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# BUILDING A BETTER MOUSE TRAP

A BETTER WAY TO BUILD A RACK SYSTEM

David Barnett makes a few final tweaks on a custom rack.

Right: The Engineering team preparing to send out a multi-rack system. Upper right image from left to right: Design Engineers Jared Kelsey, Lucas Cervi and Paul Erickson with Rack Technician Cody Blosberg (just behind David Barnett).

At the heart of today's increasingly complex home theater systems and whole home installations is the rack. It's your stack of components that you demand works perfectly to bring you the home entertainment experience you dreamed of when you purchased all this great gear. What good is spending thousands on a receiver if it isn't working to its full potential? And what if you want to upgrade—how impossible is that going to be? That's why how the rack is built, what goes into it, and the knowledge behind the people who are bringing it to life are so vitally important.

Magnolia recently took some large steps in creating a more differentiated experience for their clients in building these racks. To learn just how far Magnolia has taken the art of rack building, we sat down with Magnolia's Engineering Manager, David Barnett, to learn how they are "building a better mouse trap."

## It takes a village

Most premium home entertainment retailers and integrators are small, independently owned companies with a very small staff. Each member is forced to wear many hats and do a multitude of jobs. Designing, building and outfitting a rack system is rarely their specialty, as it accounts for just one of the many things they must do. Magnolia, on the other hand, has taken a different approach. "We have a rack building staff here, all they do is build racks," David told us. "In the past, we built racks in market, in people's homes. What we found is that it didn't make the client very happy because we ultimately were in their home for a week or two just building a rack, and they'd rather we weren't there. Bringing this team together also gives us the resources, specialized parts and know-how to better integrate ideas and solutions into a system."

A big part of bringing this team together was the move to a 3000-square-foot dedicated space in Lakeville, Minnesota. Here, this team of Engineers and rack builders have vastly greater material resources than what Magnolia could have ever offered when they were building these systems at the store level. Now, this dedicated team is responsible for nearly every major engineered rack system for clients across the country.

"We can help with very small systems all the way up to very large systems, even projects that have reached the \$2,000,000 mark," David told us. "What makes us unique is that we have a department that focuses just on system engineering with all the resources to bring any project to life. We also have Auto Cad tools, so we can build system schematics and elevation drawings as part of the install—so there's a high level of documentation, and these documents then become the property of the customer. We've found that 99% of existing systems have no documentation, which can make upgrades very difficult in the future."

This integration of a centrally located team also allows for a unique focus on this craft that others simply don't have the time or resources to provide. "Every day is a new day to learn about new technologies that can be incorporated into making our systems more capable, more efficient, with a smaller footprint and better thermal characteristics," David told us. "Having a team dedicated only to system engineering allows us to go deep and specialize in feature-rich systems."

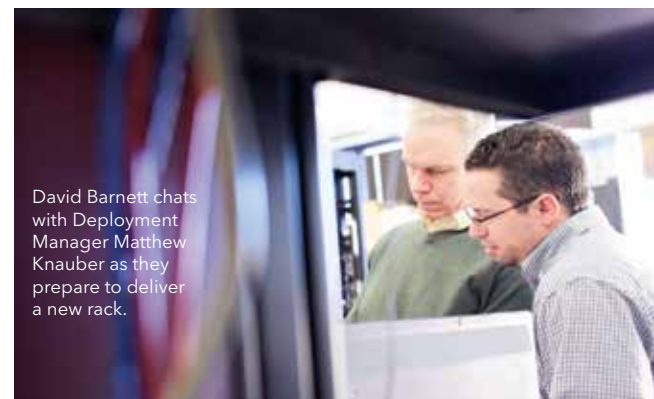
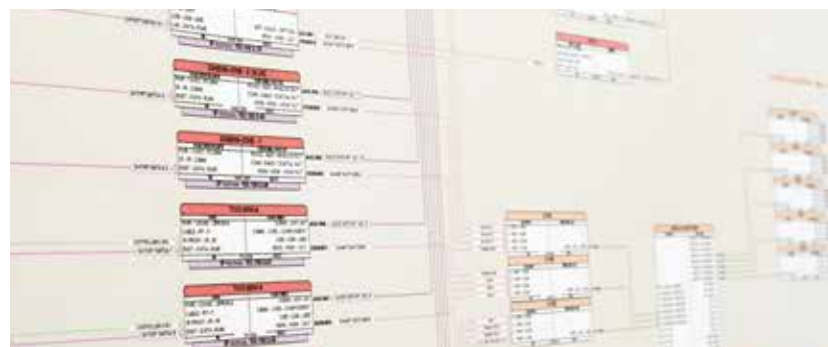






Each cable is clearly labeled on both ends, eliminating confusion.

“Our knowledge and ideas are constantly evolving, just like any technology.”



From system schematics and elevation drawings to soldering, there's not much Magnolia's engineering and rack building team doesn't do.

David Barnett chats with Deployment Manager Matthew Knauber as they prepare to deliver a new rack.

“What's great is that when we're brought into a project, the capability of the system grows by nearly 50% because we can give the customer things they didn't even know could be done,” David told us. “Our goal is pretty simple: to give the client as much capability and ease of use in their system as we can for their budget.”

### Over 40 years of experience in every rack

Another huge benefit is the shared experience this team of Engineers possesses and puts into every project. “Currently we have easily 40 years of combined experience, probably even more, inside these walls. I've been doing networking and audio and video for well over 25 years, and the rest of the team has at least 15 years of combined experience. So we all collaborate, we all listen to each other, because we all have unique backgrounds and strengths.”

These combined strengths go into every project, because before a rack goes out the door, it first goes through a strict peer review. “There's not just one person looking at the project,” David told us. “There's a team of people looking at the rack before it's released to the field – so that's the eyes of at least 40 years of experience, and you're not going to get that from a small integrator. There's just a depth here you won't find anywhere else.”

### It's the little things that make a big difference

“All electronic systems are living entities that have a fixed life,” David told us. “So having the ability to easily track where problems are is critical when service is needed.” If you have a rat's nest of wires, good luck solving the problem, especially in a timely manner. That's why Magnolia not only labels all of the cables on both ends, they also trim cords to length, prewire the rack for cabling, solder new parts when necessary and, when possible, use custom power supplies.

But that's not all. Magnolia also offers a solution that you'll rarely find anywhere else: paneling. “On large complex systems, if the project and budget permit, we panelize all the wiring and cabling in the home,” David told us. What that ultimately means is, instead of an elephant's trunk of wires and cables, you get a clean panel inside the wall where you keep your rack—and the rack simply hooks into that panel. Why is this important? Many reasons: it allows for testing of the installation prior to the equipment being connected, it makes changes and upgrades to the system incredibly easy,

and if you decide to move, you can bring the rack with you, and the only thing left in the rack room is a clean panel the next family can hook into. But most importantly, it's proven to provide greater reliability for your system.


### A dedication to going above and beyond

“Having a craftsman, which is essentially what a rack builder is, whose focus is on neatness, organization, management of wiring, the layout of that wiring is vital,” David told us. “When we turn the system over to the customer, every decision that was made that's visible – the way it looks, the grooming of the cables, the detail in the connections – all of that is a representation of who we are when we're not there. So that installation is talking, it's representing us as a services organization. We do things in ways that we believe are the right way to do it, and in ways we want to be viewed in the eyes of our customers.”

David went on to say, “It works' is not good enough. Sure, we get a lot of energy out of making things work, but the customer expects it all to work—that's what they paid for. What gets you bonus points are the details, the organization and the cleanliness. That's what speaks for us as a company when we're not there.”

### One team, one dream

By bringing the rack-building process into one central location, Magnolia is able to have uniformity of fit and finish in every rack they build. Now, no matter where you are in the country, you can look at a Magnolia rack, and know this is their work—it's completely uniform.

“My thinking as an engineer is not static,” David concluded. “We are always looking to get better; it's a constant improvement process, and the way we built racks 6 months ago is different to how we build them today. If you take someone who does this a few times a year versus someone who does this every day, we're miles ahead, because we're always thinking about how we can do things better and learn from our previous systems.” It's this constant innovation, growth, and fanatical dedication to the rack-building process that's just one more way Magnolia brings inspiration to your space, and your home entertainment dreams to life. 





# STUNNING VIEWS INSIDE & OUT

In California's wine country, you have sweeping views of some of the most beautiful landscapes you'll find anywhere. Rolling hills, pines that stretch to the sky and nature so pristine it's straight out of a fairy tale. But for a home that sits overlooking this million-dollar vista, one might argue the best view is inside this couple's amazing home theater. But whether you step inside or out, you'll find Magnolia's fingerprint helping to bring some of the finest audio, video and home automation to this stunning retreat.





"With action movies in particular, the subwoofers really help bring out the sense of being right in the middle of the scene."

### Bringing the view inside

With 215 acres surrounding this impressive residence located in the Napa Valley, you don't need to look far to find amazing views from every corner of the property. So for this couple, wanting to have an equally impressive view in their home theater seemed like a natural ask. "We were very excited about having all this privacy," the homeowner told us. "But we were equally excited about having a dedicated theater space. I wanted to fill an entire wall with the largest possible screen to give us that ultimate home theater."

