

Just a Note



From the



Home Technology Group

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INNOVATIONS in Home Technology & Acoustic Designs

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UPDATE

Quick Update

I recently came back from our annual industry conference and trade show held in Denver. There were so many new products and exciting technologies. One especially dominant trend is music & movie servers. The idea of storing one's media with easy retrieval is finally becoming mainstream. Several companies showcased their latest models including Escient and Fusion Research. Please check them out; there are links to them from our website. Fiber optic and LED lighting were popular booths at the show since, they are a more green technology than traditional lighting. iPod accessories of course were everywhere. One of the more beneficial implementations of this technology was SpeakerCraft's *Mode* keypad system. The system allows up to 6 iPods to be connected via docking stations and can be accessed from any SpeakerCraft keypad. The metadata is displayed on each LCD keypad. There is a link to this system on our website under *Whole House Audio*.

If you remember from last year's newsletter, I found the ultimate hidden speaker idea; the speaker lamp. This item has become a favorite among interior designers. It is viewable on our website under [New Items](#). It was recently showcased at the 2007 San Antonio Builders Showcase Expo at the Alamodome in September. We had a 20 x 40' booth showcasing many new trends. One of the most exciting was SpeakerCraft's motorized speakers. Please view photographs of the booth on our site under *Recent Events*.

Last but not least, our frequently mentioned website has gone thru a major face-lift. Many new pages were added and has a new, more contemporary look...please check it out!



Latest "Home Technology Group" News

Hopefully most everyone received our announcement in the mail last year that Innovations in Home Theater and Acoustic Designs merged to form the Home Technology Group. At the same time we also changed our name slightly to Innovations in Home Technology to broaden the image of our services. Our previous services didn't change (only enhanced), but our retail presence did. **We moved** our location from 16630 San Pedro Ave to 642 W. Rhapsody and created a design center which is by appointment. This enables us to be more focused on our premium brands and custom installation services. Our design center showcases a beautiful home theater, flat-panel display, structured wiring panel, speaker audition room and many more items/areas. Appointments are flexible including Saturdays. For more information, visit our website.



Blu-News

As some of you are aware, Blu-ray DVD has won the format war against Toshiba's HD-DVD. The Blu-ray *format* was developed by the BDA (Blu-ray Disc Association) whose Board of Directors include such names as Sony, Apple, Dell, LG, Pioneer, HP, Mitsubishi, Hitachi, Sharp, etc. It is supported by over 180 manufacturers and over 90% of the movie studios. Blu-ray in short, is a special blue-violet laser which has a shorter wave length than red lasers, which enables it to be more focused, allowing more content on a disc. Blu-ray discs can store from 25GB to 50GB of content...which is about five times the storage of traditional DVD discs. We currently sell Blu-ray disc players from Pioneer, Samsung, and Sony. Call us for a personalized appointment to see this amazing technology!

Election News



This election year, we vote Paradigm as the best value in our speaker line up (bet you thought this section was about a different election). Paradigm has been voted by Inside Track 17 consecutive years as best Price/Value speakers on the market. If you are ready to update your speakers or want another pair, please come in and audition them. We also carry Vienna Acoustics from Austria and Magnepan magneplanar speakers. Follow the links from our website to learn more.

As the saying goes, "price is what you pay for something, value is what you get". At Home Technology Group, we make it a daily commitment to always offer better service and a better product at a fair price.



Spring Building and Remodeling

If you are planning to build or remodel a house this year, give us a call. We can design a home technology package that will integrate with your home and lifestyle. Our services include CAD, lighting control, HVAC control, Home Theater, whole house audio, video surveillance and much more. Home Automation is no longer an emerging technology. It is here right now, mainstream and is more affordable than you think. Whether it's simple lighting control from Lutron or total control from HAI, we have it. Maybe you only need an intuitive remote control? RTi has just the right remote for you. These technologies are not "press & pray", they have extensive history and proven reliability. To learn more, check out our *custom installation* tab on our website. There are even two interactive keypad *demos* in the *home automation* subheading where you may audition HAI and NetStreams keypads. If you already have a media center PC, there is an active demo there as well.

Oli & Steve's Corner

As mentioned in my previous e-mail, I would address the latest controversy in video display ratings, *contrast ratio*. Contrast ratio is the difference between the brightest color (white) and the darkest color (black). As you may have noticed, many manufacturers have wild claims about their contrast ratios. Some tout 15,000:1 and I've even seen 50,000:1. These are not real world numbers, we call them brochure specs. The human eye can only see about 1200:1 contrast ratio, so these numbers are not even relevant. Look for ANSI ratings or *full on/full off* specifications. Its always best to actually view the picture, rather than relying on the cutsheet. Visit our showroom or give us a call and we can find you the right display for your lighting condition and viewing habits.

As mentioned earlier in this newsletter, Innovations in Home Theater merged with Acoustic Designs about mid-year last year. I am proud to announce my new business partner, Steve Quinney. Steve operated his company for over 10 years before this merger. He has extensive knowledge and experience and I look forward to this collaboration.



Oli Gulyas & Steve Quinney

www.satheater.com



Home Technology Group

642 W. Rhapsody San Antonio, TX 78216 210-490-8088