space or detracting from the decor.

Today we are able to deliver an authentic experience without intruding on your living space

### Your TV prefers to keep a low profile

The ultrathin profile of plasma and LCD displays means they can be easily hidden in a wall unit, hung directly on the wall or placed on an articulating mount, allowing the display to be angled for the best viewing. If you are looking for a larger screen, a projector system can be set up with a screen that disappears into a slot in the ceiling.

The key to the entire system is custom installation. Qualified installers are able to run the myriad wires to connect all of the components through walls and ceilings, making them invisible when the system is finished. They will also install speakers in the walls or ceiling and adjust them for optimum performance based on your room's unique acoustics. And video displays will be mounted and remote controls will be programmed to ensure the system is simple to operate.

In the end, a properly designed and installed home theater from a company like Magnolia Audio Video can deliver a remarkable experience in your home without interrupting the beautiful spaces you've created. 



# askit:

Michael Bastian Senior System Designer, Santa Monica



My name is **Michael Bastian** and I have been working with Magnolia for close to five years now, starting in Santa Rosa, then for the last 10 months at Santa Monica. Working for Magnolia, I can say I am proud to be here and do what I do.

#### Important people:

My mom, dad and sister have always been a huge part of my life, and though we live far apart, I try to stay in touch.

#### How I have fun:

I've played soccer competitively and still enjoy playing. And have recently taken up mountain biking.

#### Best trip:

A two-week vacation to Costa Rica.

**Q:** When someone wants to know the difference between the two, the first thing I do is ask them some questions. I want to find out about the environment the TV will be used in and what types of programs they generally watch—since both are important, it helps me guide customers to the best fit for them.

If the primary viewing space is in a bright room with a lot of windows, and if they tend to watch slower moving shows (sitcoms, dramas, etc.), I'd recommend an LCD. LCD is a transmissive display (filters light), which works better in brightly lit rooms. The downside to this is when light is filtered, it is difficult to achieve true black or white, resulting in a narrower grayscale, which affects detail and color.

On the other hand, if the room is darker and the action fast paced (action movies, sports, etc.), a plasma is probably the preferred option. It has a transmissive display (does not filter light), which doesn't respond as well in direct light. It also features a broader grayscale than LCD, which can mean more detail, more accurate colors and deeper blacks—as long as your room is dark.

Ultimately, neither is necessarily a better technology, but it is important to understand the general differences between them to help maximize the experience for where and what you prefer to watch.

#### **Q:** Why would I want HDMI™?

HDMI is an acronym for High-Definition Multimedia Interface. This is a way to transfer video, as well as audio, between the source and the display, completely digitally without analog conversions. And the fewer the conversions, the less chance of signal loss, which can have an affect on picture and audio quality. One of HDMI's advantages is that it supports the latest audio formats. To completely take advantage of this, you will need to have a compatible audio/video receiver and HDMI cables that can process this new format.

#### **Q:** What's the benefit of a high-current amplifier?

Generally speaking, high-current amplifiers are better equipped to handle some of the higher-end speakers on the market. And that translates into better sound quality. Specifically, a high-current amplifier will increase the amount of musical detail that your speaker will reproduce, resulting in tighter and more accurate bass and percussion. A more precise, high-powered pulse to your speakers results in a more accurate, crisp, tight cone movement for crisp, tight notes or lyrics. An imprecise pulse from a low-power, low-quality receiver results in distortion of the notes, and a noticeable reduction in clarity.

**Q: Why would I spend \$400 or more on a line conditioner?**

Besides a good audio system, this is one thing I take very seriously. While you are in control of your system's output, you are not able to control the amount of power coming out of the wall. People invest a great deal in their A/V equipment, so it's extremely important to protect and filter out spikes of power going into the equipment that can damage sensitive electronics. Many people also are not aware that the natural ups and downs in power can be just as damaging to their components over time. That's why I recommend a surge protector/line conditioner that protects against peaks and valleys, keeping the power clean. Other factors go into selection, so find a good System Designer you trust to help you choose the appropriate level of protection for your designed system.

**Q: What is the advantage of having my home prewired?**

When a home is in the framing phase of construction, it is a good idea to have all wires run before the drywall goes up. Typically when someone does a prewire, they will want to start once electrical and plumbing are done. Today, it is more important than ever to have the system designed by a professional designer. Sitting down with someone who understands the importance of running the right cables, as well as planning for the future, is often the difference between pure satisfaction and the unfortunate chance of disappointment or incompatibility. I'd also advise connecting with a qualified designer sooner rather than later. When the architects, electricians, carpenters, etc., are planning the project is the time we prefer to be involved. By getting ahead of the game, you'll be able to enjoy the finished results without second thoughts, and you'll be well informed of what's available and possible in your new home or remodel.