To accomplish this task, the homeowner spent nearly 4 months researching different companies that specialized in high-end A/V systems. "I interviewed 5 to 10 different groups. The one I thought was best suited for this project was Magnolia. They had a wide variety of high-end products," he told us. "The San Francisco store had a lot of different sound systems and media systems to choose from, so I spent an entire afternoon there with (System Designer) Anthony O'Connor. This is going to be the place we retire to, so we wanted this house to basically have everything we ever wanted in a nice home, so I had a number of questions. Anthony spent a lot of time with me; we established a relationship, and he was great about following up on absolutely everything."

### More than "just" a home theater

The media room was originally designed to accommodate a much smaller, built-in flat-panel screen. But to give this space the true cinema feel the couple desired, it was rebuilt to incorporate a 150" Steward CineCurve Screen on the back wall. Together with the JVC 3D projector, the views wrap around you like a warm hug, bringing you into every scene.

To add to the theater experience, the couple added a Panamorph® UltraWide projector lens. This lens slides over the projector's eye to create a true 2:35:1 image on the screen, the same proportions as the finest movie theaters. "He wanted the best picture," Greg Price, Magnolia Project Manager told us. "And the Panamorph lens gives you less distortion on the edges and allows you to have a wider image without stretching or digitally altering the picture."

For sound, the homeowner had equally high expectations. "We wanted the same sound quality we get when we go to the symphony, a jazz club or the theater. So we spent a lot of time with Anthony trying out different combinations to finally get the right balance to recreate that experience."

To achieve the desired sound, MartinLogan Ethos speakers were chosen for the fronts, with a Stage center channel and EFX surrounds finishing off this 7.3 sound system. Yes, .3 sound, meaning 3 MartinLogan Descent subwoofers were included to give this theater all the bass the couple could ever want, because as the homeowner told us, "With action movies in particular, the subwoofers really help bring out the sense of being right in the middle of the scene - it's all incredibly dramatic."

To complete the system, a McIntosh pre amp and amplifier were added to the stack of components that included an Oppo Reference Blu-ray player and Furman Elite power conditioner. To wire the system, AudioQuest Rocket 88 cables were used to ensure pure fidelity and then, to really top things off, Magnolia brought in a McIntosh rep to calibrate the room. "Having the rep here really helped us dial in the system to ensure it was as perfect as possible," Greg told us.







“We can open and close each blind individually or as a unit, it’s really convenient.”

**Bringing audio to the rest of the great indoors**

After working on the theater, the relationship with Magnolia began to grow, and as confidence in Magnolia’s capabilities grew, so did the system. “Almost every time I came out here he would ask me, ‘Is there anything else you guys would do in this home?’” Greg said. “I think he really valued our opinion because of the trust we built with him.”

The first step was incorporating in-ceiling speakers to nearly every room of this 9500-square-foot home, with Control4 tying it all together. To bring an added level of sound to the couple’s office spaces, MartinLogan Vanquish in-ceiling speakers were installed, giving these rooms massive bass and a truly sophisticated level of sound quality.

Magnolia then added TVs to all the major rooms with soundbars to boost the audio. Next, they synched the Lutron lighting system in the media room and the lights on the patio to the Control4 system for complete lighting control for these rooms from anywhere on the property. They also added thermostat control, and then, to complete the system, a Lutron controller was installed for the garage, allowing them to open and close the doors from their iPhones. The system also allows them to turn on the outside lights as they approach the home—so they wouldn’t ever be walking into a dark house.

To complete the indoor experience, control was added to the shades on all the major windows. “We can open and close each blind individually or as a unit, it’s really convenient,” the homeowner told us. On those hot summer days, the blinds help keep out the heat, and contribute to reducing their energy bill.

Finally, in the detached guest house, Magnolia incorporated a rather simple, yet great sounding Sonos PlayBar and Sub so guests can enjoy amazing audio in that space as well.



With this Control4 thermostat and these Lutron light switches, the homeowner can have different room settings at the touch of a button, while still having the ability to control these rooms from their smartphone or iPad.






### Let nature provide the sights, we'll add the sound

With a view that takes your breath away, anything you add to this outdoor space better not disappoint. But with such a large patio area, and stretching vistas that lead down to the pool, incorporating a system to fill this space with clean, full sound meant needing more than simple patio speakers. So Magnolia brought in two Sonance Sonarray systems, one by the house, and one by the pool. As Greg told us, "Initially, it was just going to be audio by the house, but if you're spending time around the pool, it would be nice to have a transition to another zone of audio. The homeowner said to us, 'we're trusting you that it's going to sound good, and it will also blend into the environment.' And I think he was really sold on the idea of Sonance because they match his existing outdoor lighting really well."

With such a massive outdoor entertaining space, offering the couple the proper Wi-Fi signal outdoors became an interesting issue. To give them the signal they wanted, Magnolia incorporated an outdoor Wi-Fi access point. "In my nearly 15 years with Magnolia I have never experienced a Wi-Fi system as powerful as the AMX Ruckus," Greg told us. "With the help of our Engineering team, we came to the conclusion that this would be the best fit for this massive space, and it has far exceeded the expectations we had for whole home and outdoor coverage. Having our own Engineering team is truly unique and an exceptional value to our customers, helping us create solutions like this that take a client's ideas and turn them into reality."

"It's a large house, so they had to do a lot of work in designing the wireless system throughout," the homeowner told us. "Basically everything is integrated; it's amazing wireless coverage. We're delighted with the sound quality and installation work they did."

### An amazing house, an incredible system, a fantastic relationship

Indoors, outdoors, and everything in-between: Magnolia was able to create more than just a fantastic home entertainment space for this couple—they were able to create a great relationship. Seeing the pride in the system from the homeowner, as well as the Magnolia crew, speaks volumes to the dedication and passion both parties have for what they have and what they do. As Pepito Sia, a Magnolia Installer told us, "Being able to work on projects like this is what makes this job so great. Not everyone can say that their office is a fully automated visual and acoustic masterpiece, and I'm thankful I was able to be part of it." It's pretty clear the homeowner was thankful Magnolia worked on this project as well. 



Above and far left: Can't see the outdoor speakers? That's the point. With the Sonance Sonarray System, you get pristine outdoor audio that blends in perfectly with your landscape.

Left: The Magnolia Team: Pepito Sia, Installer, Brad Diemont, Programmer, Ariel Martinez, Lead Installer, Greg Price, Project Manager. Not present, Anthony O'Connor, System Designer.



# POWER

## PERFORMANCE & PRICE

Over 20 years ago Bowers & Wilkins introduced the first 600 series, delivering audiophile sound to a whole new audience of music lovers. Winning a host of awards for both its value and performance, the 600 series has set the standard for what an affordable loudspeaker should be with each new generation. This has left Bowers & Wilkins with a rather herculean task of making this next generation better than ever. But one look, one listen, and you'll know—they've succeeded beyond every expectation.

### Premium speaker technology + new innovations = wow!

Bowers & Wilkins pulled out all the stops to take this new range of speakers to the next level, incorporating many of the same technologies from their top-of-the-line models into the 600. Then, to raise the bar even higher, they added some incredible new innovations and technologies to ensure this generation would live up to not only their own demanding expectations, but those of their listeners as well.

With a desire to compete against much more expensive rivals, Bowers & Wilkins gave the 600 series double dome tweeters, once found only in their CM10 speakers. These speakers also incorporate B&W's Fixed Suspension Transducer or FST™ midrange drive units used in all of their premium models, which help the Kevlar cones perform even better. You'll also experience energy-absorbing foam Anti-Resonance Plugs derived from the PM1 for incredibly clean midrange performance. Now if all this sounds a bit too technical, that's because, well, it is. All you really need to know is this: with all this amazing technology, you're able to bring home some of the same great sound attributes of the more expensive CM10s and PM1s in a much more affordable speaker.

Now if Bowers & Wilkins would have stopped here, they would have created one amazing speaker line. But for this generation of the 600, amazing was just the beginning. To take things even further, innovative new technologies were added, including—for the first time in a cabinet loudspeaker—the use of decoupled tweeters.

These tweeters float in a gel cushion, separate from the cabinet around them, allowing for incredibly pure treble performance, free of cabinet resonance. For the 683 and HTM61 models, they also incorporated improved bass drivers, stiffening them with an extra bracing ring of aluminum to deliver a higher break-up frequency for a richer, distortion-free bass response and better integration with the midrange.


In the end, nearly every aspect of these speakers has been improved, resulting in a speaker range that combines versatility, power and performance with a stylish look that makes them entry-level in price alone.

### Made for everyone, made for everywhere

Bowers & Wilkins believes that everyone should experience truly great sound. Thanks to the 600 Series, nearly everyone can. With its wide range of speaker types, new slimmer cabinets, and combination of price, style, performance and power, this speaker range is ideal for any and every music lover.

Designed to work in nearly any environment, the versatile 600 Series isn't just ideal for audiophile stereo listening. You can combine speakers from the series to create a stunning home theater surround sound experience. There is also a range of sizes in this series with two center channel speakers and three subwoofer sizes, so you can customize your speaker choices to fit nearly any size room.

### The premium speaker for all

In the world of premium audio, it's not difficult to find a speaker that looks amazing and sounds even better. The trick is finding a speaker that gives you all of these great attributes at an entry-level price. And while the 600 Series would be an amazing speaker no matter what you paid for it, it's great to know that you need not sacrifice a thing to bring exceptional audio into your home. To experience these speakers for yourself, visit your nearest Magnolia and ask for a demo; your ears, your wallet, your heart and your soul will thank you. 

With its striking design and a slimmer profile, the new 600 Series offers amazing sound for nearly any space.



