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Heavenly Suites in the Heart of Sin City

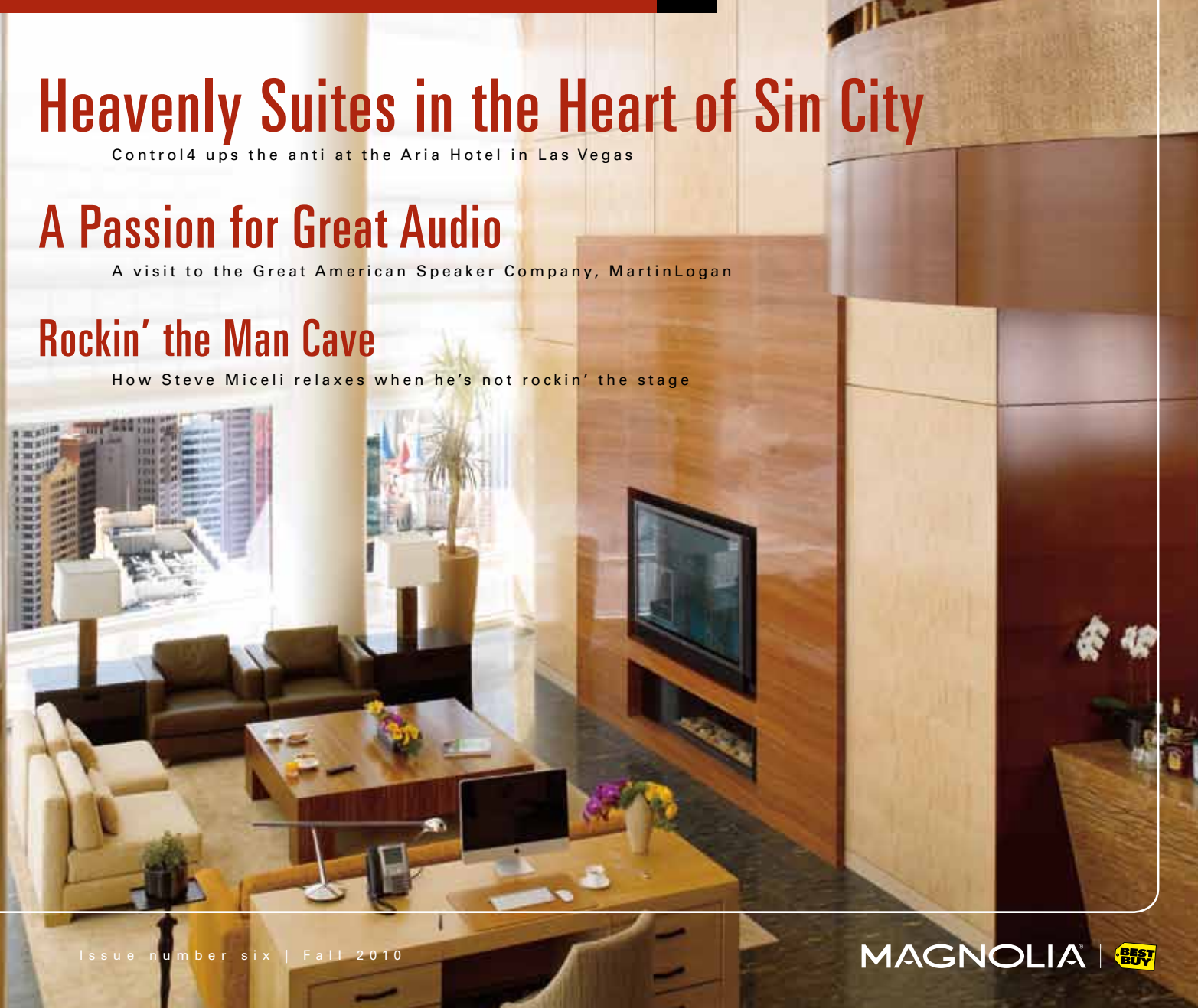
Control4 ups the anti at the Aria Hotel in Las Vegas

A Passion for Great Audio

A visit to the Great American Speaker Company, MartinLogan

Rockin' the Man Cave

How Steve Miceli relaxes when he's not rockin' the stage



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Steve Delp
COO Magnolia

Magnolia:

Putting the Service Back into Customer Service

It's an exciting time for the Magnolia brand. For the first time since opening Magnolia Home Theater stores inside Best Buy® locations, the entire brand is now under one leadership team. This creates an important difference for our customers. Now our mission, vision and customer focus is consistent no matter where you connect with Magnolia. Whether you shop in a Magnolia Home Theater store, a Magnolia Audio Video store, one of our Design Centers or even online, we can provide you with any and all of our exclusive services, custom installations and exceptional products. So no matter what your needs, we're ready to fulfill all your home electronic dreams.

Now let's dive into the sixth issue of *M* magazine, where we'll show you our unique capability to satisfy every customer's dream, no matter where they live or what they need. Enjoy.

If the three most important words in real estate are "location, location, location," then the three most important words in retail are "service, service, service." The problem is, many companies in retail seem to leave the "service" out of "customer service". Thankfully for the Magnolia Home Theater customers in Delaware, the store not only remembered service, they made it their complete focus.



Six months ago, as the economy moved deeper into a recession, staff reductions were the norm throughout the workforce. But for the Magnolia store in Concord Pike, they knew that if they wanted to survive, they needed to differentiate themselves from the high-end electronics stores moving into the area. So instead of reducing staff, they grew their staff with experts and specialists who not only understood the products, but also understood the importance of customer service.

"We weren't focusing on the customer experience," said Magnolia store manager, Brent Frymoyer. But that would soon change. They developed a system design program where the Magnolia Sales Associates needed to get certified with a higher level of product knowledge, as well



Tom Partlet, GM Concord Pike Best Buy



"The relationship that the Sales Associates have built is truly key. That passion and background is a big difference. The brand of Magnolia is living and breathing in this community now where it initially wasn't." **Tom Partlet, GM Concord Pike Best Buy**

as a higher level of customer service. Furthermore, select Sales Associates were trained as in-home consultants – going to people's homes and providing them with consultations.

These Sales Pros now entered customer's homes equipped with templates to draw up their home, and then discussed everything Magnolia could do. This allowed Magnolia the ability to develop a relationship with their customers. As

Sales Associate Luis Maria put it, "When you're at their house, you're no longer a sales person, you're a friend. And we'll look at what they want together. And once you're in their home, you can point out things they may never have expected."

Now that they were building relationships, the last step was to work with the very best installation team they could. With Geek Squad® on board, the job was easy. They chose the best of the best Installers



Left: A look into Best Buy® from the Magnolia store floor.


Below: The Home Theater Demo Room decked out with MartinLogan speakers and premium home theater seating.

Bottom: Some of the Magnolia team that's helped turn things around: Sales Associate, Luis Maria, Customer Solutions/Store Manager, Brent Frymoyer, Sales Associate, Carl Mosen and Magnolia Brand Manager, Brian Farrell.



to handle the complex jobs, and these crews became dedicated to the Concord Pike Magnolia store. "These guys can get it all done right the first time. We've had zero returns or issues," Frymoyer said.

All of this has led Concord Pike to become one of the highest grossing stores in the company. "We have no upset customers, something we couldn't say from before, plus we've tripled the revenue," Frymoyer says. So it seems like a win, win for everyone involved. "We always ask ourselves 'how do we go above and beyond to do whatever it takes for our customers?'"

Other Magnolia stores are quickly taking note from Concord Pike, as word of mouth has made this store very popular. "You do one person right, and they're going to tell their buddies." Well buddy, now you know about Concord Pike, too. 





For

or Steve Miceli,

professional musician, rockin' a

stage comes as naturally as rocking a baby

is for a mother. But when it came to creating a

space in his home that would rock just as hard, he

found himself a bit outside of his element – and

that's when he turned to Magnolia's Tommy

Leonard for a Man Cave as slick and

smooth as his riffs are on the guitar.



ROCKIN' THE Man Cave



Professional musician Steve Miceli in his Man Cave doing what he does best – rockin' the guitar along with some concert footage on his 63" Samsung HDTV.



“I play in loud atmospheres all the time – so when I’m home chillin’, I want total relaxation.”

Steve Miceli and fiancé Amy Russ relax in total comfort on these home theater seats they purchased at Magnolia. On the wall just behind them, MartinLogan Encore TF surround sound speakers bring the action of their favorite movies to life.

Getting the right gear

Steve started playing the guitar when he was twelve, and became totally consumed with it. After months of jamming incomplete cords and odd rhythms, the knocks on the wall from his sister’s bedroom begging him to stop became less and less. And at only thirteen, he found himself playing in bars with band members twice his age. He was better than just good and, as the years passed, he turned this incredible passion into a career, today playing with several bands including Laura Lee and Tripp Fabulous.

But even with incredible talent for entertaining people on stage, Steve and fiancé Amy Russ found they needed a little help turning their new house into the entertaining space it is today. As they headed into Best Buy® to shop for a new home theater system and some TVs for their kids, they were drawn to Magnolia Home Theater, with its high-end home theater room and incredible speaker space. At the time, they knew little about Magnolia, but they went in and asked for a consultation. A few days later, Tommy Leonard was in their home creating sketches as they talked about



Top Left: Chris and Sammie enjoy a spirited game of foosball.

Top Right: Controlling all the components in the room is made easy with this URC MX810 remote control.

Bottom: MartinLogan Purity speakers, Dynamo Subwoofer and Encore TF surround speakers give every CD jaw-dropping sound and every movie room shaking reality.

not only what kind of equipment Steve and Amy wanted, but what experience they wanted to create in their home.

Heading back to the store, Tom showed Steve and Amy several different options to meet their needs for a home theater. "We put a lot of trust in Tom," Steve said, "so after the consultation, when the design was

done and we went in to pick out what we wanted, Tom sat us down in a room with about 80 speakers. I told him what I wanted and he demonstrated products for us – I told him, 'I want to feel like I'm at a theater watching a movie, I want good low-end clarity if I'm watching a concert, I want the sound to be ridiculous, I want it to be nuts.' He picked out five speakers he felt



Steve works on a few new songs in his music studio where he downloads and edits tracks instantly on his computer.

Below: The magnificent silhouette of Steve's Paul Reed Smith guitars echo perfectly the shape of his MartinLogan Purity speakers.



suiting our needs best, then played us the same part of the same movie on all five so we could hear the difference, and in the end we heard the MartinLogans and I was like, that's the one."

Steve and Amy decked out their home quite nicely with flat-panel TVs in all the bedrooms – all professionally wall mounted by Magnolia. There's also a flat-panel in the family room where the family gathers for movie nights or just to watch afternoon "courtroom" TV. But it's when you head downstairs that the work of Magnolia really shines. There you'll find a true Man Cave, complete with a 63-inch Samsung plasma TV, two MartinLogan Purity Electrostatic

speakers, a MartinLogan Dynamo subwoofer and MartinLogan Encore surround speakers, and a number of components which are hidden on a rack in a nearby closet. The space also includes a pool table and a foosball table – with another flat screen on the opposite wall so you're never far from the view of the latest game.

"Honestly, the Man Cave is mine," Steve says with a laugh, "I play in loud atmospheres all the time – so when I'm home chillin' I want total relaxation." And this space gives him that. He can sit back, strum a few chords on the guitar, and enjoy the latest football game, concert or movie.

Amy Russ and pal Kobe hang out in the family room.



Daughter Sammie relaxes in her bedroom equipped with a wall-mounted HDTV.

Son Chris takes a break from his favorite video game in his room decked out with a flat-panel TV and PlayStation 3.