**Q: Is it true that plasma TVs burn out after a couple years?**

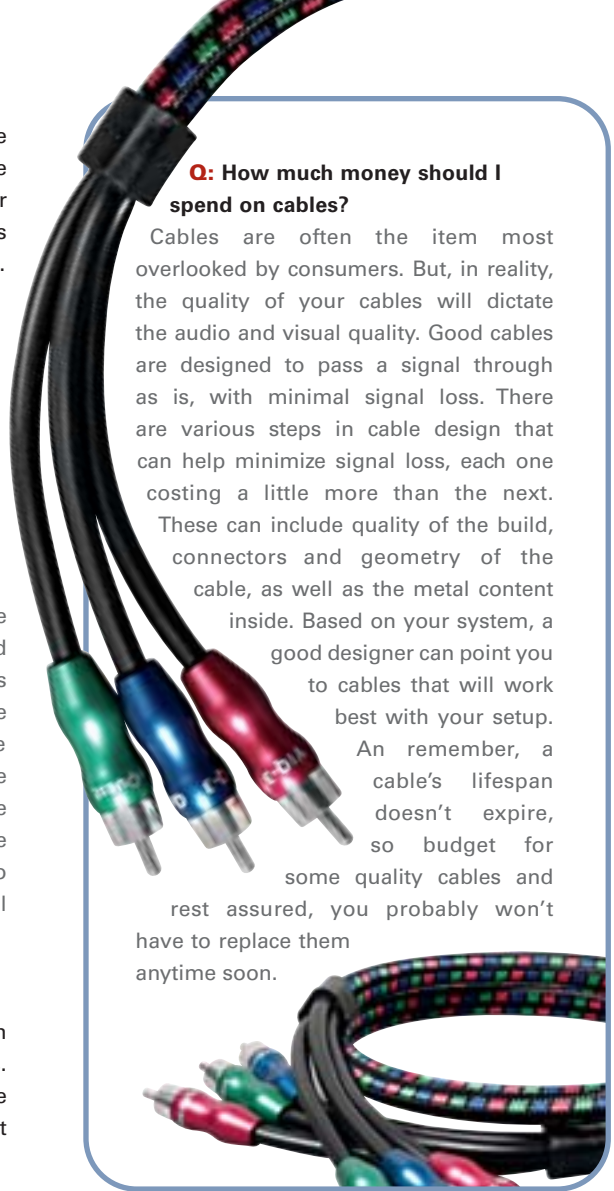
It is difficult to speak for all brands, but generally speaking, a brand worth an investment will have a lamp life expectancy of around 60,000 hours. On average, a consumer will use a TV for around eight years. That's a whole lot of sporting events, movies and favorite television programs! So sit back, relax and take in all that your plasma has to offer.

**Q: How much money should I spend on cables?**

Cables are often the item most overlooked by consumers. But, in reality, the quality of your cables will dictate the audio and visual quality. Good cables are designed to pass a signal through as is, with minimal signal loss. There are various steps in cable design that can help minimize signal loss, each one costing a little more than the next.

These can include quality of the build, connectors and geometry of the cable, as well as the metal content inside. Based on your system, a good designer can point you to cables that will work best with your setup.

An remember, a cable's lifespan doesn't expire, so budget for some quality cables and rest assured, you probably won't have to replace them anytime soon.



**Q: If I want to go big with my picture, what's the best way to go?**

The first and best step is to have a consultant visit your home and understand the environment, your lifestyle, and personal preferences. Factors such as how far you will be sitting from the screen, if you want the screen wall mounted, what types of shows you generally watch and how many viewers you generally have in the room can all affect size and picture choice.

If you are seeking a screen size of around 42"-60", you will have several options to choose from, ranging from LCDs to plasmas. In addition, there are DLP or SXRD displays, which offer a big screen at a very good price. Just know that some of these technologies offer some mild drawbacks, such as smaller viewing angles (harder to see the picture from the sides), issues



with ambient (natural) light washing out the picture, plus they can eat up space.

If your dream setup is to have a screen larger than 70", then the consultant may refer you to a projector and screen. Again, you'll want to ask yourself where you will be sitting to help determine factors like screen size, location of the projector, the kind of projector (based upon the environment), and screen type. You should also

understand that the screen is just as important as the projector. And the right screen paired with the proper projector will ensure the detail and quality you demand. With proper consultation and an understanding of the technology, the end result will turn out great.