# THE FUTURE OF THINGS TO COME

THE CES INNOVATIONS AWARDS AND MAGNOLIA



**T**he International CES Innovations Design and Engineering Awards, or CES as it's better known, is the place to experience the next, the newest and coolest home entertainment gear. And while some of these products may only be ideas for the future, there are just as many that Magnolia is proud to offer anyone looking for the latest and greatest. And the best part, many of these products have won CES awards for innovation, design or just plain awesomeness—so when you enter a Magnolia Design Center you know you're experiencing the best of the best.

M Magazine sat down with a leading source for these amazing products, **Michael Crane, Magnolia's Senior Director of Merchandising**, to talk about this year's CES show: what the show is all about, what's new, and what it all means to the Magnolia brand.

**Q: In your own words, what is CES?**

**Michael:** If you're in the consumer electronics business, it's the world's biggest toy store. Not that you can buy everything yet, and some things you'll never be able to buy, but a lot of what's there is what you're going to see in the next year from all the vendors that Best Buy and Magnolia offer. From the world's largest dryer to any accessory you can think of for your car or your home. It's massive, with over 100,000 people attending.

CES is also about getting our employees excited about what will be showing up in our stores. I may know there's a new product coming out, but until they show it at CES, I can't talk about it, and our employees don't

know it's coming. With CES, they know what the future holds for the next year and it creates a lot of excitement around what the latest and greatest technology is going to be.

**Q: So what are the hot new products coming out that we'll be seeing inside Magnolia in the next year?**

**Michael:** The 77" LG OLED UHD TV is certainly one of the highlights for me. The opportunity to combine these two new TV technologies is really amazing. And with this 77" curved TV, there is an immersive experience you get, like being at an IMAX Theater, where it wraps around you and you feel more pulled into what you're watching. We also saw a 105" and 110" curved TV, but we won't be seeing them in our stores quite yet.

We also saw a few new speakers, plus a lot of networked audio solutions. Customers will have a lot more choices to distribute audio and video anywhere in their homes. The cool part is that some of these products will be able to integrate effortlessly into your existing control system, like Control 4 or Savant, so you'll be able to take the networked audio solutions that are coming and seamlessly incorporate them into your home management system. So instead of having to go between your networked audio user interface to a different user interface for your control system, it will do it all from your control system interface, which for a customer is so much easier.

We also saw a few new technologies around wireless speakers, and the ability to have a wireless 5.1 solution that gives you the same level of frequency response and audio quality that you get from a wired solution. It's called WISA and it sends loss-less audio from a central receiver to speakers that have this technology built in. All you need is an outlet. So now customers who have unique rooms or different audio settings can have the audio experience that people who have a dedicated theater take for granted. It's a great way to get high quality audio into more places around the home.

The portable audio category was also really big, headphones and wireless speakers, with AirPlay and Bluetooth®—the quality just keeps getting better and better. One thing we've learned is that customers are


enjoying more music than ever before, in more places than ever—so the demand for taking the music with you continues to grow.

Plus there are a lot of technologies and products that we just can't talk about yet. Just because there's a CES show doesn't mean every new product will be on display. We're fortunate that, as vendors, we get to see a lot of products in hotel rooms around the event that the majority of folks at CES don't get to see, and these are the products we just can't talk about. But there's no doubt it's some very exciting stuff.

**Q: What influence do the products shown at CES have on Magnolia?**

**Michael:** We always want to be first to market, and if we can't be first, we want to be tied for first. When new products come out that require some level of learning to adopt, that's where we're the ideal partner. Because of our labor model and the amount of training we do with our sales teams, we have the opportunity to tell the product story in a way that gets our customers excited about using the product, rather than not understanding it and just continuing to aspire to it.

We also take some chances on a few new products, showcasing them so early adopters can buy them, or non-early adopters can see what's coming. Our hope is that, when the time comes for them to adopt, they will think of Magnolia as the place to buy because we're the first place they saw it. So it's not just about the sales in the moment, it's about setting us up as the place where you're going to find knowledgeable sales people who can explain the differences in technology.

In the end, there are only 140-150,000 people at CES, and a lot of them are part of the vendor community or the retail community. The fact that our stores have so many of these products gives a lot more than 150,000 people the opportunity to see them for the first time. All of this makes Magnolia, in a lot of ways, the year-round CES for the general public. You'll always see what's next, and it's a great place for you to test and try out these new products like you could no where else. 



## International CES Innovations Design and Engineering Awards 2014 Honorees

Here is just a partial list of the products Magnolia offers that were honored at this year's show.

**Best of Innovation:**  
**Sony** 4K Ultra HD Media Player  
**LG** 77" Class CURVED ULTRA HD OLED TV (77EC9800)  
**Samsung** 65" Class Smart LED TV (UN65H7150)

**Eco-Design and Sustainable Technologies:**  
**Samsung** 55" Class Eco-friendly LED TV (UN55H7150)

**High Performance Home Audio:**  
**Definitive Technology** Mythos ST-L SuperTower Speaker

**Home Audio/Video Components:**  
**Pioneer Elite** SC-79 Receiver  
**Kaleidescape** Cinema one  
**Sony** 4K Ultra HD Media Player  
**TiVo** Roamio Pro

**Portable Media Players and Accessories:**  
**Soundcast** Melody

**Video Displays:**  
A host of **LG**, **Sony** and **Samsung** TVs won this award, and Magnolia either sells, or will sell, nearly all of them.



# PRO CONTROL: DELIVERING MORE FOR LESS

In the world of home control you have many options, ranging from single-system remotes all the way up to whole-home systems that control nearly anything you can think of, including a few things you've probably never even imagined. And within that world, you have the simple and the complex, the expensive and the, well, less expensive. For consumers of these products, finding the right balance between use and cost was tricky to say the least.

Enter Pro Control, a relatively new brand with incredible functionality right out of the box. Beyond controlling the multitude of media options that are available, you have command over your thermostat, lighting and door locks. Then add the ability to manage it all from your iPhone or iPad, all at a price that would make even the most budget conscious stand up and take notice, and suddenly the rules of cost versus functionality are thrown out the window, and the idea of home control is no longer a far-off dream, it's a reality.



**Lighting control**  
With the ability to control individual lights to whole rooms, even lighting scenes such as "Entertain" or "Vacation," there is no limit to the lighting options you can manage with Pro Control.



**Audio and video control**  
In an on-demand world, Pro Control gives you full command over your media and TV watching needs.



**Music control**  
Pro Control technology enables you and your family to easily access your favorite music quickly and easily.



**Climate control**  
The Pro Control system can easily manage multi-zone heating and cooling for optimum comfort throughout your home.





### More options, more control

Owned and operated by Remote Technologies Incorporated, or RTI, Pro Control inherited over 20 years of award-winning knowledge and research in the control world. This background has helped Pro Control hit the market running, with full color touch-screen remotes and accompanying processors that give you incredible power at a very budget-conscious price.

While you can use the Pro Control remote alone, much like you would any home theater remote, the system really comes alive when you add the ProLink processor. Now, not only do you have control of your home entertainment system, but you can also control other brands such as Lutron's Radio RA 2 products. That includes your lights and thermostat, even shades and door locks, for near whole-home automation.

Pro Control's processor also gives you the ability to use your IOS device, like your iPhone or iPad, to control the system using the Pro Panel app. This app gives you control of your home, allowing you to manage it from anywhere you can get an Internet signal. So even if you're out of town, you can turn your lights on and off, change the thermostat, or unlock the front door from your iPad or iPhone. Go with the Z Series and you also get ZigBee® control of your equipment - which means you get two-way feedback from your gear. Now the status information from your components shows up on your remote - like volume, input, artist, track and title. It will even let you know if your Lutron lights are on and how much they're dimmed.

### Better technology

"The biggest difference between us and our competition is our technology," Mike Everett, General Manager for Pro Control told us. With "similar" remotes, if your request is to watch TV, all these steps go through the remote: turning on the TV, the cable box, the receiver and so on. If any of those steps are missed, or you're not pointing the remote directly to these components, the TV doesn't properly turn on. The way ProControl works is much simpler. When you press "Watch TV," the remote sends a single trigger code to the processor which executes all the commands directly to the system, so there's no chance of missing a step. "We get great reliability, great range, and it works every time. And that's what the homeowner is demanding, that's what they expect," Mike explained.

This same technology allows Pro Control to work with your IOS device. Now, even the lowest priced Pro Control processor can be managed by your iPad or iPhone. "It's a huge difference for us, and has made us a popular choice around the world," Mike said. And because of this, you are able to operate the system without a Pro Control remote, you can simply use the processor with your i-device if you choose.

### Pro Control and Magnolia


Because the Pro Control remote system, like all remotes of this style, must be professionally programmed, the relationship with Magnolia is

vitaly important. With Magnolia's professional Installers and Programmers and their partnership with the Geek Squad® Secret Weapon Program, all Pro Control units are programmed remotely (pardon the pun). Before going into your home, the installer tells Secret Weapon all the components you have and they build it into the programming. Then, once the Programmer is in your home, they upload all of this information to the remote and processor. The Programmer verifies it all works, puts all the buttons in your requested positions on the remote, and you're done. This means less time for a Magnolia Programmer in your home, plus much greater reliability of the system.

"There's a lot that goes into the training and programming of this software. It requires intensive knowledge to get the product to look and behave as

intended, and with Magnolia we can guarantee that," Mike told us. "Plus, with Magnolia's headquarters only a few miles away, we're able to spend a lot of time together assuring they have everything they need so the end user gets the best possible product and experience."