The Magnolia difference

"It was our first time in Magnolia – and it was perfect," Steve said happily. "You see Magnolia and think you can't afford anything in there – and that's not the case. What our house design shows (and granted it's not cheap), but you can see how you don't have to spend 200 grand to have a really elaborate and nice setup. The kids love their rooms – in fact, Sam barely comes out of her room."

Steve went on to say, "They were just so hands on – they sat us in a room, they took care of us, they were knowledgeable." "Very knowledgeable," Amy added. "They didn't try to steer us to spend more money, they weren't pushing a higher product – they were really

Tommy Leonard, the Magnolia Sales Pro on the Miceli house, stops by to make sure everything's running smoothly, and to get a sneak peek of a movie on Steve and Amy's 63" plasma.




It was our first time in Magnolia – and it was perfect.
They were just so hands on, they took care of us.



honest and comfortable. After that, we thought, we're not going anyplace else. We really like how it went. And we've received fantastic service ever since. Tom will follow up, call and e-mail. They always return a call – it's the whole package, it's all about service. You can buy a Samsung TV almost anywhere, but are you going to get someone behind it that endorses it, number one, and that is very supportive and appreciative of the business? You get what you pay for."

It's that kind of relationship that Magnolia wants to build with every customer, because they know that a happy customer is a returning customer and one that will tell their friends about what a great experience it was. As Tommy Leonard points out, "It doesn't matter

how much we sell – it's about building a relationship with customers and treating them as friends. So then it's us and you, figuring out what you need, and creating those solutions for you. Magnolia has always been about the customer experience – it's not about what you sold the customer, it's more about why the customer is in the store and figuring out the best solution for them."

It's this dedication to every customer that separates Magnolia from the competition and keeps customers like Steve and Amy coming back time and time again. Because creating home theaters that rock isn't just Magnolia's goal for rock stars. 

Amy and Steve's master bedroom complete with a wall-mounted HDTV and breakfast in bed.



LUXU

F

For the ultra-affluent customer, the sky's the limit when it comes to all things luxury. From the clothes they wear, to the car they drive, even the wine they drink – it's not the ordinary – it's unique, it's different and it stands out from the crowd. They enjoy things that are hand-made, hand-crafted, using only the finest materials. The only area they can't do this in is TVs. Yet it's this one status symbol that a man likes to brag about the most in his home – because it's the one thing that dominates nearly 70% of his life at home. Still, most of these affluent individuals have the same TV that is available to everyone else.

RY

FOR THE

TVS

AFFLUENT VIDEO CONNOISSEUR



That's where NuVision comes in. They've found the opportunity to fill this gap in the market by creating a brand that is unique and that appeals to this affluent customer. NuVision flat-panel TVs are hand-made, using only the highest quality products, with a picture that's as stunning as its brushed aluminum frame. And service is simply second to none for the affluent customer who expects nothing less. And even with all this, NuVision has found a way to build a green TV and give back in more ways than one.


The NuVision difference

On or off, you can see that there is something special about a NuVision television. Like a luxury automobile, one look is all it takes to know that you're in the presence of something special. For NuVision, it's their uniquely simple bezel. When you look at the TV, there's no branding in the center, just a delicate "U" in the corner, and the bezel is finished in a textured, non-reflective aluminum, so it looks and feels rich and expensive, like a fine picture frame for the work of art it holds inside it.

["We go out and put the best ingredients in our TVs."

But to make it truly luxurious, NuVision took it one step further. When you live a customized lifestyle, you expect customization from everything you buy, even your TV. That's why NuVision allows you to completely customize the color of the bezel on their 55" HDTV. You provide the pantone number and they will match it – it costs a bit more, but when your luxury sports car has a special paint job – why shouldn't your TV? So whether you want to be uniquely different, or are looking to match your home's décor, they've got you covered. Add to that the ability to install a two-way mirror to the screen of the 55", and you have a TV that has a spectacular





picture when it's on, and looks like a mirror when it's off. It's little extras like these that separate NuVision from any competitor.

But all that flash means nothing if the picture isn't stellar – that's where NuVision really shines. "We go out and put the best ingredients in our TVs," says NuVision's CEO David Hester. "We invest in better chip sets, we invest in better finishes to our products, we invest in different design. What you'll see from the actual ingredients and performance of our products is that we put all the good stuff in. It's tested and calibrated individually on the line as it goes along. Our approach is very similar to that of a high-end watch maker – our TVs are built by hand, they're not a standard production piece built by robots."

"This is all very clear the second you turn on any NuVision model. The picture is amazing, and the hand craftsmanship shines through.

"Our approach is very similar to that of a high-end watch maker – **our TVs are built by hand**, they're not a standard production piece built by robots."

David Hester went on to say, "The most important thing is always the picture, and we make sure our picture quality is better." To accomplish this, NuVision gives you three unique options to watch your programming in. The first is called FX5 – giving you 120 frames per second for true 120Hz technology, producing the same effect as though you are at the cinema. If you are watching sports or cartoons, you can watch it in frame forward motion (FFM). Then for gaming, you can switch the whole TV so all the processing goes over to the game, giving you faster response to the picture on the screen. So unlike other TVs that dictate to you what you're going to watch it in – they give you three choices.

To further reach the goal of a perfect picture, NuVision's bezels are non-reflective, so you can't see the reflection of what's behind you. The glass is also non-reflective, having a matte finish to cut down on glare. "We are unique in that we don't want to distract anyone from the picture quality," says David Hester. They also don't crush the blacks – you'll see shadow

detail – not just black – you'll see more grey – like you see pictures in real life – a more natural approach to how the eye sees things. "We try and make our TVs perform in a normal lit environment," says David Hester, "We're very different in that approach, we call ourselves the flat screen connoisseur."

All of this makes for a TV that performs as well as it looks. But if NuVision was just a fancy customizable TV with an incredible picture, would that be enough? Not for NuVision.

A TV you can feel good about

When you're spending a bit more on any product, you expect a bit more out of that product, and for NuVision that means not only appealing to customers' sense of design and appreciation for an exceptional picture, it also means appealing to their customer values.

NuVision focuses on keeping all their products

green. Their current 55" LCD runs on only 28 watts. Similarly sized plasmas run on 338 watts and standard LCDs run on 176 watts – so energy efficiency is very important. Plus all of their products meet the guidelines laid down by California for 2011 – they use no mercury and the aluminum they use is recyclable. Every NuVision dealer is a recycle center for the products they sell, taking back NuVision TVs and disposing of them in an ethical manner.

NuVision also makes a TV with a pink bezel, which may seem odd for a high-end television manufacturer, but they do this in support of breast cancer awareness – donating \$100 of every pink TV sold at Magnolia to Susan G. Komen for the Cure®. It's little things like this that help customers understand that this company takes a very holistic approach to everything they do.


And when it comes to backing up their products, they truly go above and beyond. All their TVs come with a two-year warranty, and for the first 30 days, if you find any issues, they'll exchange it, no questions.

And should your TV ever need service, NuVision will fix your TV within two business days right in your home. "It's that attention to detail that we put into our brand – so it's best in class – we give 99% coverage throughout the USA including Alaska and Hawaii," says David Hester. "If you're selling a luxury product it's got to be that white glove after-care approach – because you want that loyalty later on."

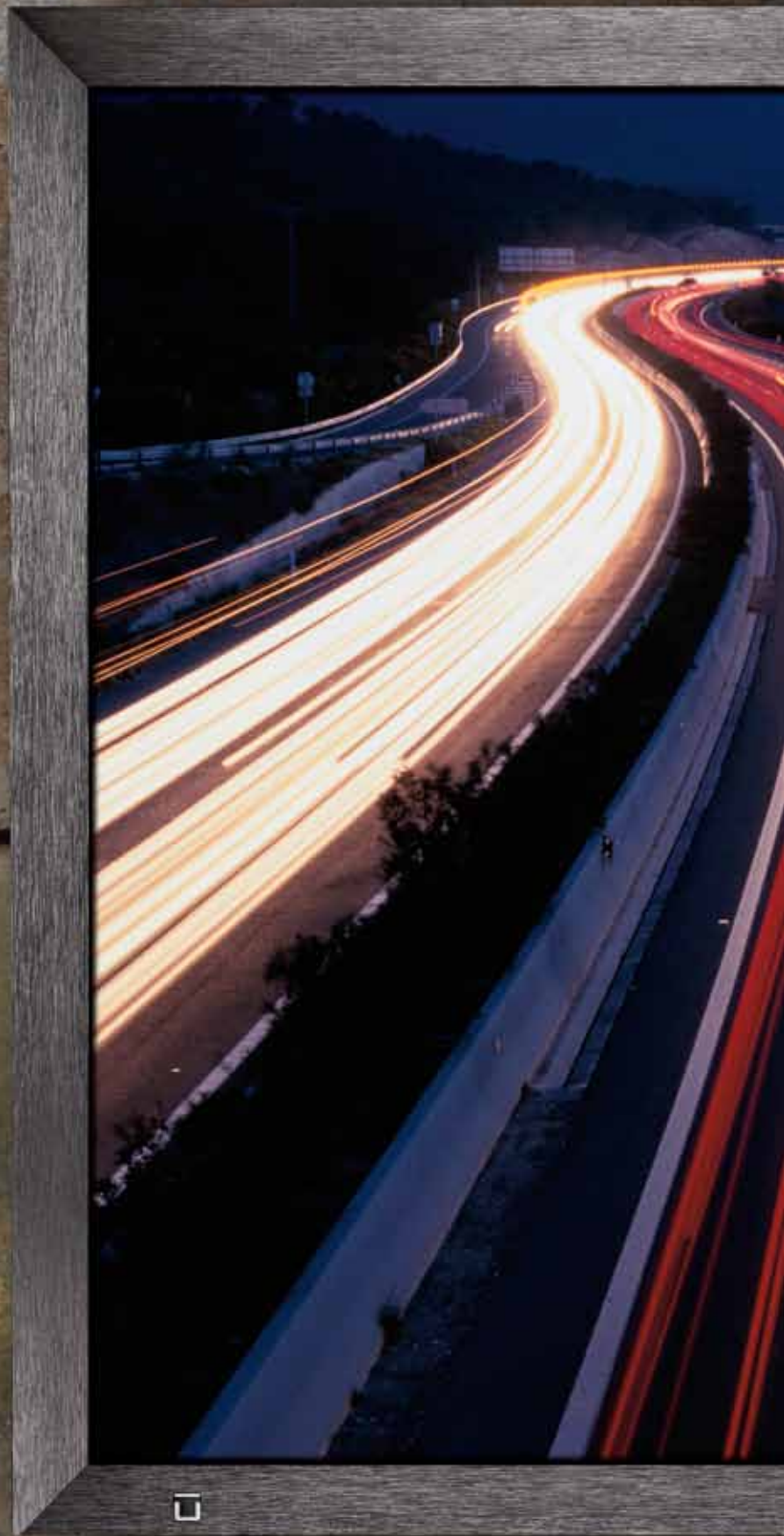
Personal service is also key to NuVision. When you call, you never get an answering machine – you always get a human being. Plus, every day, CEO David Hester goes through any questions or problems they may have had from customers. "It's about understanding what the problems are, then going out and dealing with them. We put upgrades out if that's the case, we have that very hands-on approach, because we're not selling hundreds of thousands of TVs. We're very small and exclusive, we only look to sell 20,000 TVs a year because we only have 600 dealers in all of North America. You don't see Rolex available in every jewelry store because it's sold for a very exclusive customer. That's why we like the approach we have with the Magnolia Design Centers – they have fewer stores, they're more exclusive."

What's next?