# Liner notes to LAN smart homes

Ruminations from a self-professed audio geek on the link between  
● LPs, iPods and automated living

I recently had the pleasure of moving 400 LPs, which I've collected since I was a kid and diligently hauled from place to place for over two decades. I still listen to them regularly, and was ruminating on the pleasures of reading album liner notes, particularly in comparison with fussing with a CD jewel case to obtain artist info. The staying power of my record collection, though cursed at times of transition, has endured not just because of the great music, but because of the rich history that can be gleaned from the liner notes.

## Mourning the loss of album liner notes

The compact disc was initially found wanting in comparison. While packaging has improved over the last 25 years, even the most awkwardly conceived, origami-style insert was lacking in conveying artist and song information. Interestingly, the humble compact disc married the emerging Internet, launching a different path for the development of rich content for music and film, revolutionizing how it is delivered. Beyond entertainment media, increasing reliance upon the Internet has affected all aspects of home entertainment and control.

## Audio information junkie finds rebirth on the Internet

Aside from the seemingly unnatural quiet of the compact disc intruding on the well-known clicks and pops of analog, the ability to skip songs and view track and time information changed the way folks listened to music. This flexibility is enabled by the Table of Contents (TOC) information encoded in the innermost etching of the disc. Before long, Internet databases developed, which enabled users to automatically upload this rich information, enter the names of the songs and albums along with a digital scan of the CD cover art, and classify the genre of the album and artist. This array of information became known as "metadata" and is the basis for how music is delivered today.

Around 1998, the Nirvis Slink-e came to market. A humble little box that connected a 400-disc CD library to a computer, it was the first of a series of products that gave the user the ability to quickly sort through thousands of songs, build playlists and enjoy more variety. This and others like it fueled growth in online databases, which reached critical mass around 2000, and in turn, launched the single most successful entertainment device in history.

## Flexible music to go—hard drive audio

In 2000, Apple® Computers introduced the first iPod®. While other MP3 players had been around for a couple of years, they lacked

Right: With the advent of the iPod® and iTunes®, users learned sophisticated ways of organizing their audio into highly personal playlists.



storage capacity, FireWire® music transfer (which cut loading times by 90 percent), and most of all, style. Simultaneously, a number of websites were providing free MP3 song downloads—most prominently, Napster.™ The ability to acquire “free” music drove the adoption of the portable MP3 players. When the record industry and the FCC shut down Napster in 2001, the door was left open to Apple.

While initially an open platform (able to play all different song formats), Apple® followed up with the launch of iTunes in early 2003 and incorporated the first broadly adopted, proprietary song format, which provided Digital Rights Management. In short, Apple could sell songs for \$1 each, that could not be broadly distributed. Beyond providing reliable downloading, iTunes users learned sophisticated ways of managing music. There are now over 200 million iTunes users.

From this grew more sophisticated music delivery schemes. The online music vendor, Rhapsody, gained huge popularity by providing a subscription-based service allowing users to download unlimited songs per month, both for their computers and portable players. While easy to use and clearly more economical, it made little dent in the iTunes juggernaut.

### **Distributed music—no song is ever lost**

In the world of residential Custom Installation, the dominance of iTunes has launched a series of products and services that extend music (and now, movies) well past personal and computer-only usage. Distributed audio systems, such as the Niles IntelliControl System (ICS), allow iPods, satellite radio and other data-driven devices and websites to be connected to various rooms in a house, with full access to thousands of songs.



Left:  
Sonos moves music off the PC and MP3 player, pushing an audio library wirelessly through the home.

Inclusive of both music and movies is the Kaleidescape Media Server system. This product

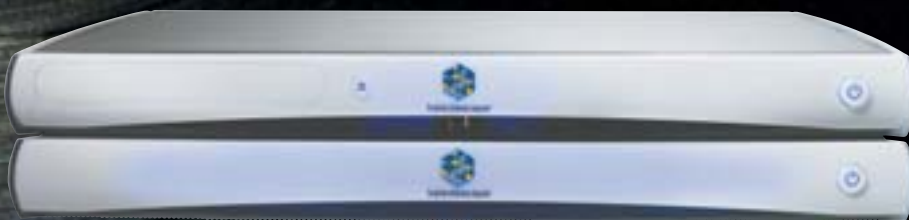
enables thousands of songs and full-length movies to be stored on a central server and streamed out over the network, allowing access at any TV or listening area.

Another progressive company that ties into Internet-based media is Sonos. They make small stereo amplifiers and handheld controllers that automatically connect to home networks and online music providers such as Rhapsody, enabling unlimited music to be selected and heard through the home.