### These buttons were made for pushing

Today, remotes are an extension of our hands, so how they feel and how they perform is as important as what they do. As Josh Fettig, Magnolia Merchant for Accessories told us, "It's important for people to see how these products feel, how the touch screen functions, where the buttons are. People need to be comfortable with that tactile feedback, that way they have a pretty good idea of how it will work in their home." So stop into your nearest Magnolia Design Center and see if Pro Control is right for you, then take your control experience to a whole new level. 

The family of Pro Control products (left to right): ProLink.r processor, ProLink.z processor, ProPanel IOS app for your iPhone and iPad, iPro.8 remote, Pro24.r (v2) remote and the Pro24.z remote.







# JUMPING INTO THE SEA OF TECHNOLOGY

**I**n life, there are generally two types of people. Those who dive in headfirst, and those who dip their toe in and test the waters. Eleanor Park is definitely the latter, at least when it comes to her home entertainment decisions. But once she's in, she's all in, as her home outside of San Francisco showed us.

## It started with a whisper...

Before moving into her current home, Eleanor lived in a small house with her husband and two boys in San Carlos. By no means a technology aficionado, she wanted to see what was out there before going all in. So she ventured into a Magnolia Design Center to see if they could add the latest audio and video to her master bedroom. "I used the master bedroom as a kind of testing room," she told us. "Even though it was a small space, I wanted bigger sound. I knew Magnolia had better products, but I didn't know what was really different."







So Magnolia installed a new TV and a soundbar into this once unassuming room, with a result that was anything but unassuming. “I could really see a difference in quality; it was amazing,” Eleanor said with a smile. This experience left her so pleased that she asked Magnolia to outfit her children’s playroom. “Because Magnolia knows so much more than I do about technology, I simply gave them my budget and they helped me find the right TV with the right sound. The great part is, I know I’m getting quality products that will last me a long time.”

While she loved the products, it was clearly the service that ultimately sold Eleanor on Magnolia. “They took care of everything, from mounting the TV on the wall, to organizing all the wires. And because the project managers know my system so well, if anything should happen I can always call them.”

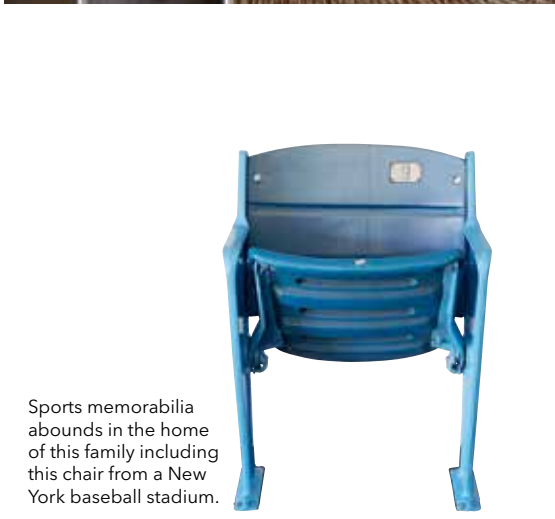
When Eleanor and family were moving into their dream home (the one pictured in this article), they decided to add a few more bells and whistles from Magnolia to their old home. “We incorporated Sonos and a little bit of Lutron to help her show off her old home,” Magnolia General Manager Vasily Mitlin told us. “With better audio, video and automation, it helped her easily sell that property.”

In the open concept kitchen/family room, technology is hidden until needed, with the TV concealed in a wall unit and in-ceiling speakers discretely placed throughout the room.

### Diving in with technology, diving into simplicity

Now, inside their new home outside of San Francisco, Eleanor had Magnolia move all the equipment from their old master bedroom into this new, open space master suite. From there, the goal was to add a whole-home entertainment system that would be simple to use for everyone in the family. To accomplish this, Magnolia installed Control4 for their TVs and home theater with Lutron for their lighting.

For the theater, simplicity was also key. “I was looking for a comfortable theater that didn’t overwhelm,” Eleanor told us. “I wanted quality over price - and we got both, and I’m very happy with it.” She went on to say, “Technology keeps getting better, so it was important that the projector had the same amazing picture quality as a top-notch TV, and it does! I also have a lot of DVDS, so Vasily suggested Kaleidescape to help consolidate them all into one space, and that works great.”

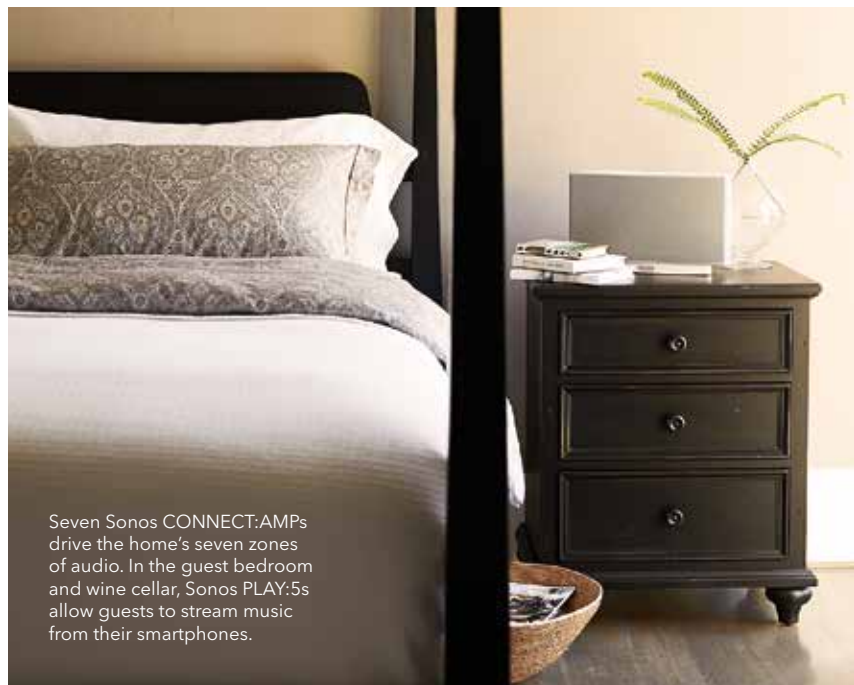


Sports memorabilia abounds in the home of this family including this chair from a New York baseball stadium.



Eleanor Park enjoying her home theater as she controls it all with her smartphone.





Seven Sonos CONNECT:AMPs drive the home's seven zones of audio. In the guest bedroom and wine cellar, Sonos PLAY:5s allow guests to stream music from their smartphones.



The family also wanted music throughout the house. So Magnolia added seven zones of audio with Sonos. With the boys being into music, they are able to download their iTunes to the system.

To further add to the conveniences of the home, Magnolia put in a garage kit that allows the family to open the garage via their smartphones. As the garage door opens, specific lights throughout the house turn on, so they're not walking into a dark home at night.

"Overall, the system is very simple," Eleanor told us. "When people visit, they know right away how to work everything." In the guest room, friends can easily play their own music from their phones on the Sonos Play5, giving them a sense of home even when they're away. "The technology helps make friends comfortable here."

### Making control work

Creating a useable system that is easy to control is always the goal for Magnolia, whether the client is really into the latest technology or not. But it goes beyond simplicity; it's about making the system just right for each individual and family, and in the Park home, this goal was no different.

"When we can cater a system to a family's specific needs, versus just giving them a broad array of tools that they might or might not use, the family tends to use the gear a lot more," Vasily told us. "If you give them a system that's too complex, they tend to shy away from it. So we try to give every client just the buttons they need, and eliminate any unnecessary clutter. The way we do that is by giving them a few weeks or months to play with the system to see what they like and don't like. Then we'll come back and design the system to their needs with specific scene modes, ways of turning things on and off, whatever they want."

"We also automate a lot of stuff to make life easy for them-like the outside lights will come on at dusk and off at dawn. Plus, they can program vacation modes, so you can control your lights or emulate your actions even when you're not at home. This definitely makes the house 'live' on its own, and adds convenience and ease for the consumer."

### Paying it forward

The technology inside this house has been incredibly well received by Eleanor and her family. Now her focus has moved outside, with a desire to add audio to their outdoor space in creating a stage area for her husband's band as well as a space for her to meditate.

"Eleanor is also in the process of building some long-term rentals in San Francisco," Vasily told us. "And because of her experience with Sonos and Control4 here, she wants to implement them into her rental flats. We plan to complete that project in the next 60 days."

But there's no doubt there's more to come. "I'm always wondering what's next," Eleanor told us. "I often think of the resale value. I'd rather spend a bit more and get something that will last a long time. I think Magnolia offers great service, with really good products, and when you put it all together in one package, it's all worth it."