The future is bright for NuVision. They've recently expanded their line into the projector market with ProVu, offering an LED Projector to be followed by a single and 3-chip projector. There are also many new screens which will be introduced later this summer and into the fall made with Mother Nature in mind, by being very energy efficient and following the company's green credentials.

For a small company, they're really keeping pace with the latest technology, offering TVs that offer great design, an exceptional picture and outstanding service for the affluent customer who wants a TV that's like no other. For those that want it all, and can afford it, your TV is waiting. 

Magnolia only offers NuVision televisions inside their Magnolia Audio Video and Design Center locations. For a store near you, visit magnoliaav.com.



HEAVENLY



Suites

in the heart of

Sin City

Las Vegas, the city of excess where, what happens here, stays here, has one location that will want you staying forever. The Sky Villas at the Aria Hotel in the heart of Sin City offer high rollers a party pad with luxury amenities that would make even the wealthiest of wealthy blush. With so much opulence everywhere on the Las Vegas strip, how do you separate yourself from the competition, and make the one place that's often an afterthought in this city – the hotel room – a place you'll be excited to return to?

For the answer, the Aria Hotel turned to Control4 for complete room automation. Every room in the hotel is managed by Control4, from the lights, temperature, TV and even drapes. And when you open the door to even the most basic room (and I use the term basic very lightly) you instantly notice there's something different, the curtains automatically open, the lights come up and the Control4 home screen comes to life on your flat-panel TV. You're no longer just in a hotel room, you're in a room that's "not just hi-tech, it's high convenience," as John Bollen of the Aria put it.

But for the ultimate in luxury and opulence, one needs look no further than the Sky Villa Suites on the 57th through 59th floor of the Aria. These suites, some of which are two stories and have as many as three bedrooms, are the pinnacle of extravagance.

Imagine marble his and hers bathrooms, spectacular city views, flat-panel TVs everywhere, and to top it off, complete one touch control of everything around you.

And in these rooms, where everything is grand, Control4 and the Aria Hotel turned to Magnolia for the installation of the Control4 systems, the distributed audio and video systems and all the associated electronics, to create 19 heavenly suites in the heart of this devilish town.



Right: The massive curtains to the main living space open with a single press of a button to reveal the incredible view of the Las Vegas skyline.

Below: Each of the three bedrooms has a his and hers bathroom. This white marble bath is designed as the ultimate luxury for any woman, with its heated towel rack, flat-panel TV, integrated speaker system, fresh cut flowers and complimentary perfumes and toiletries.



The experience

So what's it like staying in one of these massive suites overlooking Las Vegas?

Entering the Aria Hotel, Sky Villa Suite guests are escorted to a private check-in facility located behind two massive gold doors in the high roller portion of the casino. After checking in, a private butler leads you up to your room. As you enter the massive villa, you feel as if you're stepped out of the hotel and into a luxury apartment. In the two-story suites, the extravagant gold staircase is certain to be the first thing to catch your eye. Walking in, a second and third butler greet you, offer you a drink and give you a tour of the space

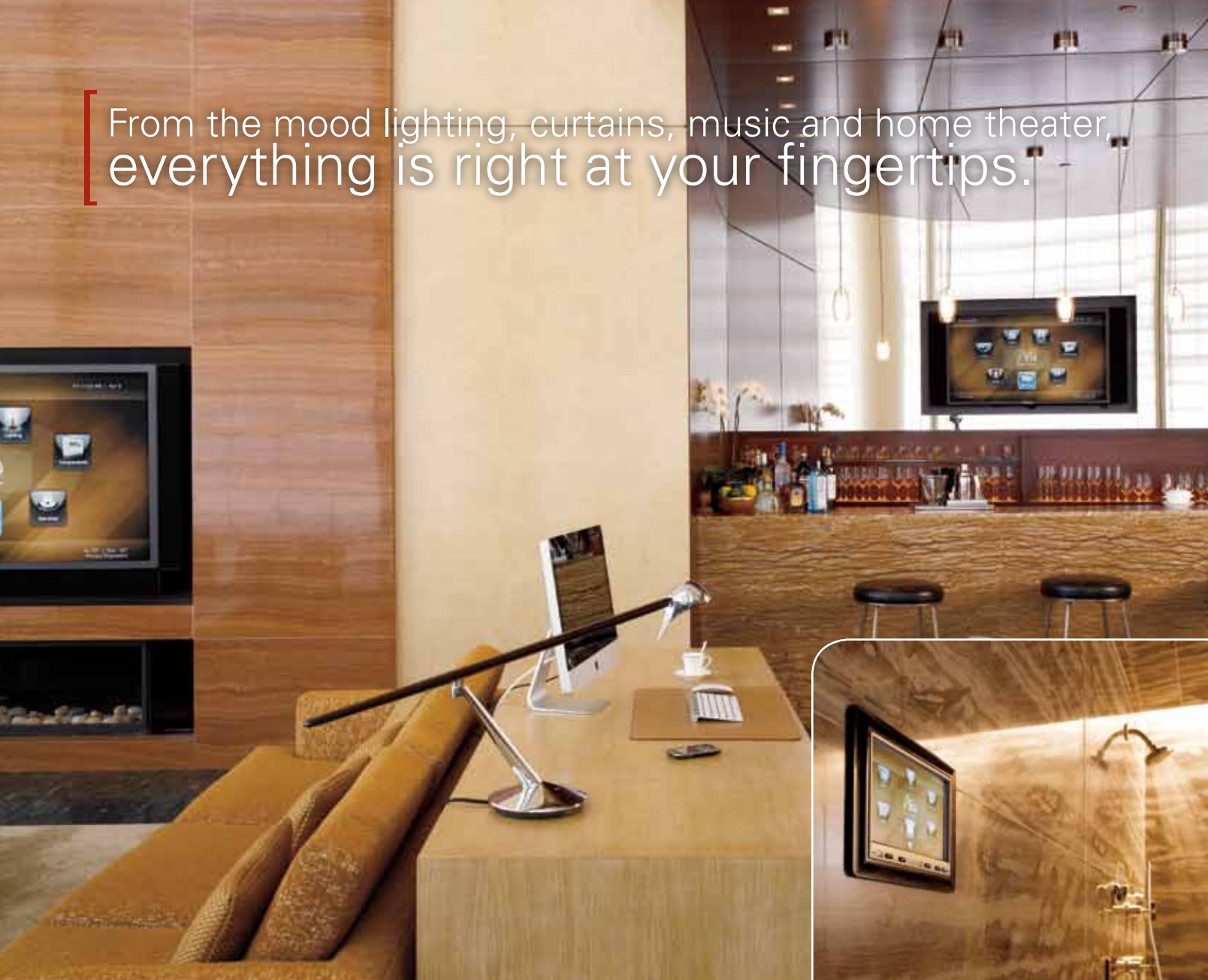
and all its amenities, including a short demonstration of the Control4 system. From there you are left to enjoy this incredible environment and all it has to offer. You can have a drink at one of the two fully stocked bars, take in a game of pool at the billiards table located on the second level, get some work done at the desk, get your daily run in at the in-suite workout facility, or just relax and listen to music or watch a movie. Going out for the night? The suite even includes a beauty salon, or for that stressed out guest, a massage room. Oh, and you can even catch some sleep – that is if you can take your eyes off the spectacular Las Vegas view long enough to actually sleep.

Right: The hall leading to the first floor bedroom shows just how integrated Control4 is in this space. A Control4 panel sits just outside the room allowing you to control the entire villa, or if you're a bit less technologically savvy, there is also a manual control just below it. Next to the bed is another Control4 panel, making it easy for guests to control the space no matter where they may be.

Far right: Touch panels are never too far away in this luxury villa. Even in the master bath you have complete control of the music, lighting and room temperature.



From the mood lighting, curtains, music and home theater, everything is right at your fingertips.



But this incredible villa is probably best used as the ultimate luxury party pad, where guests show up early and end up never leaving. The Sky Villas are truly remarkable rooms, and the piece-de-resistance is how simple it all is to control. From the mood lighting, curtains, music and videos, everything is right at your fingertips thanks to one of the many Control4 touch panels located throughout the space. There are also a number of auxiliary panels that allow you to plug in your MP3 player, camera and other devices so you can listen to your own music or watch your own movies. And because the TVs are all Internet Connectable, you can even look up your flight information before you leave, right on your TV. Nearly anything you can imagine is just a click away. And with the Control4 platform, as technology changes and advancements are made, the system has the capability to grow and advance along with it. So it's the perfect system for today, tomorrow and for whatever the future may hold.

And for the non-technophile, the rooms are equally as enjoyable. The rooms were designed so that no matter your level of experience with technology, you can still control the room. That's why they kept everything manual as well, so if you want to turn off the lights there's





a switch for that. As Paul Williams, Vice President of Global Hospitality Operations for Control4 put it, "It was important that if somebody was averse to technology, that there was still a way for them to control the room and not be hostage to the technology."

But all this technology isn't just for the guests. Control4 also adds big benefits to the hotel. With such detailed control of the lighting and temperature, rooms are much more energy efficient. When guests check out, the rooms automatically go to a stand-by mode, where all the lights shut off and the thermostat goes to a neutral setting – plus the drapes close, and in the Las Vegas heat this helps keep the rooms at a mild temperature without having to use air conditioning. It even helps with daylight savings time – instead of having to change every clock in every room by hand, the system updates itself automatically. It's luxury for the guests and luxury for the hotel – not bad for one simple system.

Building the system

Imagine walking into a construction zone and being told, now put in a high-tech infrastructure that will control all the lights, thermostat, blinds, TVs, and anything and everything that might be considered electronic. That was the role Magnolia was put in when Control4 and the Aria

Hotel called upon them to install the automation system in their top 19 suites. It was a challenge – but a challenge Magnolia knew they could meet by partnering with their parent company, Best Buy®, to complete the project in just 45 days. And these aren't your ordinary hotel rooms, with some of the villas reaching 8,000 square feet; it was like decking out 19 large homes in just a few months.

To achieve this goal, Magnolia turned to their dedicated teams of Engineers, Installers and Programmers. And with an installation staff with employees going on 30 years in the industry, and with an average tenure of 10 years, it was a project that utilized everyone's unique talents. It was these Installers that would lead small groups of Geek Squad® Agents from all over the country to complete this massive install, with guys pulled from Sacramento, New Jersey and Minneapolis. Working seven days a week, for 15-20 hours a day, Magnolia in partnership with the Best Buy Geek Squad Installers seized this once in a lifetime opportunity to work on the largest privately funded construction project in the history of the United States – and they succeeded with flying colors.

"It was a blast to come in each day and work there, everything moved so fast," reflected Christian Harris, Pacific Northwest Installation Manager for Magnolia. "Everyone

Why did the Aria and Control4 choose Magnolia for such a massive project? Two words: knowledge and experience.

Far left: The integrated speakers above the billiards room and bar on the second level of the villa.

Center: The workout room complete with flat-panel TV and Control4 on-screen management of your music, movies, temperature and lights.

Left: We've all been awakened by screaming alarm clocks. At the Aria, you're gently awakened by the morning's light as your curtains slowly open, your TV turns on, and the lights in the room turn on. Now that's a good morning.



John Bollen
VP, Technology.
MGM Mirage, Las Vegas.



thoroughly enjoyed what they were working on, they could see what it was being used for." And what it was being used for were some of the most amazing hotel suites you'll find anywhere in the world. And equally as impressive is what you don't see, like the nearly one million dollars worth of gear that Magnolia wired and racked in a month. That's 165 satellite boxes and more than 30 racks that are hidden in utility closets to seamlessly run these grand suites, so when a guest pushes a button and the drapes open and the lights come up, there's not a wire in sight.

