

HOME Smart Home

Life under control

DESIGN+AUTOMATION

One Denver designer's brilliant insight

NICE & EASY

Nothing stupid in this Sinatra-esque bachelor pad

10 SPOOKY-GOOD TIPS

Make your holiday season merry—automatically!

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How did they get here from there? A historic review of the "founding fathers" of home automation from Control4. And a look toward the next 10 years.



EDITOR'S NOTE

As obsessed as I have become with "Downton Abbey," I can't say that I'd ever trade my modern-day conveniences for that of a lady's maid, even if it meant never having to serve myself supper again. On the contrary, I quite enjoy pulling up my shopping list on my smartphone, or maybe even a new recipe if I'm inspired by an "in-season produce" moment in the midst of the farmer's market, which has been known to happen.

The point being... how quickly we adapt to innovation. What couldn't you live without 10 years ago? (A "Crackberry"?) What couldn't our relatives live without 100 years ago? And what innovations have stood a century's worth test of time? This December, as you cozy up in your winter's coat, you may want to give thanks to Gideon Sundbäck, a Swedish-American Electrical Engineer, who in 1913, gave birth to the zipper as we know and use it today. Mmmhmmm.

In this issue of *Home Smart Home*, we'll take you back 10 years—and one hundred years—with a view through the lens of home automation conveniences. We interviewed the three founders of Control4 to learn more about their advancements of a smart home from a decade ago, and while we're there, we asked for a read on the future, too.

In other features, we shine light on the here and now, and yes, we mean that literally in the case of our cover story—a spotlight on a Denver-based interior designer who is leveraging the latest innovations in smart and automated lighting to both highlight her artistry as well as bring some peace of mind at home.

And finally, a journey to South America serves up a few good restaurants that employ automation to enhance the dining experience, and a bachelor pad in Fort Lauderdale demonstrates how life can be "Nice & Easy" if you know how to design your dream home with the right "little" details... Cheers!



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A handwritten signature in black ink, which appears to be "Shanan".

HOME Smart Home

Life under control

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WHAT'S NEW?



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A new home for Control4

It's a new-and-improved website where you can find anything from the basics of automation to tools to help enhance your overall Control4 experience. Check out the interactive planning guide to design your dream home, or visit the project gallery for ideas and inspiration. There's no place like the NEW control4.com.

Rock the house!



The Wireless Music Bridge will rock your world! This little box delivers a world of music, sports, news, audio books and podcasts to any Control4® system. Featuring

built-in AirPlay®, Bluetooth® and DLNA® connectivity, the "Bridge" allows virtually any smartphone, tablet or other personal device to wirelessly stream your favorite music, to one or every room in the house. Whether it's music downloaded from Apple® iTunes or a favorite streaming service, such as Pandora® or Spotify®, the Wireless Music Bridge effortlessly connects these vast libraries of music to the Control4 system, enabling you to stream your content of choice throughout the home. To learn more, ask your authorized Control4 dealer.

Looking good, lighting!

New smart lighting products from Control4 feature a sophisticated design, expansive customization options, and capabilities perfect for home and commercial installations. With customized keypads, and LED backlighting with ambient sensors you can personalize your lights to create the perfect scenes for your home.



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REBECCA HENRY PHOTOGRAPHY

YOU ASK. WE ANSWER.

Kordon Vaughn, Sr. Director of Listen and Watch Products, hears your questions.



music. Others will continue to purchase physical CDs (even vinyl these days is enjoying a massive resurgence) or purchase songs

dominates worldwide. To that end, delivering a product that allows any Control4 customer on the planet to listen to their favorite streaming music service anywhere in the house—that was a big objective and a big challenge for us in 2013.

Earlier this year, we were thrilled to announce the seamless integration of TuneIn to the Control4 system. With over 70,000 streaming radio stations and millions of podcasts, it's no surprise that TuneIn enjoys a huge international footprint and is a large percentage of streaming music consumption... which made it a natural next service for integration.

Next came the exciting launch of the Control4 Wireless Music Bridge. The "Bridge," as we like to call it,

Q. Music services like Spotify and multi-room music solutions seem to be all the rage these days. What are most Control4 customers doing to enjoy music in every room of the house?

A. The big theme with music consumption today is what people are calling "renting." More and more people are turning to streaming music services as a way to discover and enjoy music. For some folks, it's the only way that they listen to

from the Apple® iTunes Store®, but streaming is becoming the de facto way most of us enjoy music—and this includes Control4 customers.