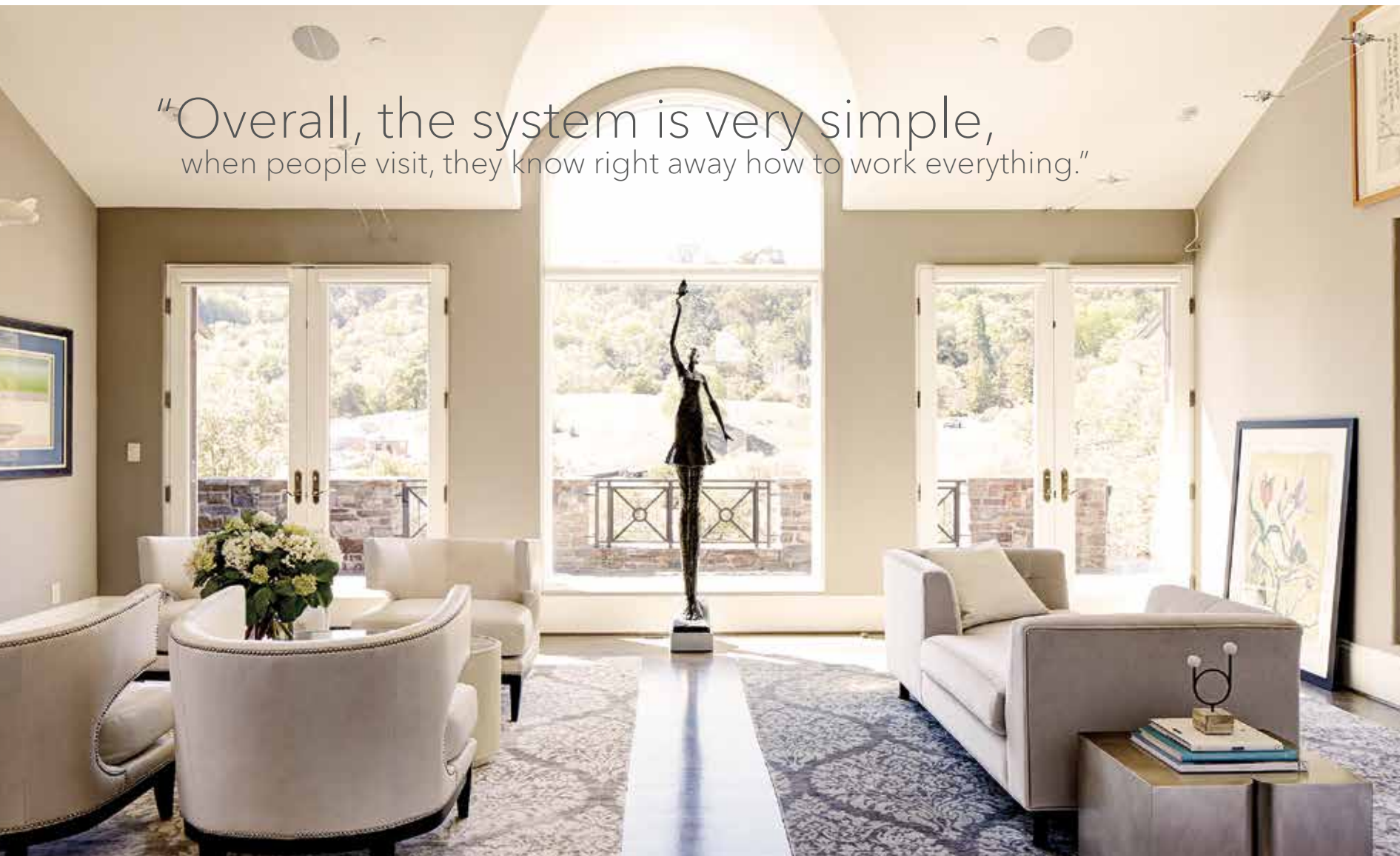
Proud of the service and extremely happy with the products, Eleanor referred Magnolia to a friend for a project that other integrators simply couldn't fix. That friend was so grateful, they gave Magnolia another referral. As Vasily told us, "Our business is based on referrals, and they wouldn't happen if our Project Managers, Installers and the sales team weren't committed to making these things work and work well, so that in the end, the customer is really happy."

On the patio, all weather speakers bring the amazing inside entertainment outside.



The Magnolia team (from left to right): Jonathan Aquino, Lead Installer, Brian Creson, App. Installer, Henry Wong, Project Manager, Jeremy Elder, District Services Manager, Vasily Mitlin, General Manager.

"Overall, the system is very simple, when people visit, they know right away how to work everything."





# FLAT-PANEL TVs ARE DEFINING MORE THAN JUST PICTURE QUALITY

**W**hen the term flat-panel TVs entered the lexicon of our lives, it did more than just change the technology and clarity of our favorite pastime. It did more than just move us from standard-definition to high-definition. And it did more than just allow us to lose some bulk in our family rooms. It began to define these spaces in ways we had never dreamed of, changing how rooms were designed, where in our homes we could watch TV, and how easy it was to show off (or hide) what was once the focal point of these rooms.

## Hide it or show it off

It was in the mid '90s when flat-panel TVs really began to take off, replacing TVs that took up incredible amounts of space while offering rather miniscule screen sizes. The norm quickly went from 32" console models to 40" and 50" giants. Of course, today these sizes seem rather tame, but the idea was beginning to take shape: bigger, better, thinner. And the size, brand and thickness, or lack thereof, became something of note. Hanging your TV on a wall

was the first step – it was all about showing it off, and making sure everyone knew you had entered the flat-panel TV era.

But as TVs got thinner and thinner, the design world saw an opportunity to take all that bulk, and all that space that tube TVs and the stands that held them were exploiting, and use it to bring rooms

together in a more dynamic way. Layouts changed, spaces became more modern. Clean lines that reflected this new technology began to take prominence. As for more traditional spaces, incorporating the TV over the fireplace quickly became the norm – now the focal point of the room could be pointed to one area. No longer was the hearth of the home a secondary element – but *the* element, along with the TV, that your family room revolved around.

Bookshelves also became the perfect place to put your new flat-panel TV. Designers were now creating spaces that fit your TV perfectly, making it part of the room's architecture as opposed to a forced afterthought.

With this integration of architecture to include the TV, it became more evident that hiding these ultra thin beauties would be easier than ever. Imagining a wall opening to reveal a TV was no longer something out of

science fiction; it became something very real. From TVs rising from credenzas to retractable art that would make way to reveal your TV, the options were endless.

## Anywhere you want it

Growing up, we had two TVs in our house: one in the family room, and a tiny 22" black and white model in our basement. Having one in our kitchen would have been crazy talk. Putting one in a backyard patio setting, unheard of. In the bathroom—who were we, the Jetsons? But today, all these places, and so many more, are home to flat-panel TVs. Their thin stance and incredible picture quality make any space the perfect space to watch TV.

One of the cooler spaces you'll find a TV today is inside a mirror. The perfect solution for bathrooms, these in-mirror TVs allow you to catch up on the latest news or sporting events while you get ready for work, or a night

out. Magnolia offers a number of these TVs, and they are ideal for any bathroom space as the TV disappears when it's off, but is perfectly visible when on, showing up in the mirror just like your reflection.

To allow you to bring your TV outside, brands like SunBrite have created all-weather TVs. Now, not only can you have your favorite music outside, but you can watch the big game or a movie on your patio as well. These TVs are also great poolside or by a hot tub because the water and steam won't damage them.

In addition, wall mounting swivel arms have made adding a TV to nearly any space in your home easier than ever. Swivel arms allow you to place your TV in less than ideal locations, with the ability to move it out to the perfect angle when needed. Kitchens, dens, workout rooms, game rooms, nearly any space you can imagine can now be a place for added entertainment. So now,

Thinner and lighter, TVs can hang like portraits on nearly any wall.







Weatherproof, in-mirror, or on a kitchen wall, any place is a good place for a TV today.

you can have whole home video in the same way you have whole home audio.

### Following suit


As TVs got thinner and became part of the layout and design of rooms, the other aspects of home theater systems quickly followed suit. One of the issues with these super thin sets was the sound, which certainly didn't live up to the marvelous picture quality. So companies like MartinLogan and Definitive Technology designed ultra-thin speakers to match the shape and design of their video counterparts. These speakers are designed to be mounted on the wall beside your TV, with an ultra-thin stance to add to the beauty of the ultra-thin TV. Other companies like Sonance—the inventors of the architectural speaker—also began offering more and more solutions to hide your speakers in walls and ceilings. So now you can have incredible home theater surround sound without a speaker in sight.

Others who still wanted or had the larger floorstanding or bookshelf speakers began to see ways of concealing them in furniture or behind fabric doors.

This allowed for their full sound to be heard while hiding them from sight. Most TV stands today offer a place for a center channel or soundbar that's integrated into the product with a cloth cover to conceal these speakers inside. Clean, fresh and unobtrusive are the design mantras of today.

For the more elaborate home theaters, acoustic treatments are something that often helped define them as an ultra high-end room, but their look didn't often jive with the architecture or design of the space. Today, brands like Acoustic Geometry offer treatments that are wrapped in a special fabric with the art of your choice on them. You can choose from hundreds of designs, so now your acoustic treatments look like art hanging on your wall, rather than some kind of sound-dampening element.

### The future is today


As TVs continue to get bigger, thinner, clearer, how we watch them will continue to evolve, and the rooms we watch them in will evolve as well. A short time ago, the TV that appeared with the push of a button seemed like something out of a distant and unforeseen future, but, today, can be seen every day at your local Magnolia Design Center. Magnolia will continue to offer not only the latest of these 4K Ultra HD curved OLED TVs, but also new ways to showcase them in your home. Stop into Magnolia and see how they can outfit any room with the finest technology and the ultimate in design around that technology, all while bringing your space into the present or, better yet, a few steps into the future. 