And with each room presenting its own challenges, and with the hotel's grand opening drawing near, Magnolia found itself finishing a suite in the afternoon and a guest staying in it that night. The entire project was a feat of monumental proportions, from the size, the scope and the limited timeline, Magnolia helped bring it all together and make it the success it is today.

Why Magnolia

When it comes to such a huge project, how do you choose a contractor? For both the Aria Hotel and Control4, the answer was rather simple: Magnolia. Why? Two words: knowledge and experience.

As John Bollin of Aria put it, "Magnolia's expertise on how the product worked was amazing." He added, "It also helped with speed, because they knew their way around, they didn't have to ask, they just got it done. They lived here. They knew what they needed to do and they did it."

For Control4, it was Magnolia's Engineering services that impressed them the most.

As Paul Williams from Control4 put it, "The Engineering team came in and they were able to design documents and provide drawings to the hotel so they could have their contractors do high voltage and low voltage wiring correctly. That was a huge benefit for us. The

Top: Just a glimpse of the more than 30 racks that Magnolia built for the top 19 suites at the Aria.


Left: The entrance to the two story villa. Control4 consoles are located throughout the space, giving guests convenient control wherever they may be.

Center: Guests can easily bring up their flight information on any flat-panel TV throughout the villa, so they know if their flight has been delayed - which isn't such a bad thing if you get to hang out in one of these luxury suites for a few more hours.



Engineering services from Magnolia are just top notch. To be able to do it in the scale and scope necessary, there's a rare breed of integrator and company out there that can do that, and Magnolia's one of them."

These relationships, built on trust, allowed all parties to succeed under extremely tight timelines that would have left many other companies gasping for air.

And in the end, what Magnolia proved is that they could pull off a multi-million dollar project like this, with their central resources to provide project management and oversight, nearly anywhere in the nation – including where you live. So when you're ready to turn your home into the luxury villa of your dreams, look no further than Magnolia – because even if you don't live in Sin City, they'd be happy to create a heavenly suite for you. 



It takes a village. The Magnolia team that brought it all together:

(Pictured) Aaron Miller, *VP Services*, Patrick Sargent, *Engineering Manager*, Christian Harris, *Installation Manager*, Lucas Cervi, *System Engineer*, Will Coumou, *Lead Technician*, James Luke, *Technician*, Vic Esposito, *Project Manager*, Gracian Cline, *Lead Technician*, David Barnett, *Training Manager*, Nick Huffman, *Lead Technician*, Dave Helland, *Technician*, Larry Tait, *Lead Technician*, John Lansbury, *Installation Scheduler*, Ben Krauss, *Technician*, Tom Wood, *Technician*, Lowell Soong, *Rack Technician*, Adrian Valliere, *Technician*, Brandon Bryant, *Technician*, Kelvin Choy, *Lead Technician*, Mihail Dumanov, *System Engineer*, Rick Cole, *Project Manager*, Chris Swanson, *Lead Technician*, Mark Vegors, *Lead Technician*, Jason Poff, *Programmer*

(Not Pictured) Jim Fleming, Colin Richey, David Martin, Pedro Caballero, Rodolfo Valle, Dennis Carter, Sean Rice, Stanley Lewis, Jesse Medina, Scott Torres, Marcus Kirkendall, Anthony Miller, Joshua Sharpe, Todd Caputo, Chris Losasso, Robert Smith, Mona Wright, Nathanael Speakman, Nicholas Dickinson, Roger Camm, Chris Bunzey, Matt Shoemaker

The team from Control4 that worked with Magnolia to get everything up and running: Jim Gist, *Vice President of Commercial Systems*, Paul Williams, *Vice President of Global Hospitality Operations* and Bryn Morrison (not pictured), *Senior Project Manager*.





Victor Savage
Magnolia System Designer
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(310) 309-5000

The Amp & Preamp:

If you're like most of us, you probably started your audio journey with a rather large portable device. Depending on your age it might have been a simple AM/FM radio, or the classic boom box many of us shrugged on our shoulders to try and look cool. As time passed, you may have moved up to a one-box home theater receiver, complete with several power amplifiers to supply enough current to power all your loudspeakers. But the key word then was power – as many systems were often measured by how many neighbors you could disturb at any one time. Then, as you grew up, you probably upgraded to a home theater system that would power all your gear and give you the surround sound experience you were looking for. So what do all these things have in common? They all faithfully provided the convenience of essentially containing all components in one chassis, with space-savings and performance good enough for a modest home theater or 2-channel rig. So, why would anybody consider separate components to help fuel one's desire for high-performance audio?

“The true sign of great equipment lies in its capacity to ‘get out of the way’ and allow you to just enjoy the performance... When a Processor or Preamplifier and Amplifier are in separate enclosures, each has a dedicated heart to pump the current required without compromise. This takes you from Hi-Fi to a live performance in your home.”

Victor Savage, System Designer
Magnolia Audio Video

A new kind of power

Oh sure, that stereo you had in high school or college had power – dirty, ear drum shaking power meant to send your parents or neighbors into fits. And let's face it, most of what we were listening to back then on cassette tapes or eight tracks was never going to produce great audio fidelity anyway. But today, there's a greater desire than ever to achieve clean, rich sound, as mixing techniques and audio recordings have advanced. The problem is, most A/V receivers are limited when it comes to undistorted, raw power. To incorporate five or seven amplifiers into one chassis, an engineer is faced with designing all of these internal amps to share one transformer and power supply. Then, they are coupled with the problem of limiting the maximum power output to avoid overheating.

Furthermore, as one's room size increases, the demand for larger power output with clean playback levels comes into play. This is also applicable where much larger, power-hungry or inefficient speakers are concerned. The one true way



A Separates Approach to High Fidelity

to experience enough real-world power to effortlessly fill a large space with loud, clean sound without obvious distortion is by opting for a separate power amplifier (or, as is sometimes the case with a dedicated 2-channel system, a pair of mono-block amplifiers — offering one amplifier to power each speaker).

The benefit of a preamp

So if you've bought in to the notion of a powered amp, you'll now be faced with the fun dilemma of mating the amplifier with a proper preamplifier. These separate preamps have the benefit of providing ample space internally for circuit topography and wiring for inputs and outputs, so their designs are often more elaborate and account for greater flexibility to the user.

A separate preamp is also typically superior to a receiver's preamp section with regard to measured performance of lower total harmonic distortion and noise. Given that there is greater physical separation of internal wiring and isolation of the audio-video signals from the power amplifier's circuitry, this eliminates most of the extraneous noise (hum) and signal interference that can occur in an integrated, single-box enclosure.

Upgradability

Perhaps the most often overlooked benefit of choosing separates is their ability to upgrade. Say you are really enamored with the look and performance of your preamp, but want a larger, more powerful amplifier.

If you have a receiver or integrated amp, you don't have this option; but with separates, you can upgrade to a better amp while keeping the preamp, and vice-versa. In addition, you can also tailor the sound to your listening preferences by choosing a solid-state designed preamp to work with a tube (or valve) amplifier. That way, you get the audible benefits of prodigious, tightly controlled bass that solid-state is often credited for, with the warmer and satisfying midrange that only tubes can offer.

A separates summation

As Steve Mulnick, Sales Director for McIntosh Labs, put it, "By opting for separate components, the consumer gains flexibility, performance and the freedom to selectively upgrade their system. As audio formats and connection standards change, a separate preamplifier allows an upgrade path to a new unit that incorporates the latest technology. Separate amplifiers better enable meeting the demands of different loudspeakers...if the loudspeakers are upgraded at some point in the future, separate amplifiers can also be upgraded."

So when you're ready to step on in to the separates world, stop in to your nearest Magnolia store and let us show you the difference separates can make in your home.

Defining Audio Separates

Amplifiers are designed to turn a small signal into a larger one; typically contains two channels (left and right stereo).

Monoblock Power Amplifier is a single channel amplifier, in which two are required to drive a stereo pair of loudspeakers.

Multi-Channel Amplifiers are required for surround sound systems requiring up to seven channels of amplification.

Pre-Amplifiers are designed as the control amplifier, often featuring source switching/selection, volume, equalization, balance and signal processing circuitry. It can also offer a phono stage option for vinyl playback.

Home Theater Preamp/Processors are designed to be the center of your home theater system as both the preamp and the surround decoder. A Receiver is essentially a preamp, surround processor, AM/FM radio and several smaller amplifiers built into one box. All of your sources connect to the preamp portion, which routes multiple signals to the processor, then to the amplifier.



Going Above and Beyond



David Barnett
Magnolia Technical
Services Training
Manager



The United States military is comprised of America's best and brightest. At Magnolia, we believe our Engineers and Installers are the best and the brightest in the industry. And when you combine America's best with the industry's best, you get David Barnett.

David Barnett is the training manager for Magnolia's custom Installers. That means David really knows his stuff when it comes to wiring, designing, electrical and custom installation. So much so that the United States Military asked him to design the telecommunications distribution system for the Air Force base stationed at the Kuwait International Airport. And if David can tackle that kind of project overseas, imagine what he can do in your living room.



David in Kuwait with fellow reservist Mike Hilton.

THE CALL OF DUTY

Seattle

Kuwait

Out of high school, David joined the Navy and embarked on six years of active duty during the Cold War. He was a Sonar man – an electronics technician who worked on equipment designed to track Russian submarines across the ocean – so if a war broke out, the US could track the Russians. David not only needed to know how to operate this equipment, but also had to understand how it worked so he could repair it if anything went wrong.

After his tour, David moved to Seattle, and being someone who loved home audio, video and custom installation, not to mention someone who was already a customer of Magnolia, he landed a job in the Car Stereo department at the Lynnwood Magnolia store. He worked there for a year before heading off to college to get his computer science degree. While in college, David joined the National Guard to help pay for school. After college, he worked in the telecommunications field learning about the technical side of Internet and telephone services.

Then David again was called up by the military to join Operation Iraqi Freedom. He served there from the summer of 2003 through November of the same year, and then worked as a government contractor for a year.

After his service, David finally decided it was time to do something fun, and he certainly deserved to. Remembering his time at Magnolia, and with his newfound skill sets from college and the military, he went to the Magnolia Design Center in Seattle, where he inquired about a job. At that time, custom installation was new, and Magnolia had just begun building its skill set in this space. So he took the only job available at the time, as a rack builder. He used this job as a foot in the door, so to speak, because he was looking for a more permanent position that would allow him to use his professional experience. Then, almost exactly one year later, Magnolia created the training position he holds today.

As David put it, "I built a skill set that is absolutely applicable to what we do at Magnolia today – telecommunications, networking, electronics, custom installation – the whole thing is exactly what we do – everything just came together perfectly."

Remaining as a Washington State Air National Guard Reservist, David was called up in December of 2009 to go to Kuwait. Arriving in Kuwait on December 24, David, with a team of three, spent four weeks designing the system that would hardwire the telecommunications distribution system at the Kuwait City International Airport on the military side. They created all the documentation and engineering drawings, parts lists and task instructions, and then turned the project over to the Air Force.


It's this type of training and know-how that has made David an integral part of the Magnolia team. Designing, redesigning and building solutions to make Magnolia's installation and engineering teams rise head and shoulders above the competition.

From military rooms to living rooms

David attributes much of what he learned from the military to the success of what he does every day for Magnolia. From the electronics and custom installation he learned in the Navy, to the cabling infrastructure for both telephone and network systems he learned as a reservist for the Air Force. "The work we do at Magnolia is a marriage of the two," he says.