As a company, Control4 sees that while Pandora has become a bit of a household name in the U.S. and Australia, there's not really a wireless streaming music player that



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makes it effortless to stream virtually any music you can access from your phone or tablet. Whether your streaming music service of choice is gigantic or obscure, you can enjoy it throughout your home in just a few taps. Our customers in the UK can stream Spotify; in Brazil they can relax to Rdio; in Hong Kong, they can kick back to KKBOX; and in India they can dance away to Dhangana. And not only can you stream and enjoy whatever you like—so can your guests. If you're having a dinner party and someone asks if you've heard the soundtrack from a certain movie, they can grab their smartphone, connect to your network and have you listen instantaneously.

And on that note, how about we wrap with this: As the streaming music business continues to evolve and grow, and new services enter the scene—our customers can rest



assured that they will always have a way to enjoy them with their Control4 system as fast as the apps and services are developed for a phone or tablet. Now that should get

everyone at home singing!
Kordon's most frequented music services at home are Tuneln and Spotify. The album he finds streaming most often is Imagine Dragons, NightVisions. ■

LIGHTS, CAMERA, AUTOMATION!

If there's one town where the home automation craze caught on early, it's Hollywood. For more than 60 years, movies and TV have been showing us home automation at its best, and worst. Most of these depictions are portrayals of what were, at the time, only imaginary technologies. My how times have changed!

What was once possible only in the fevered imaginings of Hollywood screenwriters is now an everyday reality, thanks to Control4. With that in mind, we thought it would be fun to take a look back at home automation in film and television, and see how the anachronistic representations of yesteryear compare with the modern realities of today.

2001: A Space Odyssey



WANTED: Astronauts! For mysterious mission to Jupiter. This job is like a paid vacation. Some crew members will do nothing but sleep, while others lounge comfortably aboard a luxury space ship, where friendly supercomputer HAL 9000 does all the work. Whether it's monitoring hibernation chambers or opening pod bay doors, HAL 9000 is foolproof and incapable of error. What could possibly go wrong?

Would you prefer something a bit more reliable than HAL 9000? Try Control4 solutions for all your automation needs—on your spaceship, aboard your yacht, or in the comfort of your own home.

MPTV, MGM 1968

CUT THE CORD!

No wires? No Problem!

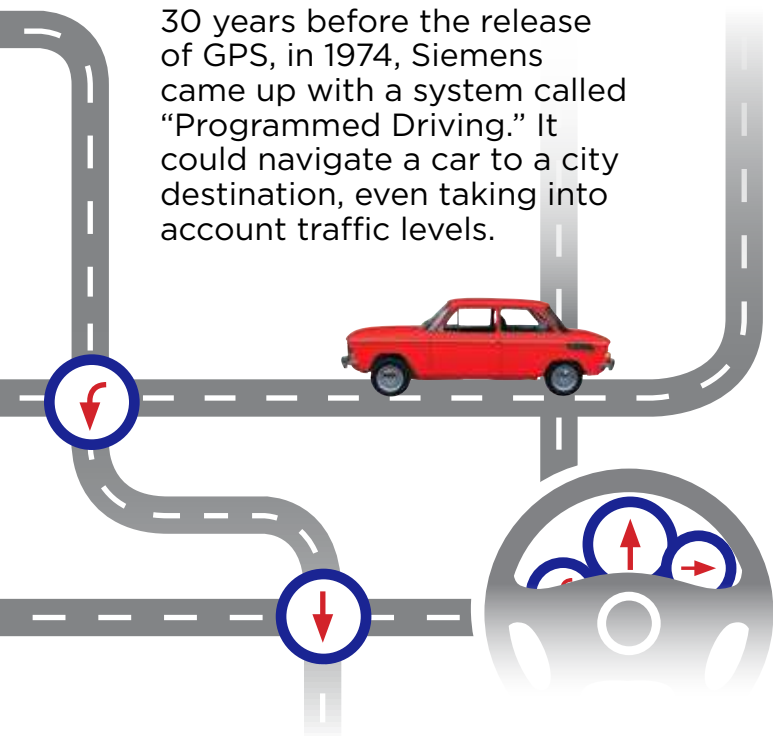
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Up to 16 zones of music throughout the house wirelessly, starting at \$350 a zone
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BITS & PIECES

For big laughs & little-did-you-knows

30 years before the release of GPS, in 1974, Siemens came up with a system called "Programmed Driving." It could navigate a car to a city destination, even taking into account traffic levels.