## PRODUCT SPOTLIGHT

# MartinLogan Crescendo™ Wireless Speaker System



### Stunning looks, powerful sound

Striking design and incredibly powerful and detailed sound make the Crescendo a welcome addition to Magnolia's wireless family with both Bluetooth®, AirPlay and wired connectivity. Its unique design in either high-gloss piano black or real-wood walnut veneer appears to float on the aluminum stand, for a look that's as much art as it is technology. But it's what's inside that really counts, and there you'll find power and precision from the class-D closed-loop 100-watt amplifier, front-firing 5x7-inch polypropylene cone woofer and dual Folded Motion™ tweeters for an audio experience that envelopes the room around it. Crescendo also features an optional subwoofer output that you'll find in few other wireless speakers for those who want an even more immersive experience. 



# ROTEL

EXCEPTIONAL SOUND,  
NO EXCEPTIONS




**H**ave you ever wondered how a receiver or amp from your favorite speaker maker would look and perform? If you're a fan of Bowers & Wilkins, you can stop wondering. Distributed by the Bowers & Wilkins Group, Rotel components deliver power and nuance to your music or home theater system, allowing B&W speakers to deliver the soul. It's a match made in audio heaven, one that's sure to open your ears to a whole new level of exceptional sound.

"No exceptions" pretty much says it all when it comes to Rotel, a company with 50 years of delivering high-performance receivers and amplifiers to audio fanatics looking for exceptional value and uncompromising sound quality. Rotel creates home entertainment gear that rivals products costing much more by being extremely selective about the raw components they use and by remaining meticulous in their circuit design. As a result, over the past five decades, audio critics around the world have recognized Rotel as one of the best performance-to-value manufacturers in the audio industry. As Sara Klarstrom, Magnolia Audio Merchant put it, "Rotel is a classic brand that delivers amazing audio at a price point that falls somewhere between Marantz and McIntosh. It's the perfect addition to our premium product line for discerning audio aficionados."

## Success, driven by balanced design

Rotel has a fundamental engineering philosophy they call their Balanced Design Concept. Balanced Design combines physics, electronics, and mechanical engineering to create superior home entertainment products. Revolving around three major areas—parts selection, circuit topology and critical evaluation—Balanced Design's holistic approach to product development has a significant influence on the final sound quality, cost and agility of all their products. It's these attributes that set Rotel apart from their competition, and ensure that every listener gets the sound they demand—no exceptions.

## 15 Series, now available inside Magnolia Design Centers

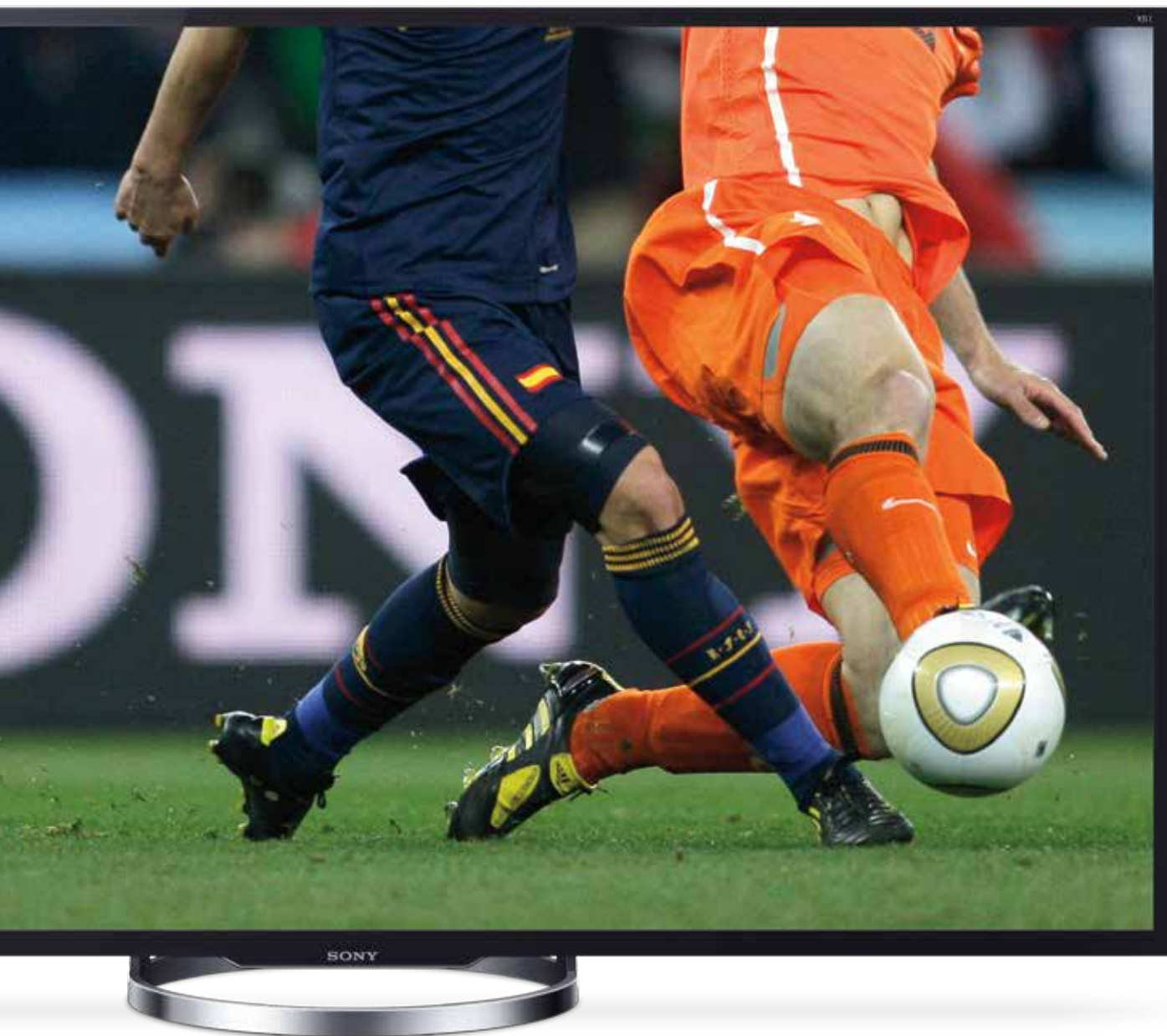
As Magnolia introduces a new set of consumers to Rotel; Rotel introduces its new 15 series to the world. Combining design and engineering expertise, the 15 series marks over five decades of a brand striving for audio and video excellence. This series provides an elegantly simple user interface with custom installation control features, all housed within stunning brushed metal cabinets in either black or silver. Check them out today inside your nearest Magnolia Design Center and hear first hand what makes Rotel the component of choice for Bowers & Wilkins and so many discerning audiophiles. One listen and you'll know. 





# SONY

BRINGING A NEW LOOK  
TO THE 2014 FIFA WORLD CUP™



## SONY



OFFICIAL PARTNER



**S**occer is the world's sport. A sport so beloved that every four years it brings nations together for an event that could only be called one thing—the World Cup. It's what every player dreams of winning, and what every fan screams themselves hoarse over.

This year, the 20th FIFA World Cup is being played in Brazil, as 32 countries battle it out for what many consider the most coveted trophy in sports. For the majority of us, watching these events on TV is as close as we'll ever get to experiencing the excitement of these amazing matches. So Sony has teamed up with FIFA to bring the World Cup home like never before – in ultra brilliant, mind-blowing 4K. As part of this partnership, FIFA will leverage Sony's 4K equipment to produce the Official 2014 FIFA World Cup Film in 4K Ultra HD, with footage from three full matches, including the championship match.



**Michael Fasulo**, President and  
COO of Sony Electronics



### Sony, Leading the 4K Revolution

When it comes to 4K, Sony is an industry trailblazer, offering a complete line-up of consumer 4K products, including TVs, front projectors, cameras and camcorders. "Sony is committed to leading the 4K movement," Michael Fasulo, President and COO of Sony Electronics told us. "We now offer more 4K Ultra HD TV options than ever before and more 4K content than anyone else. Our service, Video Unlimited 4K, has the largest collection of 4K feature films and TV titles for the home, and now offers over 200 titles. We are very excited to be working with Magnolia to demonstrate the power of 4K in what we term 'seeing is believing.' Magnolia's quality sales teams are perfectly suited to explain and engage consumers in the great experiences they can expect from all things 4K."


Sports is an obvious priority for this 4K content. Because in this world where a split second or a hundredth of an inch can mean the difference between being a national hero or a nobody, seeing every race, play and match in ultimate clarity can mean the difference between seeing the action, and truly experiencing it. And this partnership with FIFA helps Sony lead the industry in providing live sports in 4K.

### Seeing the World Cup in a whole new way

This summer, Sony will be providing the 4K promotional trailers for the Official FIFA World Cup 4K Film on BRAVIA 4K Ultra HD TVs inside Magnolia. "We are giving sports lovers a chance to see what soccer looks like in 4K Ultra HD," Michael told us. "This will offer them a taste of what sports will look like in the near future." And while consumers won't be able to receive a 4K broadcast signal at that time, Michael told us, "We do see this as the future of live sports on television. The content we will be providing will give consumers a unique and compelling entertainment experience that conveys the excitement of the matches with the depth and vividness 4K Ultra High Definition delivers." Going forward, Sony and FIFA will accelerate their combined efforts in 4K to deliver the action and emotions of the 2014 FIFA World Cup to even more people around the globe.

### Sony 4K, FIFA World Cup and Magnolia

"We are very excited to be able to show FIFA content on our 4K Ultra HD TVs in Magnolia," Michael told us. "This will be an exciting opportunity for consumers to come to Magnolia stores to see the speed, power and excitement of first class soccer action, in four times the definition of HD... it will be like the viewer is there in the stadium itself."