But he's quick to point out that it flows both ways, "I've taken the things I've learned from Magnolia and brought them back into my reserve unit and been able to design audio and video systems for a number of bases – knowledge I wouldn't have had if I didn't work here – everyone benefits from the relationship."

And perhaps the ones that benefit the most from this unique relationship are the Magnolia customers. Because at the end of the day, everything that David has learned and has done, he's brought back to Magnolia to offer customers installation and engineering ideas that bring systems to life in their homes. And as an educator of these ideas to the installation teams, every Installer and Engineer benefits from David's knowledge.

David Barnett, a proud member of the United States military, a proud member of the Magnolia family, and someone we're all proud to work with every day. 



URC REMOTE CONTROL [MX880]

Intended for advanced remote control programming, but designed for the home theater enthusiast with complete flexibility in mind, the MX880 allows a highly sophisticated, near-limitless creation of macro programming. Its 2" 176 x 220 pixel LCD screen can be populated with colorful backgrounds and icons automatically, and includes the ability to utilize narrow band radio frequency (RF) cancellation.

LOGITECH REMOTE CONTROL [HARMONY ONE]

Control your entire home theater with one remote. The touch screen clearly displays common activities, like "watch TV" or "listen to music". When selecting a function, the remote can evaluate your system, turn on or off the appropriate components, select the proper settings and begin. It's ergonomic for simple navigation, and its backlit controls are neatly arranged.

LOGITECH REMOTE CONTROL [IH1100]

Experience a high-quality, completely intuitive remote for your high-end home theater. Designed for both home theater and home entertainment enthusiasts, it offers fully customizable icons, commands and controllability. It features a 3.5" touch screen display that controls everything in the order you choose, plus RF wireless capability and the ability to manage up to 15 components.



SOMETHING THAT BRINGS

URC REMOTE CONTROL [MX6000]

The revolutionary, award-winning MX-6000 brings the power and convenience of WiFi networking to your home theater without compromising simplicity. The MX-6000 provides both a narrow band RF transmitter for instant control of conventional home theater components and a built-in 802.11 WiFi transceiver for high-speed transfer of cover art, artists, album and song titles of your digital home audio. Plus, the 4.3" touch screen was designed for animation, offering a 480 x 272 pixel view to virtually any graphic. When connected to the Internet, you'll also get instant access to personalized news, sports, weather, stocks and more.



SENNHEISER PREMIUM HEADPHONES [HD800] Prepare for intensely realistic, natural sound that's so real and ambient, it's as if you're hearing your music right at the venue it was recorded. The HD800's new driver technology is uniquely positioned to send sound waves to your ears at a 45° angle to help create a spatial effect for a more natural listening experience. Plus they are exceptionally built with premium materials, allowing you to experience deep bass, a lush midrange, sparkling highs and more detail than you've ever heard before.



MUSIC AND MOVIES CLOSER TO ONE'S LIFE.



DENON NOISE-CANCELING HEADPHONES [AHNC732K] Enjoy your music without outside interference with these noise-canceling headphones, featuring Acoustic Optimizer technology for the most balanced tonal range. They reduce up to 99% of ambient noise, letting you enjoy your music anywhere, and without bothering those around you. Provides up to 40 hours of noise cancellation, and can also be used without the noise-canceling function.



SENNHEISER WIRELESS HEADPHONES [RS170] These ultra-comfortable wireless headphones make a great choice for movie and TV viewing, as their dynamic bass boost and virtual surround sound processing simulate the spaciousness and impact of a multi-channel home theater system. Offers 'Kleer' uncompressed, CD-quality wireless technology, and supplies a listening range of up to 260 feet.



SENNHEISER AUDIOPHILE HEADPHONES [HD555] Ideal for any audio application with their Open Aire™ circumaural design, these renowned headphones feature a special internal Surround Reflector, which generates a spatially extended sound field. Other innovative features include Ergonomic Acoustic Refinement (EAR) technology and Duofol™ diaphragms that take you to a whole new level of audio enjoyment.



William E. Low
Chief Designer
and Owner of
AudioQuest

The Man Behind AudioQuest

recently had one of the deepest, most open and honest conversations in recent memory. Oddly enough, it was around something as simple and essential to an entertainment experience as the often forgotten, or at least often underestimated, cable. Surprised? So was I.

It was a conversation with William E. Low, Chief Designer and Owner for AudioQuest—which he started over 30 years ago. In those 30 years, Mr. Low has grown his company into the largest cable supplier to the high-end specialist market. Sold in several hundred outlets nationwide, and in over 60 countries across the globe—he runs his company with the belief that what he sells must make a human connection. That what you do as a company, you do to earn a reputation or a position. And that “even the truth has to be sold.”

What was remarkably refreshing about the conversation was his realistic position regarding the design and marketing of his cables. His insistence that the foundation of the company, and AudioQuest marketing, be grounded in the honest performance of the products they sell may not seem profound on the surface. However, many manufacturers across all industries (not just the home entertainment industry) would do well to take such an objective look at their business. For if they really looked at or listened to the products they sold...they might not like what they see or hear. Mr. Low wants to know the limits so he can continue to push them and make his cables better.

Minimizing loss

This isn't any more transparent than in his firm stance that every single physical object through which a signal is transduced (even air) takes a toll on that signal. The question becomes how much of a toll, and what is the

threshold at which a customer is no longer able to tell a difference. Ultimately, no cable is perfect. Mr. Low's dogma is that when designing a cable, you can do no right, only less wrong. This is true not only for the cables in our systems, but also the components that make up our system. The substitution to a superior component improves the system only because it causes less damage. It may be a harsh view, but it is universal, even if his competitors won't admit their own limitations.

Maximizing value

So where does AudioQuest excel in a world such as this? It is in their mission to design the “least expensive way to make the most difference” within a wide range of price points to meet a broad set of customer needs. Mr. Low maintains that many of his entry-level cables will outperform many of the more expensive cables from the competition. And while even the entry-level AudioQuest cables require a modest investment, the value in what you pay for as a customer is greater because of the comparative quality to other cables within a similar price range.

It is from this overarching philosophy that customers must understand that every cable in the AudioQuest line, and every cable they have ever



Their mission:
To design the “least expensive way
to make the greatest difference”

A quest for honest performance and a human connection



created, comes. And with this philosophy backing up their design and innovation, it is no wonder they have such a strong and loyal following among high-end enthusiasts.

A difference you can hear


Yet if there is one specific area that AudioQuest focuses its innovative spirit, it would be within the audio realm. With the advent of HDMI™, Mr. Low explains that it is difficult to get the video side too wrong. Or, at least, wrong enough that a viewer can tell there is a difference. He describes that in most HDMI cables (unless they are ineptly made), when the digital video signal degrades, it degrades imperceptibly slow, particularly as the cable lengths get longer. But when that signal does finally fall off—it falls off a cliff and you know something isn't right. But with audio, the fall-off is gradual and minutely perceptible throughout—again more significantly as cable runs grow. This is common in both HDMI and audio cable runs.

Cables to satisfy any ear

To combat this, gradual improvements in metal, metal purity, geometry and dielectric are introduced as

customers progress up in AudioQuest price points. This is markedly clear in each successive step in AudioQuest's new "Indulgences" line of HDMI cables (see below). Each addition or modification brings an incremental improvement to the experience.

So where should customers put their money? Again, Mr. Low is a realist. He knows there are those out there who will be more than satisfied with the good, or an entry-level, AudioQuest experience. There are others who feel that their experience can't just be good, but simply can't justify stepping up to the best, so they land in the middle, while there are still others out there who must have the best and know they are doing all they can to squeeze every drop out of their entertainment experience. Yet, in Mr. Low's mind, the largest leap is for the customer who has been settling for cheap cables, and doesn't know what a quality entry-level cable can do for the experience.

That's the biggest jump in price point with the largest benefit. And he contends that a good salesperson, like a Magnolia Sales Professional, is essential to helping customers discover exactly what cable is right for their discriminating ear. 

John M. Sheehan, Managing Editor

Indulge yourself with some Chocolate

When it comes to HDMI cables, AudioQuest maintains a firm focus on the audio side of the equation. Why? Because it is where they can achieve the most striking difference. With a digital video signal, there is less chance of degradation, and any signal loss can easily be made up for by today's A/V components. Audio signals share no such luxury. The Indulgence series dedicates itself to exceptional and unprecedented audio-signal transmission through improvements in conductor materials, geometry, dielectric insulation and precision design. All Indulgences series cables employ high-fidelity solid long-grain copper and add progressively more silver plating as you go up in price. These 1.4 HDMI cables also provide bi-directional Ethernet communication, return channel audio, 3D capability, and support 4k x 2k HD theater resolution. Choose from Forest, Cinnamon (1.25% silver plating), Chocolate (2.5% silver plating) or Carbon (5.0% silver plating).



Dive into it:

Get ready to duck, roll and dive out of your seat—3D has come home. No, this isn't the lackluster polarized glasses version where flat 2-dimensional images appear to be stacked on top of each other. This is today's exciting 3-dimensional theater journey that TV and Blu-ray manufacturers are bringing into your home—immersing you and your family in the on-screen action.

In this new world of home entertainment, you'll sit down with your family wearing advanced 3D glasses that utilize an active shutter system. These powered glasses are designed to trick your eyes into seeing a picture that not only leaps out from the screen but also gives the illusion of depth to the screen—all rendered in impeccable 1080p HD. Imagine watching *Avatar* the way you saw it in the theaters. Or gaming in a world that suddenly feels like you are deep inside the landscape. Even sports will take on a whole new dimension, while breathtaking nature programming will help you swim, leap and soar right into the environments you are viewing. Welcome to the next generation of HDTV reality.

Coming at you in 3D in 2010

Launched in March of 2010, new 3D-ready HDTVs and Blu-ray players have already begun hitting the market. But don't expect everything to turn 3D overnight. Content will begin to come out throughout 2010 and beyond as the programming begins to catch up with the products. Three movies — *Monsters vs. Aliens* (Samsung), *Ice Age: Dawn of the Dinosaurs* (Panasonic) and *Cloudy with a Chance of Meatballs* (Sony) — will be available as part of these manufacturer's 3D TV bundles. As for future releases, Disney's *A Christmas Carol* is scheduled to release in late 2010 or early 2011, and many more are certain to come. Of course, the big question on everyone's mind is when will the 3D version of *Avatar* be released? Latest indications are not until 2011, but that could certainly change.



Theatrical releases are only a part of the future 3D content available for home enjoyment. ESPN went on air this summer with a dedicated 3D channel. They intend to broadcast a minimum of 85 events this year, including 25 FIFA World Cup matches already broadcast—plus 3D broadcasts of X Games 16, NBA basketball, college basketball and college football games (including the 2011 BCS National Championship game). Check with your local cable or satellite TV provider for availability.

Also in June 2010: DIRECTV (in partnership with Panasonic) started offering a free software upgrade to their HD customers, which provides access to three dedicated 3D channels. These include a pay-per-view channel, an on-demand channel and a channel called n3D™ featuring sports, music and other content. Then in late 2010 or early 2011: Discovery, Sony and IMAX have plans to combine

DEMO A 3D EXPERIENCE

A T A M A G N O L I A N E A R Y O U




whole family in on the action, be sure to pick up a set of glasses from the same manufacturer as your 3D-ready HDTV. For example, Samsung glasses will not work on a Panasonic HDTV and vice-versa.

One other essential component will be the eventual addition of an AV receiver with 3D pass through. If you don't have this component right off the bat, there is a work around. You will need to run your HDMI™ cable directly from your Blu-ray player to the TV and connect your audio cables into your receiver. It's a short term fix until more receivers adopt the new 3D standards.