### **How MP3s fueled the growth of smart homes**

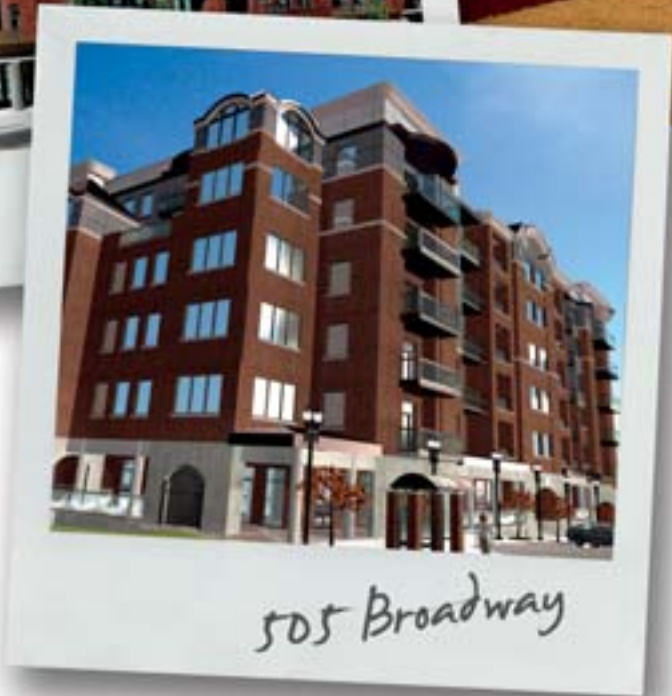
The wide adoption of these products, and the expansion of high-speed Internet access and Local Area Networks in the home, has now lead to a new service called network-compatible home automation. Its emergence has changed the way people live while offering significant energy savings through controllable lighting thermostats, security systems, and more. While many of these products have been available for some time, their distribution has been limited due to expense of both the hardware and programming. Connecting these devices to a home network has changed all of that, making it accessible to all.

As these technologies continue to mature, Magnolia Audio Video has become a great partner to the homeowner for all of their technology needs, in addition to providing high-performance audio video products and service. And, yes, we still sell turntables and can even arrange the transfer of music from an LP collection to a digital medium!



Left:  
The Kaleidescape System encourages you to say good-bye to individual DVDs and CDs. Rather, here's your chance to experience your favorite media through a server via high-speed networking.

Bryn Morrison, Director of Systems Integration



Culture, elegance and whole-home automation now have a new address in Tacoma. Located in the heart of Washington, 505 Broadway is likely to become one of the most prestigious, sought-after condos in the area.

This new residence offers all the luxuries of home, from the perfect location to the everyday amenities you'd expect. Located in what was once known as Banker's Row, this block of condos is a short walk from the arts, museums, parks and the waterfront.

While location is certainly an important feature in determining where to live, the design of these condos gives new meaning to luxury. Start with your choice of floor plans, ranging from a modest 1300 square feet to

# 505 Experience



# Broadway a new way to live

lights down to tinkering with the volume on the receiver until everything is just right, the entire process required too many adjustments. Until now. By touching the LCD panel, you dim the lights, begin the DVD and adjust the volume to your preselected setting. So all you have to do is sit back and enjoy your favorite movie.

Imagine this and other possibilities in your home, ranging from climate control to a fully integrated security system. With home automation readily available at your fingertips, the optional AMX control panel can simplify everyday living at 505 Broadway. And preengineered versatility allows for the installation of a partial or complete entertainment system, not to mention future upgrades.

Each unit can be pre-wired by Magnolia Audio Video to accommodate current and future technology. A single button on the 8" in-wall detachable wireless panel can be programmed to control everything, from music in every room to lighting in individual bedrooms. And since the kitchen is often the central hub of activity, an additional 7" fixed wall-mounted panel is placed near the kitchen. Small enough to go unnoticed, this panel is always on and is easily accessible to control the entire house.

an extended 3200 square feet. Each of the 26 different floor plans and 62 units features custom millwork, as well as spectacular views of either the city or the waterway. Simply stated, you'll always have a magnificent view.

## Here's where the fun begins

So, you are probably asking yourself what could possibly make these condos even better. To begin with, Magnolia Audio Video has been instrumental in partnering with 505 Broadway Associates to bring you a seamless, state-of-the-art home entertainment experience.

For example, you are well aware of the many steps it can take to watch a movie. From manually turning the



Above:  
The media closet stores all your home automation gear, allowing you to keep everything hidden and in one location.

Upper left:  
The 8" detachable wireless touch panel is the heart of your home entertainment and automation needs.

**The AMX control panel simplifies everyday living at 505 Broadway**



# *Luxury now has an address*

These luxury homes are bringing history and elegance alive. Once not too long ago, this section of Broadway was known as Banker's Row. Broadway earned that distinguished reputation for the many prominent Tacoma families that built their mansions there.