"We are committed to 4K from lens to living room. We are equally committed to investing in training and supporting the great sales team at Magnolia," Michael concluded. It's this commitment to 4K products, content and training that makes Magnolia and Sony great partners in bringing the next evolution of TVs into every home. 

"We are committed to 4K from  
lens to living room."



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# HALL OF FAME CAREERS




Len Tweten and the original Magnolia stationary store and camera shop circa 1954.

Len and Jim Tweten proudly showing off the latest camcorder of the day.

**B**eing inducted into a Hall of Fame is the wish of any child willing to dream big enough to be the best of the best. It's an honor that is earned by hard work, talent and vision, and one bestowed on a select few. So when Len Tweten, Magnolia's founder, along with his son, Jim, were welcomed into the Consumer Electronics Hall of Fame this past year, it was a tremendous honor that followed a lifetime of changing how consumers experience high-end A/V products and services.

60 years in the making, Magnolia has gone from a stationary and camera shop located in the Magnolia District of Seattle (hence the name), to one of the most successful A/V specialty stores in the country. Thriving as the result of a hard-earned reputation for high quality products, backed by a consistent dedication to complete customer satisfaction, Magnolia has continued to put service first in a retail market that is consistently moving away from this concept.


Today, Magnolia is as proud of its past as it is excited about its future, a future that looks bright thanks to the vision and leadership of Len and Jim Tweten, Hall of Famers by every definition of the words. 

## PRODUCT SPOTLIGHT

### Korus Premium Wireless Speakers



#### Clear, wireless technology without clicks, pops or dropouts

The Korus line of wireless speakers delivers amazing multi-dimensional sound for a rich and immersive audio experience perfect for any room in your house. But what makes Korus truly unique is its wireless audio technology called SKAA®. This is a 30-pin, Lightning™, or USB-compatible Baton audio transmitter (or small dongle) that you plug into your iPhone®, iPad®, iPod®, PC or Mac® to wirelessly play your favorite music through the Korus speaker. The benefit is amazingly clear audio and remarkable wireless distance, without clicks, pops or dropouts. Plus, each Baton can stream the same song to four Korus wireless home speakers with perfect synchronization for incredible whole home sound. 



# 5 STORIES 3 GENERATIONS 1 SYSTEM

**S**an Francisco, a city known for streetcars, the Golden Gate Bridge and Alcatraz, is also known for its unique home designs. Houses are built up instead of out, and having many levels within a home is often the norm (even if you share those levels with others). So when Dipak and Kalpana Patel wanted to add the latest technology to their new 5-story home, Magnolia knew they had a tall order in front of them, literally. And with three generations of Patels residing in this home, having a system that would meet the needs of young and old alike was a must.





To bring amazing sound to a TV on a swivel arm, Magnolia mounted a B&W Panorama soundbar to the TV, so when the screen moves, the sound moves with it.



## Keeping the dream alive

As a rare new build in this San Francisco neighborhood, the Patels didn't want any major remodel work done in a home they already considered their dream home. "We felt we could add to the home, but we didn't want to do any demolition," Dipak told us. So finding solutions that would not only bring the home to life, but limit the amount of physical intrusion into the space was essential.

"To avoid doing any damage, we integrated a lot of the gear wirelessly to make it look seamless," Brian Chan, Senior Magnolia System Designer told us. "We put in new Lutron lighting control, home automation with Control4 and whole-home audio. We also used what was already in the home, like the in-ceiling speakers, and made it all work together."

Brian went on to say, "When it came to their TVs, the idea was to fulfill their needs, while thinking about the décor and the space they had. They didn't want to run a lot of wires, yet still wanted theater sound. To accomplish this, we added Panorama soundbars to their two Samsung TVs. In the main family room, we mounted the soundbar to the TV, so when the TV is moved on its swivel arm, the sound moves with it. This is just one way we kept great audio and video, without intruding on the home's current décor." And because of the simplicity of the soundbar/TV combination, Dipak's parents would also be comfortable controlling these systems.

It's this combination of seemingly simple solutions and non-intrusive design that followed the project throughout the home.

## Control for the young and old

Magnolia had installed Control4 in the Patel's previous home, making the couple very comfortable with the system. In this home they added new features and functions, and Kalpana was excited to use the system in new ways when it came to their children. "We have a bedtime routine that includes playing music," she told us. "With the press of a button, I can control the music throughout the house. I can turn the TVs off without having to go upstairs or downstairs, and the kids start winding down. It gives us the ability to control their schedules and it's very easy to use."

Kalpana went on to say, "We can control what we want, when we want. And with the 'all off' button, we don't have to worry that anything was accidentally left on." With 5 stories, and a flight of stairs to go with each of those stories, controlling the home without having to go to every room and every floor is a huge benefit.

"For the whole-home audio system, they can control independent volume and source for every room, up to eight sources," Brian told us. "One room can play music from Sonos, another from an iPod, and one from the radio, all with independent volume control. Or, they can have the same music throughout the house if they choose."



Working with Rusty Wadatz Design for the look and Magnolia for the technology, the Patels new house is now their dream home.





For Dipak, controlling whether or not the garage was left open was a huge benefit. "When we leave I often wonder. 'Did I close the garage door?' I think I've driven back a dozen times recently, because we're always on the go." To solve this issue, Magnolia installed a Control4 garage system that allows them to open and close their garage door with their wireless devices. "It's a little peace of mind. It's also great because if I need to get a delivery, I can open the garage door and have them put it inside rather than on the front porch."

With their Control4 system, the family can also remotely control the other aspects of the house from anywhere in the world. This not only allows them to shut things down, or turn lights on, but the Patels can also help their parents with the technology even when they're not home.

#### Movie night, game night, sleepovers

The new home theater isn't just for watching movies. No, this family has found that their new

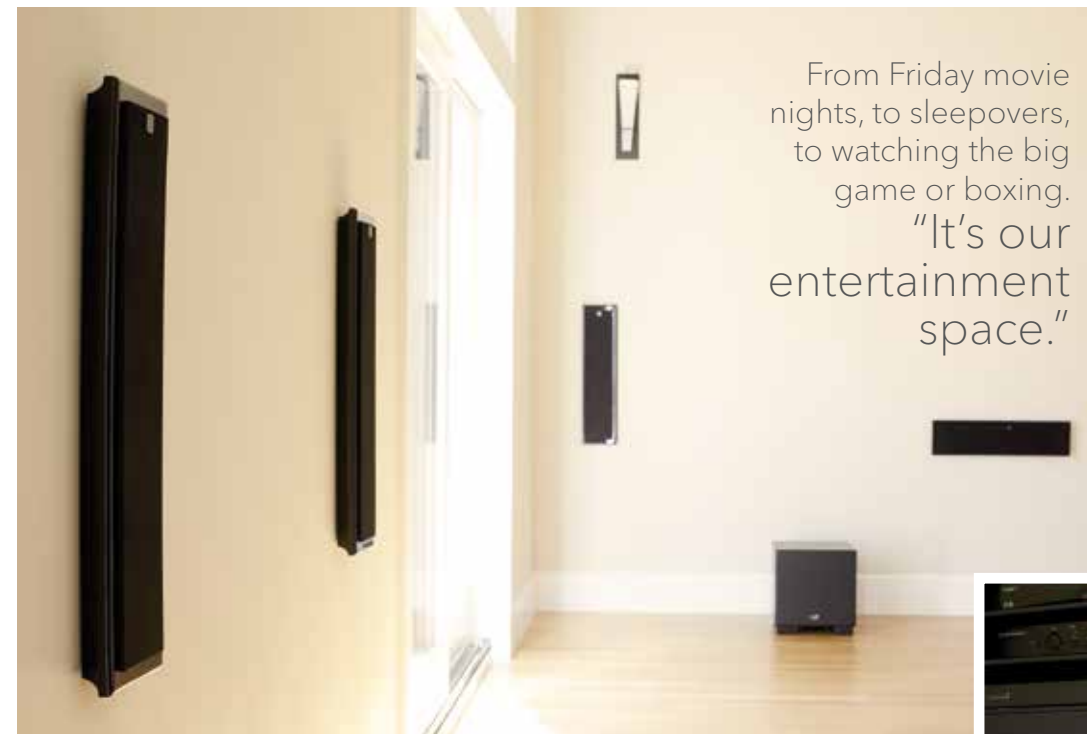
theater is a sort of catch-all for fun events. From Friday movie nights, to sleepovers, to watching the big game or boxing, as Kalpana told us, "It's our entertainment space."

To outfit this room, the right technology was imperative, while keeping the notion of a family space in mind. "I wanted everything in the walls because of the kids," Dipak told us. But because of stud placement, creating the ideal 7.1 surround sound with in-wall speakers would mean major intrusion into the walls. Ultra thin MartinLogan on-wall speakers were installed, with a sub and JVC projector.

"It looks awesome and the sound is great," Kalpana told us with a smile. "And with the 3D projector, it's really like a theater."

#### Magnolia-ready, future-ready

Coming into a house that is complete, and wanting to add technology after the paint has dried and




From Friday movie nights, to sleepovers, to watching the big game or boxing. "It's our entertainment space."