Of course, you will also need a good high-speed HDMI™ cable capable of 10.2 Gbps or higher.

Come see it first hand at Magnolia

Be sure to visit a Magnolia near you to demo the full 3D experience first hand. Virtually every Magnolia location offers a working 3D setup showcasing several manufacturers' experiences. In addition, each Best Buy® store can showcase several other 3D experiences as well. We'll help you navigate everything from the best system for your space, to helping you get exactly what you need to make it come to life.

We can even make all of the connections for you in your home, so that when you and your family sit down for that first popcorn munching movie experience, you'll be tossing those fresh-popped kernels over the back of the couch as you duck, role and dive for cover. 



forces around a 3D channel that will focus on nature, space, science, exploration and adventure.

However, don't worry if there aren't huge libraries of content available right way. Because what is equally as impressive about these advanced HDTVs and Blu-ray players is that they are also some of the most advanced and brilliant 2DTVs and players available.

What you'll need to enjoy 3D

The three most important cogs in a powerful 3D entertainment engine are a 3D-ready HDTV, the 3D glasses and a 3D-ready Blu-ray player that can play the new 3D movies. Unfortunately, existing Blu-ray players that are not 3D-ready cannot decode the new content. Most 3DTVs you purchase will come with a pair or two of 3D glasses, but should you need more to get the

A Passion for World MartinLogan Speakers



There's no mistaking a MartinLogan speaker. That unique shape of the electrostat that rises from the base like a perfectly designed sculpture, immaculately shaped for the ultimate in audio performance. One look, one listen, and you realize a MartinLogan speaker is like none other on the market, and when you meet the people behind these one of a kind speakers, you realize they're different, too.

There are very few companies that build an electrostatic speaker, and there's a simple reason why – they're hard to make. They require a special level of knowledge to design and a special level of craftsmanship to build. "They're akin to producing a fine musical instrument," says Dean Tassio, Senior Vice President of Sales and Marketing, "Meaning you just can't bolt drivers into boxes and produce these types of speakers. You've got to understand how to stretch the film and give it the right tension, in the way you might tune the top of a violin. It requires a lot of patience, learning, apprenticeship and craftsmanship to build these speakers. They're all hand built, and the people that learn how to build these things have to spend a lot of time understanding how to make them sound right, and to make sure they're going to last a long time."


Class Sound



Left: MartinLogan's Senior VP of Sales and Marketing, Dean Tassio, surrounded by MartinLogan electrostatic speakers.

Middle: MartinLogan's Sonic Testing Room, where every speaker gets one last listen for perfection before it's packaged and shipped.

Right: The delicate process of building the Stage center channel speaker by hand.

A man with glasses, wearing a dark shirt and jeans, is sitting in a black chair in a room filled with audio equipment. He is smiling and looking towards the right. In the background, there are shelves with various electronic devices, including a receiver and amplifiers. A large window is visible in the background, letting in natural light. The overall atmosphere is professional and focused on audio technology.

19-year MartinLogan veteran and Product Development Manager, Greg Dunham, inside one of several testing rooms. *"I consider myself very fortunate to be able to work with something that makes music and makes it almost lifelike in your home."*

Maybe it's a Midwestern thing, maybe it's a MartinLogan thing – either way, you can hear the passion.

Big Sound, Small Stature **the New Motion**

Even though it's the electrostatic loudspeaker that's made MartinLogan famous all over the world, they do make other speakers without an electrostat. But even so, the idea is always to get as close to that perfect electrostatic sound as possible.

The newest line of speakers in the MartinLogan line are called Motion. These smaller gems use incredible engineering and know how to deliver that electrostat sound into smaller, much more affordable speakers. Understanding that most of their electrostats are inherently large, and wanting to accommodate smaller rooms, bookshelves, audio cabinets or to complete a surround sound theater,

MartinLogan set out to create a compact speaker with audiophile quality that retained what gave MartinLogan its great sound. Thus the Motion was born, using Folded Motion Tweeters that offer over eight times the surface area of a typical 1" dome tweeter for a clear, highly dynamic and precise sound. This achievement was no small task, but it helped that the same team that works on the high-end electrostats also work on the Motion, sonically tuning the Motion series to match up with an electrostatic loudspeaker, thus extending the same kind of sonic quality that they get from the electrostats down to a smaller product that is more application driven

This apprenticeship ideal runs deep at MartinLogan, where most employees have worked for 10, 15 even 20+ years, many having started in the workshop building these speakers by hand. Everyone I spoke with had a passion for the brand and the product that I can only equate with how a mother or father might beam about their first-born child. And knowledge runs deep, from the head engineer to the person working in the shop – they all know these speakers inside and out – and treat each one as if it were their own, because every person in the design and building process is part of the quality control process. Every person can pull a speaker from production, whether it's for the tiniest mark on the wood or a mechanical problem. Everyone is hell bent on perfection and nothing goes out the door until it goes through the Sonic Testing Room one last time to ensure it meets MartinLogan's rigorous sound quality standards.

Maybe it's a Midwestern thing, maybe it's a MartinLogan thing – either way, you can hear the passion and the love of every employee in every speaker. It's this level of ownership that has MartinLogan producing some of the world's best sounding loudspeakers.

Below: (Back) Lead Electroacoustic Engineer, Joe Vojtko, developer of the Vojtko Crossover and lead engineer of electrostatic speakers for MartinLogan over the past 20 years. (Front) Acoustic Engineer, Joe McCracken, engineer of the new Motion series.

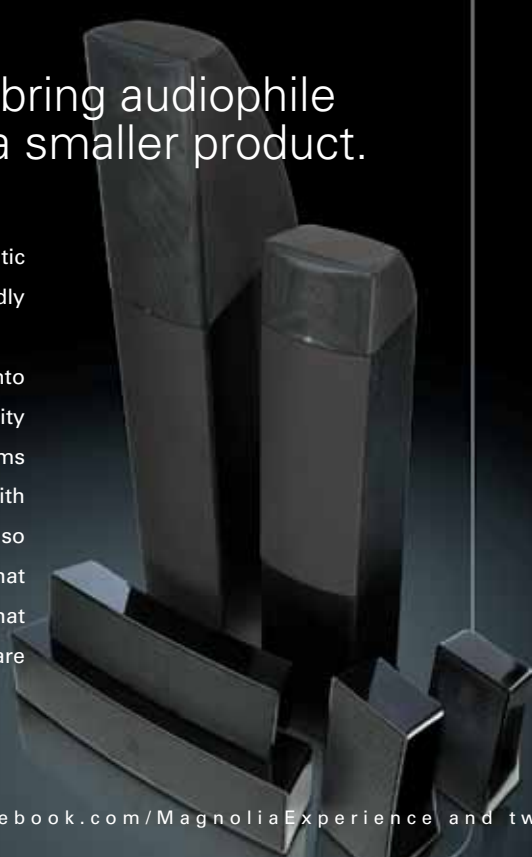
Below right: A few prototypes of the new Motion 10 floorstanding speaker: designed, engineered, developed and tested in the MartinLogan plant in Lawrence, Kansas.



Series [... a way to bring audiophile quality into a smaller product.

and can be mixed and matched with the electrostatic speakers and can also produce more room-friendly home theater systems.

"This was a way to bring audiophile quality into a smaller product and also give much more versatility in terms of building home theater-centric type systems either with all Motion products or in combination with electrostatic loudspeakers," says Dean Tassio. "It also allows us to bring the audiophile quality sound that MartinLogan is known for down to price ranges that would allow more people to enjoy what we think are some of the best-sounding speakers in the world."





Above: Rob Zimmerman, Operations Manager.
"The secret to this is, like most people who work here, I am super charged up about MartinLogan, and I have been since day one. It's the coolest job I've ever had."

Stretching the film onto an electrostatic speaker is an art form. There's no magical machine that stretches the film for them. No, these speakers are truly hand built, with the film being stretched by hand with minor assistance from a jig that holds the film and screen in place. Human hands then stretch the film and seal it onto the screen. A process that takes a lot of patience, learning and craftsmanship. A process MartinLogan has perfected.

What's up with that electrostatic loudspeaker?

There's no getting past it – when you buy a MartinLogan electrostatic speaker, you get this unique black screen that juts up from the base, and whether you like the look or not – there's no mistaking the incredible sound it produces. A single electrostatic driver is capable of reproducing the entire frequency range where human hearing is most sensitive to the delicacy and richness of sound. This unique technology assures that what you hear is faithful to the original recording by eliminating the need for complex crossovers and multiple driver arrays, which cause distortion. This all gives you an incredibly rich soundstage that puts you right in the center of whatever you are listening to.

Furthermore, these speakers use controlled dispersion, meaning they eliminate the room from the equation of the speakers' sound. The room you're in has a lot to do with how most speakers sound. MartinLogans don't send sound to the walls – instead they send it to where you sit. The sound doesn't come out at 180 degrees, it uses a 30-degree dispersion pattern so they can guarantee that their product is going to sound good in any room you put it in.

For MartinLogan, it's all about delivering great sound, and it only takes one listen to understand that the electrostat is a big key in achieving this goal.



The iconic strators (the black screens) are sprayed and then cooked in a specially designed oven not only for style, but also to add safety and functionality to the electrostat.

Above left: Every MartinLogan speaker is built by hand, offering real wood veneers on their speakers. As they say, *"If it grows on trees, we can make it into a speaker."*

Left: The CLX loudspeaker represents the pinnacle of the MartinLogan electrostatic line. Like most MartinLogan speakers, you can customize the frame to meet your color or style needs.

Customizing the look of great audio

With a hand-made, high-end product, MartinLogan quickly recognized that some of their best customers might want to give their electrostats an even more unique look. That's why MartinLogan allows customers to customize their speakers according to their own unique desires or room décor. As they say at MartinLogan, "If it grows on trees, we can make it into a speaker." But wood isn't the only option; aluminum, metal and leather are also available on certain speakers, for a completely customized look that says, "that's my speaker."

MartinLogan has taken this customization into the commercial market as well. Harley Davidson Motorcycles had MartinLogan build them a speaker with a leather base, Harley logo and metal electrostat frame – one badass speaker for a badass bike company. They also built a speaker for Magnolia in red to match the brand's colors for a charity auction. "This allows the customer to access

these products in a way that they can listen to them and enjoy the music, but also look at them and share an identity with them," says Dean Tassio, "They're all hand built – so there's no reason we can't do it. So when someone asks us to do something, as long as it's within reason, we'll do it. We're almost the Orange County Choppers of loudspeakers."

The business of entertainment

The people of MartinLogan are fun people; they enjoy the ideals of the small town life, but also enjoy having a good time. It's this passion for entertainment that makes MartinLogan and Magnolia such a good pair. Both companies strive to bring good entertainment to their customers. As Dean Tassio put it, "we're in the entertainment business, and you have to like




Right: The Sonic Testing Room inside the production shop – the final stop where every speaker is tested one last time for that perfect MartinLogan sound. Next stop, your living room.

[...this isn't a trip to the dentist.



that, and you have to be able to show your customers that that's what you're able to give them. You can see the enthusiasm that's generating through the people that work at Magnolia, and how they are able to communicate to their customers that this is fun, this isn't a trip to the dentist. You're coming into a wonderland where you can get some of the best entertainment experiences money can buy."

Dean went on to say, "Through good times, bad times, even in the worst of times, this business is still a lot of fun, because at the end of the day you can put on your favorite music or your favorite movie and you can pour yourself a glass of wine, sit down, relax, and get away from it all. So what better business is there to be in?"

When you're ready to sit back and enjoy some really amazing speakers made by some really amazing people, visit a Magnolia showroom and ask for a demo – you'll be glad you did. 