Those families helped shape Tacoma and the lively history that went with it.

Today, the palatial mansions are almost all gone, but the spirit and architecture live on at 505 Broadway. Spacious by design, 505 features some of the largest floor plans in Tacoma while boasting some of the most spectacular views.

*The grandeur of the building will draw you in, the amenities will pamper your senses...and the address will define luxury.*



505 Broadway • Tacoma • Washington

**1.866.505.BWAY**

[www.505broadway.com](http://www.505broadway.com)

BROADWAY





Left:  
Located just outside the kitchen, this 7" touch panel can be used to control the entire condo.


Bottom left:  
See who's at the door through this LCD.

Below:  
An unexpected visitor or a voice you don't recognize? The Elbex video intercom and concierge system allows the homeowner to see who's at the front door.



Total home integration defines your lifestyle experience here at 505. In other words, your home begins to work for you. A single button can control your home entertainment system, lighting, temperature and security. So you can go to bed knowing that the lights will automatically turn themselves off. Or you can slowly wake up to your favorite song with a gradual increase in lighting. Yes, it's that easy. And since Magnolia Audio Video is responsible for the installation, you'll have the peace of mind knowing that everything will be seamlessly integrated.

Additionally, new condo owners will have the option of adding an array of entertainment equipment from Magnolia. All package options start with a Blu-Ray Disc™ player and Fujitsu 50" plasma display, with other customized additions available to make this home entertainment experience your own.

Let 505 Broadway and Magnolia Audio Video show you how elegant, yet simple, your life can be. 

### Elegant, Convenient and Simple Security

Every residence at 505 Broadway comes with an advanced Elbex video intercom security system. It allows residents to screen visitors and deliveries, displaying real-time, high-resolution color video of the entrance or concierge desk. Residents can clearly see all visitors and allow or deny access.

The system also allows building staff to interact with residents via two-way audio communication and provides a host of additional features including text messaging to alert residents of services and events, a data base of local businesses and more. The system also acts as a CCTV security hub allowing the concierge to view the primary security system cameras.



# demoit:

There are just some movies that are even better with a great system. We asked some of our best employees to talk about a movie they love and the Magnolia Audio Video system they love to watch it on.

So grab the movie and a bowl of popcorn, and check it out on your system at home. Or better yet, come ask one of our pros to demo it on a great Magnolia system.

## Movie Demo

### Master And Commander: The Far Side Of The World

Few DVD audio tracks take advantage of five speakers and a subwoofer (both Dolby® Digital and dts) to immerse the viewer in a faraway world like this 2003 high seas adventure set during the Napoleonic Wars. Including an Oscar Best Picture nomination, this film received several acknowledgments for its fantastic soundtrack, including an Academy Award for Best Sound Effects Editing and a Best Sound nomination. The combination of highly textured soundtrack and well-matched components will have viewers ducking in their living rooms as cannons explode and balls shatter the dueling wood ships at 1:50 into track 4. Another favorite scene is also in track 4 at 2:17, where the clomping of panic-stricken feet on a wood deck above will have everyone looking to the ceiling of your theater. An equally dramatic storm scene starting at track 14 will give your system a test and may leave audiences feeling a little seasick. But what makes this movie so much fun to experience is that there is no "one good audio demo scene." The entire disc is the best kind of audio that DVD is capable of. Not only can it spin heads with well-controlled, high-power action scenes, but it also demonstrates the subtle power of creating a realistic environment, such as at 0:33 seconds into track 2 as viewers wake in the middle of the night on a gently creaking and rocking ship. For those of us in the audio business, this is a warhorse demo that is a must-have for every audiophile's DVD collection. All of this...and it's a good movie, too!



Master And Commander: The Far Side Of The World  
now available on DVD.

**Chris Stensager**  
**Customer Solutions Training Manager**



Why settle for ordinary  
when you can have extraordinary.

We've installed concert halls in 20' x 20' living rooms.

A flat panel hides discretely behind a painting over a fireplace. Speakers, virtually invisible to the eye, deliver precise audio to your ears. For a while, your living room walls melt away, and the acoustic dimensions of a concert hall transform your room into something you never imagined it could be. From our in-home design consultants to our showroom System Designers to our meticulous installers who sweat every detail—we bring experience to your space.

@yourplace

To schedule your in-home consultation, call 1-206-726-4599 or visit your local store.

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YEARS OF PUTTING CUSTOMERS FIRST

**MAGNOLIA**<sup>®</sup>  
AUDIO | VIDEO