Brian Chan, Senior Magnolia System Designer under the JVC 3D projector in the Patels' home theater.

the final touches have been made can be a bit tricky. But as Dipak learned, working with the right integrator makes a big difference. As he told us, "Everything is now ready to go for the future. Unfortunately, the person who originally installed the wiring didn't label any of it, so Magnolia had to do a lot of searching to get things where they needed to go in this house. I was really impressed, because Magnolia is really good about labeling and organizing everything - they have the right equipment, they come in prepared."

The future for the Patels meant more than just wiring for the future; it also meant getting the right equipment to keep them happy for the future as well. "We were guided well on TV selection, we bought the things that would last, things which we can use for at least 10 years," Dipak said. "Plus, we really like Magnolia's installers, we like that they're not subcontracted out, they're all employees of Magnolia. And they kept everything very clean. It was just perfect."

It's this type of praise that's not lost on Magnolia, and one that we strive for in every project we do. From one generation to three, from one story to five, no matter how big, complex or challenging, it's the smile on the customer's face that is the greatest reward. 





# PEACE OF MIND

HOME AUTOMATION & YOUR FAMILY



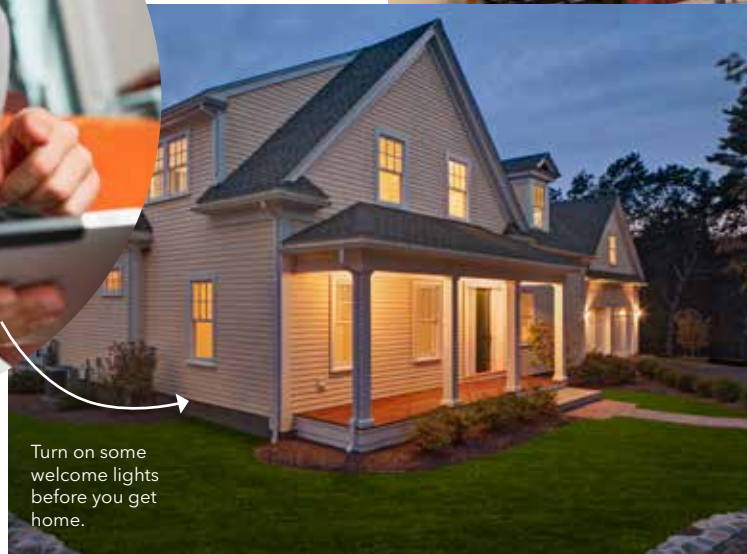
Get alerts when your kids get home from school.



Need your kids' attention? Press a button on your smartphone or tablet and instantly shut off their games or shows.



Turn on some welcome lights before you get home.



There are big things to worry about, like whether or not your kids got home from school safely, and small things to worry about, like whether the lights turned off before you went to sleep. Thankfully, home automation can put these concerns to rest, plus a few others as well. Home automation offers smart solutions that can be integrated into any home, giving you an ease and sense of comfort that only comes with knowing your home is secure, your kids are safe, and you're not wasting energy.

## Kids: where are they?

It's a tricky time in a parent's life; that moment when you go from picking your kids up from school or being there when they get off the bus, to finally giving them a bit of freedom and letting them come home on their own. The problem is, for kids with parents who work, they are often left to come home to an empty house.

Fortunately, with home automation products from Magnolia, you can program your house to come to life a few minutes before your son or daughter even walks

through the door. Lights can be set to come on and you can even have music playing and the TV on. Now, your child is coming home to a comfortable home setting, not a dark, silent house. You can also receive a text when your child walks in the front door and/or have video cameras that capture them as they come in, so you'll know when they arrive. Knowing your kids are home safe can make those last few hours of work a lot less stressful.

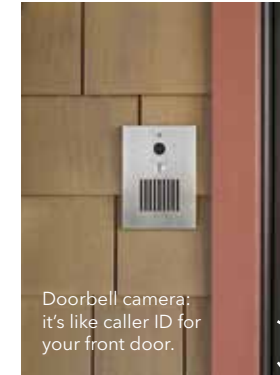
## Who turned out the lights?

Dinnertime. Bedtime. Homework. Getting kids away from the TV or their video games and where you want them to be can be a real hassle. The tedious back and forth of, "Turn off the TV, it's time for dinner," with the repetitious reply of, "Just one more minute," can drive any parent crazy. Kids' sense of time is usually fairly distorted, and

most kids would rather be diving into their favorite video game than diving into their dinner. Once again, home automation to the rescue. With home automation, you have your entire house in the palm of your hand, so if your child is up in their bedroom watching TV, and it's time for dinner, you can shut off that TV from your smartphone or tablet. Now, "just one more minute," becomes "right now." You can also shut down all the gear in their rooms when it's time to go to bed, or turn down their stereo when they crank it up a bit too loud. And with most home automation apps, you can see when a TV, light or stereo is on in their room. So if they're suppose to be asleep and you see they're watching TV, you can shut it down and say goodnight without actually saying a word.

## Is everything off?

Most kids are experts at turning stuff on—a TV, a video game system, lights, whatever can be turned on, they have the "on" part mastered. The art of turning off these products seems to have fallen prey to the same problem they have in picking up their toys, clothes and wet bath towels. So knowing whether all the technology in the house is shut down before you hit the hay can leave you in a bit of a quandary. But with home automation products, one push of the "All Off" button on your smartphone or tablet shuts everything off; lights, TVs,



Doorbell camera: it's like caller ID for your front door.




One-touch control of your entire house.

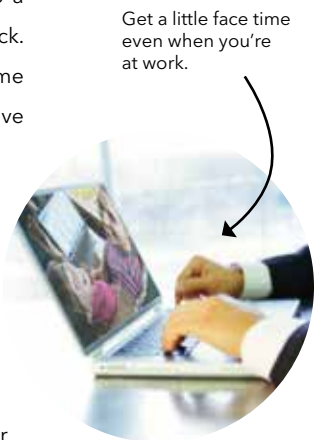


Knowing your kids are home safe can make those last few hours of work a lot less stressful.

home entertainment systems. Window blinds will close as the temperature on the thermostat goes down to a comfortable sleeping temperature, even doors will lock. This is great not only for bedtime, but also for any time you leave the house. Best of all, it's a great way to save energy and, in turn money.

## Take me home

Home automation can be the next best thing to actually being there. And with the latest gear from Magnolia, as well as our huge selection of the top brands and installation services, the comfort and peace of mind that home automation can bring to your family is closer than you ever imagined. Kids are going to grow up, spread their wings and take flight, but keeping an eye on your nest while keeping it secure sure makes the time leading up to that flight easier to handle. 



Get a little face time even when you're at work.



# BRINGING PREMIUM TO THE ENTIRE HOME



**T**here's something universal about those who want superior quality products in their home. It's rare to find someone installing a premium entertainment system then adding a second-rate kitchen – it simply doesn't happen. Brian Lawlor, General Manager of the Costa Mesa Magnolia Design Center, saw this connection, and decided to do something about it. With his store just blocks away from the Pacific Sales store in Irvine, California, he wanted to bridge the gap between premium home entertainment gear and high-quality appliances. So he asked Magnolia System Designer Erin Mines to spend some time at this Pacific Sales store, giving her the opportunity to extend Magnolia's first-rate home entertainment solutions to those looking for the finest appliances, ultimately giving that customer a more holistic solution.

"I like that I'm building relationships rather than just quick sales. It's something I take a lot of pride in."

**Erin Mines,**  
System Designer


## **Every room deserves the best**

When you want high-quality products of any kind, finding a place you know and trust can be difficult. So with brands like Viking, Sub-Zero and Wolf, Pacific Sales not only delivers on premium services, but they also have a selection of the finest brands that match quite nicely with Magnolia's line-up of first-rate home entertainment gear. "If a customer is willing to spend \$100,000 on appliances, we thought, why not also offer them the best of our services from Magnolia," Erin told us. With Magnolia and Pacific Sales both under the Best Buy umbrella, and in some cases inside the same Best Buy store, it offered a huge opportunity to extend customers' premium kitchen design plans into the world of audio and video, completing their home entertainment needs in one trip.

This fact wasn't lost on Interior Designer Anne Michaelson, who after meeting Erin, now calls on her to help with the home entertainment aspects of her interior designs. Erin also helped Anne with the technology in her designs for the 2014 Philharmonic House of Design in Dana Point. This house features the work of nineteen interior designers, creating a stunning showcase home.

## **Service: the great equalizer**

Pacific Sales delivers uncompromising service in the realm of home appliances, and now with the attachment to Magnolia, customers can receive this same level of service when it comes to their home entertainment needs as well. "The one thing that led me to the Magnolia Design Center was that I could see the client from start to finish," Erin told us. "I like that I'm building relationships rather than just quick sales. It's something I take a lot of pride in."

Now customers can come to one company for all their premium audio, video and appliance needs. And as Erin helps Magnolia bring this unique customer base together under the Best Buy name, Magnolia and Pacific Sales will continue to provide more than just high-quality products: they will provide superior services and solutions to anyone that demands the best for every room in their home. 



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## INTRODUCING THE **15** SERIES

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whose success has been earned  
by devoting every effort to making high  
performance audio/video products for  
fanatics like ourselves.

Our new 15 Series range of  
receivers and amplifiers represents  
the culmination of this five-decade  
commitment to the art and science  
of electronics design.”

To learn more about Rotel go to [www.rotel.com](http://www.rotel.com),  
or better yet, visit your nearest Magnolia Design Center  
and get a hands-on demonstration.

Rotel, distributed by The B&W Group.



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