Above: The iconic strators that give the electrostat its unique look are curved by hand to exactly 30 degrees. This curve allows the speakers to direct the sound better than typical speakers, taking the room out of the equation when it comes to the speakers' sound.



You're coming into a wonderland where you can get some of the best entertainment experiences money can buy.



Sound ADVICE:

HOW TO ACHIEVE A PURELY

BALANCED

AUDIO SYSTEM

So you're ready to make the leap into audio. Maybe you have a new flat-panel TV that you want to add better sound to, or perhaps you just want to bring high fidelity sound into a special room in your house. Either way, you've got a fun journey in front of you. But before you run out and get a new pair of speakers and think that's it, there are a few more things to consider. When looking for purely balanced sound and a jaw dropping audio experience, you should keep in mind the following: the size and shape of your listening space, the equipment you choose, and how you set up your new speakers within that space. Keeping these elements in mind will help you achieve a truly reference-quality system that you'll enjoy for years to come.

As we move through this journey, and for the sake of this article, I'll be concentrating on 2-channel or stereo systems, and what you need to do to achieve the best possible sound.

A room less square means a well-rounded sound

One of the first questions I'm usually asked is, "What type of room should I use?" The answer is surprisingly simple: Any one you'd like. But here are some things to look for or avoid:

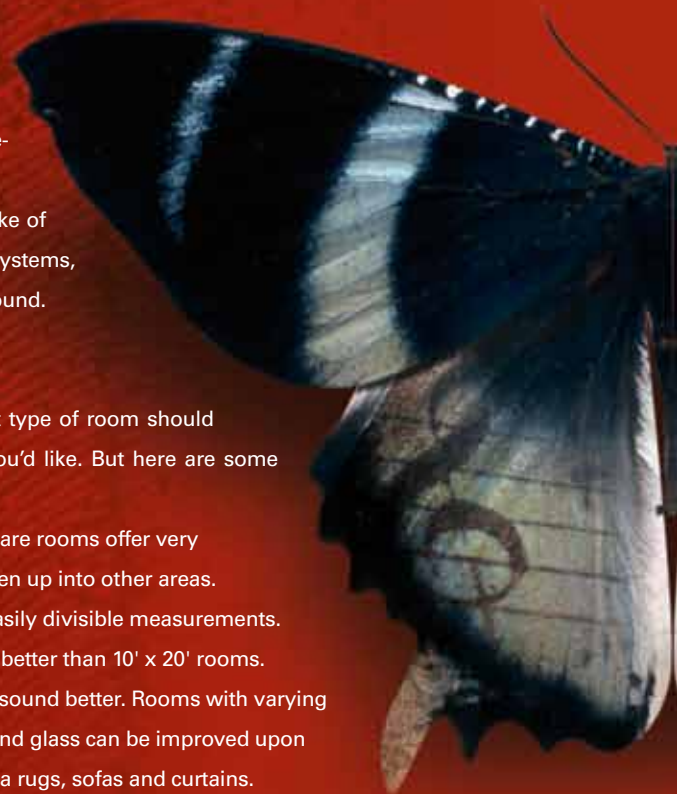
- Perfectly square rooms should be avoided. Square rooms offer very inconsistent sound, even square rooms that open up into other areas. The best rooms are rectangular, and have no easily divisible measurements. For example 10' x 21' rooms are almost always better than 10' x 20' rooms.
- Lots of different surface materials make rooms sound better. Rooms with varying hard surfaces such as hardwood floors, stone and glass can be improved upon with the addition of softer materials such as area rugs, sofas and curtains.

If you are one of the lucky few that has the option of building a room for dedicated stereo listening, here are a few additional tips:

- Build the walls and ceiling to be as stiff as possible for greater bass performance. A layer of sheetrock over plywood is ideal.
- Select room treatments that incorporate a mixture of absorptive (to dampen the sound), reflective (to amplify the sound) and diffractive (to break up the sound) surface materials.

Make sure you're well-equipped with quality equipment

The equipment, of course, is a big area where Magnolia can really help your new system shine. The following are a few guidelines for picking out your gear, remembering that you should always listen first before making



any purchasing decision. Keep in mind that you can always consult a Magnolia System Designer for a demo.

Speaker selection. Here's an easy rule, but one that many people fail to heed: big speakers go into big rooms; small speakers go into small rooms. If a speaker is too big, it will sound congested and throttled-down. If a speaker is too small, it will have to work outside of its comfort zone, resulting in thin, lifeless sound. So in this case, size does matter.

Amps and receivers. Remember, not all power is created equal. So here's another easy rule: choose quality over quantity. What I mean is, simply stated, 75 watts from one amplifier can sound like 150 watts from another — it's all in the design, and will affect the sound immensely. The same is true for what CD player, turntable, streaming device or preamp/processor you choose; quality always trumps quantity.

Speaker cables and interconnects. Cables and interconnects can have just as much effect on the sound as the speaker selection itself — the better the cables, the better and cleaner the sound.

Speaker Setup: Your most underrated and overlooked ally

Unknown to many, the exact placement of the speakers in a room has by far the most profound effect on the resulting sound. Even movements by tenths of inches can make a huge difference.

To get your speakers set up just right, you want to follow a few simple rules. First, spacing your speakers apart a minimum of 8 feet or so is recommended. Most are also happiest when they are placed 2 feet or more from the nearest front or side wall; but there are exceptions. Experimentation is key. The end goal is to find a position that creates an equilateral triangle. So if you measure 8 feet from one speaker to yourself, then the speakers should be 8 feet apart. Also, try toeing-in, or pointing them towards the listening position.

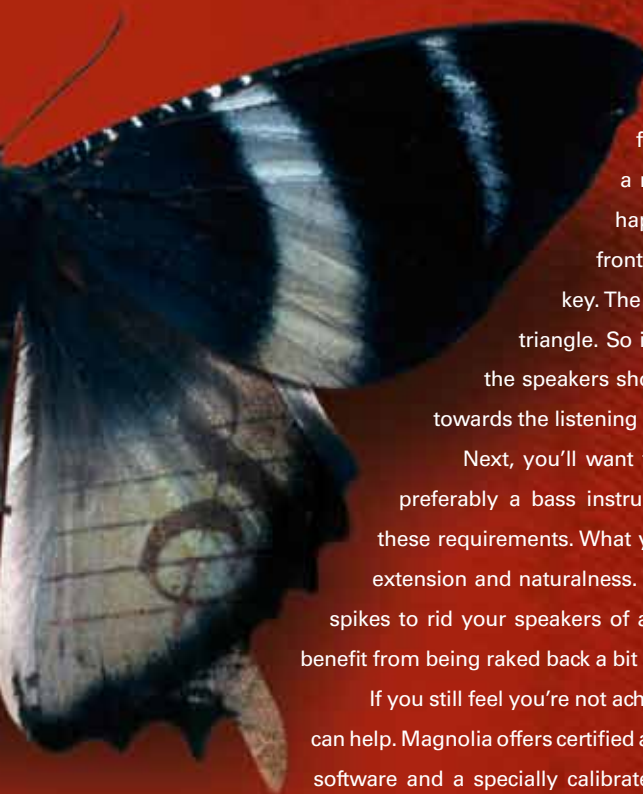
Next, you'll want to play music that has a centrally located vocalist, and preferably a bass instrument as well. Many jazz or pop recordings will meet these requirements. What you will be listening for is greater clarity, imaging, bass extension and naturalness. Once you think you've found a good spot, use leveling spikes to rid your speakers of any wobbliness or leaning. Shorter speakers can often benefit from being raked back a bit by slightly extending the front spikes.

If you still feel you're not achieving the optimum sound you're looking for, Magnolia can help. Magnolia offers certified and trained programmers that use proprietary computer software and a specially calibrated microphone to tailor your system for your space, creating the optimal listening experience for everybody in the room. One simple call and we'll be out to your house getting those speakers sounding better than ever.

It's time to bring home incredible audio

As you can see, a lot goes in to putting together a wonderfully balanced music system. The good news is that you can tap into a valuable resource by visiting your nearest Magnolia and speaking to one of our trained System Designers. And that, as they say, is some of the most sound advice you're likely to hear.

David Carr, Associated System Designer



Being connected is no longer a nice to have, it

Let's plop down in front of your HDTV of the future. Get comfy, because **everything you need is going to be right at your fingertips...right from your handy remote. Like what, you ask? How about the Internet?** Okay, not the full surfing experience you might have on your computer, but there will be plenty to keep you and the entire family entertained—well beyond the 250 or so cable or satellite channels with nothing on.

Right now HDTV, Blu-ray and DVR manufacturers are loading up their components with access to a vast universe of digital entertainment. Think about YouTube™ on your TV, Pandora® Internet Radio or Napster® streamed through your home audio system, or movies downloaded in full HD from providers like CinemaNow® and Netflix®. Want to watch a digital slide show of your family vacation photos from Hawaii? No need to crowd around a small computer screen, or dig for that cable to hook up your digital camera to the TV. Instead, upload your pics to an online photo sharing account like Picasa™ or Flickr® and access them on an Internet Connectable HDTV or DVR. And here's the kicker: if Grandma and Grandpa in Albuquerque have an Internet Connected TV or DVR, they can access your photos on their big screen, too—right from your online photo sharing account.

The tip of the iceberg and beyond

Internet Connectable devices offer access to a whole host of content including weather updates, Internet sports

content and stock quotes. But this is just the beginning. More and more content is becoming available on a nearly daily basis, like the ability to access your Facebook® or Twitter™ accounts. Imagine having conversations with your social networks about a hit TV show you are watching, or sharing a sound-bite of music from an artist you just discovered—all from the comfort of your couch and your Internet Connectable home entertainment system. No need to pull out your computer or Smart Phone to have these conversations.

If you've been in the market for an HDTV, Blu-ray player or DVR in the last year, you may have already run across these services in your on-screen menus. Maybe you've tried them or maybe you've passed them by. Part of this may be that the device you bought didn't necessarily give you access to the Internet content you were interested in. For example, maybe you're a CinemaNow customer and your DVR features Netflix access. Or you tried some of the streaming music video services like Music Choice, but the quality wasn't what you wanted it to be.



is a must have.

That's partly because manufacturers have been adding these service connections as ways to differentiate their product without a lot of focus on what customers really want. That's changing now, and manufacturers are starting to get customer feedback to expand and refine their offerings—as well as improving the engineering and quality of the content. Online movie services are starting to offer content in HD, some Internet Radio providers are offering lossless compressed formats to appease the audiophiles, and more content service choices are popping up so you are more likely to find the service you want.

What to know before you get connected

The Internet Content Service offerings are quite different between manufacturers, and even between TVs, Blu-ray players and DVRs. So knowing what's available on any one particular device before you buy it will be essential to you getting what you want out of your Internet Connectable experience. Content will remain scattered for the foreseeable future, and every manufacturer will have competing content options. This is where Magnolia can help you navigate what's available and help fit your wants and needs to a device that provides you with those options. We can also help you get your home entertainment system connected to your wired or wireless Internet service, and even upgrade the quality and speed of your broadband connection.

Also, as you look around, be sure to check out some of the latest prediction devices available. These hard drive-based systems, like the Tivo XL series, gradually begin to understand your likes and dislikes, and make content recommendations based on what you choose. Also realize that in the long term, the TV may not be the best decoder or warehouse of Internet content. For the casual surfer, an Internet Connectable HDTV might be great. But if you want to store and retrieve content, look into DVR or hard drive-based Internet Connected content servers. These "digital lockers" will house all your entertainment content and allow you to share it with your social networks for others to view and comment on.

We're evolving, it's evolving

As a society, viewing expectations are changing rapidly. We are evolving into multi-media multitaskers, wanting to be the first to find and share short format content with our social networks. Being connected is no longer a nice to have, it is a must have. In the not so distant future, we will likely sit in front of our TVs and share scene clips from movies with our social networks, or have photos automatically uploaded from our digital cameras to an online photo service for social viewing. The future even promises the ability to download Apps, similar to those you would load on a Smart Phone, to customize and socialize our entertainment experiences in our homes. This future is not that far off, and Magnolia is ready to help get you there today.

"We are evolving into multi-media multi-taskers, wanting to be the first to find and share short format content with our social networks."



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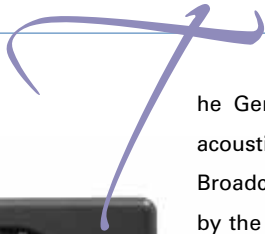


Need help navigating all of the possibilities? Stop into a Magnolia near you to learn everything you need to know to get connected.

Activating Emotion:



Engaging in a conversation about speakers with Will Eggleston, Genelec's Marketing Director, can be an enlightening experience. You might learn a thing or two about what's missing from your system, and even become inspired along the way. After all, Will was a recording engineer for twelve years, making him a perfect fit for a speaker company that's best known by professionals in the music and movie industry for their quality of sound. And if you're looking for passion for audio, Will and Company has this in spades. A knowledgeable fellow? That would be an understatement.



The Genelec story began in the mid-70s when an acoustician for YLE (pronounced *ew-lee*), the Finnish Broadcasting Company, asked two post-graduates by the names of Ilpo Martikainen and Topi Partanen if they could create a monitor speaker for their new broadcast facility in Helsinki. It would have to be a monitor that sounded the same regardless of placement. They concluded that a 'passive' speaker wouldn't work, and began work on an active speaker prototype. It was this design that would pique the interest of many in the broadcasting community.

Two years later, Genelec Oy was founded, and the news about their first speaker's performance and reliability spread quickly. It was this kind of inspiration and enthusiasm for audio engineering that led founders Ilpo and Topi to follow up with the development of exemplary monitor speakers over the years.

One after another, each series has incorporated tireless research in design techniques and improved technologies, earning Genelec the highest respect from recording and post-production studios across the globe. In fact, there's more than a respectable chance that the movie soundtracks you listen to in your home theater setup were mixed on Genelec

speakers — they're that renowned in both the movie and music industry.

Such a level of respect has allowed Genelec's professional pedigree to make a seamless transformation into the Home Theater offerings and installer-centric in-wall/in-ceiling monitoring systems of today. And as Will explains, this is a feat very few companies have done well, if at all.

"When selling expensive professional gear to a consumer audience, you have to have a strong viewpoint and knowledge base in order to educate," he says. "Performance-wise, you have to move from subjective to objective; this is something many other companies don't understand or don't quite have the fortitude to pull off."

When asked what he means by this, Will gives an enthusiastic explanation, "When you migrate from the professional side of the business into the consumer-side, you have to move the customer and the installer toward thinking about room interaction and overall acoustics. You have to keep that work ethic and keep close to the customer. This is something imperative to pro audio, as well as home theater — the two cannot be separated."

Knowledge is powered (well, active)

The thing about professional studios is one quickly learns that faithful and accurate monitors are a necessity; every tracking and mixing decision is dependent on what the monitors tell you. If they're the least bit inaccurate, the recording will suffer. Enter the Genelec active speakers.

In general terms, active speakers typically offer an active crossover, resulting in a more efficient and overall stable system. They also apply levels of onboard equalization wherever the user wishes, resulting in near-perfect integration with one's surroundings. Lastly, a customer doesn't have to worry about the speaker and amplifier matching to achieve the best results, since the amp is directly



Genelec = Genuine

connected to the driver without a crossover 'getting in the way', and is designed to work with the speaker's unique requirements.


From the recording studio to you

At Magnolia, we have carefully chosen Genelec models tailored specifically to home theater, custom business, residential installations and computer desktop audio, starting with the HT208B and HTS3B active speaker/subwoofer combination for medium-to-large rooms. With its Directivity Control Waveguide technology, it eliminates most sidewall interactions in the critical midrange, and you can also change the response of the speaker to work in a more limited placement situation. Ideal for medium-sized HomeTheater rooms, and offering some of the best audio clarity, Magnolia Audio Video and Magnolia Design Centers have chosen to use these speakers inside their custom Home Theater rooms.

If you're looking for high-end custom in-wall installations, whether for residential, conference rooms or boardrooms, the AIW25 fits discreetly into any wall, and can be easily painted and retrofitted into

existing constructions. It comes with the RAM2 remote amplifier module, that can be rack mounted or placed in a cabinet.

And for the desktop multi-media guru seeking a no-compromise, full-range portable system designed for laptop mixing, gaming, or for pure listening enjoyment of one's MP3 library, Genelec offers the 6010a and 5040a desktop speaker/active subwoofer combination (as seen on this page). They can be used for both 2.1 stereo or 5.1 surround setups, offering stunning performance and clarity – a true heavyweight in a lightweight package.

Magnolia has always carried products with the highest fidelity in mind, so it only seems appropriate that we offer a product of Genelec's heritage, insofar as musical accuracy is concerned. They're everything that professional mixers look for in a monitor...and now it's something you can look for, too. 

Magnolia only offers Genelec speakers inside their Magnolia Audio Video and Design Center locations. For a store near you visit magnoliaav.com.



Above: The Genelec Oy facility located at the heart of Northern Savonia, Iisalmi, Finland on the beautiful shores of Lake Porovesi.

Far left: The Genelec HTS3B subwoofer - with sound so good, Magnolia Audio Video stores use them in their home theater rooms.

[.. there's more than a respectable chance that the movie soundtracks you listen to on your home theater setup were mixed on Genelec speakers.



demoit: Control4

The evolution of



So much more than a simple light switch. This Control4 touch panel can be set to operate your thermostat, entertainment system, motorized blinds, fireplace and much more—including every light in your entire home.

Looking for some mood lighting? This dedicated light switch puts control over multiple lighting zones at your fingertips – with dimmer control over each zone.



The light switch, that simple switch most of us mastered before we were even old enough to reach it without climbing on a step stool, is one great invention. Although we tend to take it for granted – absentmindedly flicking it on and off as we enter or leave a room – it has changed our lives forever. We can now turn our dark houses into safe, lit homes with one simple click, and its technology has spurred us on to imagine further and invent more.

Over the decades since the invention of the light switch, it has not changed very much. Albeit it might look different today than it did in the past – with its modern day colors, styles and designs, it still does the same function it did since it came into being: It controls a light.

Re-inventing the light switch

Over the past 20 years or so, a lot of innovative people and companies have tried to re-invent the simple light switch. Some of those re-inventions introduced us to remote controlled light switches, remember the Clapper (clap on, clap off), computerized lighting systems and even complicated lighting systems that link switches and lights together to create lighting scenes for different activities. Most of these lighting systems involved complicated designs, expensive components and sometimes even proprietary wiring in order to implement them in a home. And after all that effort, you were left with what you started with: a light that can be turned on or off, which is not very exciting by today's standards.

That's where Control4 comes in. Control4 is literally changing how we live in our homes. From the way we watch TV and listen to music, to the way we light our homes and control our heating and cooling, it's even improving our security and safety. In fact, Control4 automates anything worth automating like sprinkler systems, motorized blinds and drapes, pools and hot tubs, gas fireplaces and so much more. With Control4 the possibilities are unlimited and the capabilities are as adaptable as our varying lifestyles. Just a light switch, I don't think so.

Experiencing Control4

To truly appreciate Control4, you need only experience it. So I'd like you to close your eyes and imagine this scenario (well, OK, keep your eyes open and read on – it's about to get good): Imagine yourself driving home on a dark rainy evening, the kids are with you and you have a trunk full of groceries. You reach for the garage door opener and the garage door opens. You park your car and proceed to get the groceries from the trunk. You open the door to the house and enter a dark room while stumbling over the children. Your 2-year-old son is not a fan of the dark so he clings to your legs almost causing you to fall and drop everything. You fumble for the light switches and turn them on one-by-one as you make your way into

the switch

the kitchen and set your bags on the table. Next you head for the thermostat to turn on the heat. After that, making good on a promise you made to the kids, you start your search for the 3 remote controls you need to turn on their favorite TV channel. All the while you are still turning on light switches and lamps to light your way. You find two of the remote controls but the third is missing in action. So, you improvise and walk over to the cabinet that houses your ancient surround sound system and start pressing buttons in hopes of getting sound. Luckily, your 6-year-old daughter knows what to do and comes to your rescue and gets the system going. "That went well," you think to yourself.

OK, now imagine things this way: You're driving home on a dark rainy evening, the kids are with you and you have a trunk full of groceries. You reach for the garage door opener and the garage door opens. Only this time as soon as the garage door starts to open, a sensor sends a series of events into motion. Your Control4 light switches automatically turn the lights on for you. You enter your well-lit home and your 2-year-old, being able to see this time, runs in to grab his favorite fire truck, leaving you safe from tripping over him. You set your grocery bags on the table and reach for the Control4 touch screen lying there and touch the icon for the kids' favorite TV channel. The TV comes to life with perfect picture and sound. Oh, and the heat is already on; it came on at the same time as the lights. "Now that," you think, "really did go well."

More than just a light switch

Control4 is designed with ease and usability in mind, so your life can truly be relaxing and enjoyable. From your lights, entertainment, temperature control and so much more, the benefits are nearly endless. Imagine receiving an e-mail when your teenager gets home from school. Imagine putting your kids video game playing on a schedule. Imagine closing the garage door or locking the front door from wherever you are in the world.



Control4 offers multiple devices to simplify your home's safety—from remote-operated door locks (locking every door with the touch of one button) to security camera monitoring.

Imagine setting up a camera so you can see who's at your front door before you even open it. You can even set up a wake up sequence where the window shades open, your favorite music comes on, the lights slowly glow and the heat comes up, all to calmly and comfortably wake you up. When I was a kid, these things were futuristic and impossible. Today, they are a reality. Control4 makes all of this and more possible.

As for that simple light switch, well, Control4 has managed to improve that, too. They have empowered it to do anything you want it to do. As a matter of fact, as soon as I am done writing this, I intend to head upstairs and retire for the night. On my way out of the family room, I will simply tap the light switch on the wall and that will trigger my good night scene: all the lights and lamps will turn off and so will the TV with the surround sound system. The thermostat will go to the predetermined sleep temperature and the hallway lights will dim to provide a path for the occasional disoriented child awake in the middle of the night. All this happens by tapping that simple-looking light switch in the family room. No remotes to hunt for and nothing to trip over in the dark. Control4 makes it all that easy.

OK, now you can really close your eyes and imagine what Control4 can do for you.

Monir Bahhage, Magnolia System Designer



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True sound comes to Magnolia

Introducing **Bowers & Wilkins** to the Magnolia family of brands.

Bowers & Wilkins

There are moments in music when the emotional connection between the performers and the audience is tantalizingly close. Moments when their joy, sadness, anger or passion becomes yours as well. Moments when you can pick out details you've never heard before, and hear musical parts you weren't aware of. It's in these moments, when sound closes the gap between reproduction and reality, that makes Bowers & Wilkins one of the world's leading loudspeaker brands. From audiophile grade loudspeakers, to iPod® and PC speakers, Bowers & Wilkins delivers pure audio in every product they build. And with their stunning design, you'd better get ready for a feast for all your senses.

To find out more visit MagnoliaAV.com
or BestBuy.com/Magnolia



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