Around the world are 1000 USB flash drives sticking out of bricks and walls. "Dead Drops,"

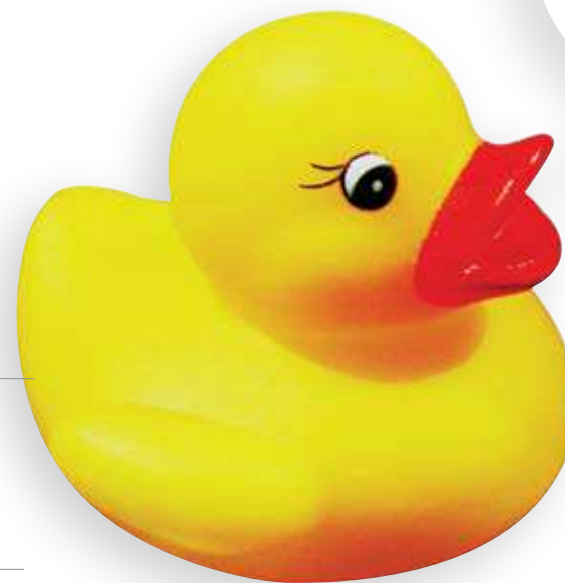
a public file sharing project started by Aram Bartholl in 2010, has participants loading up the drive with random files. You—yes, you—take those files, or leave some of your own. Here's the map: <http://deaddrops.com/dead-drops/db-map/>



Black, cylindrical, and, sleek. The Mac Pro® from Apple® is one-eighth the volume of current models. But some say it looks more like a trash can or a bear canister.

91%

of online adults use search engines to find information on the Web.



What a quack!

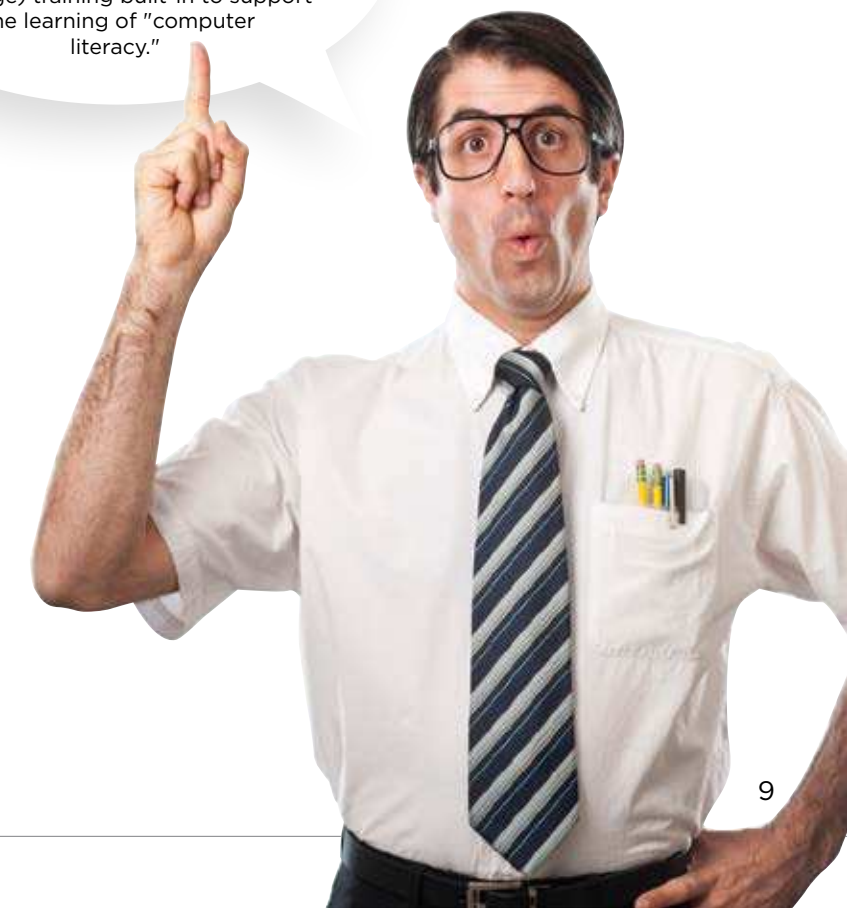
The "Rubber Duckie Test," a method of debugging code, comes from a story in "The Pragmatic Programmer." The protagonist works out how to debug a system by explaining the problem line-by-line to the rubber duck he carries with him.

You will speak code.

Kids' computers in the 1980s and 90s came with BASIC (a programming language) training built-in to support the learning of "computer literacy."

Computers are useless. They can only give you answers.

—Pablo Picasso

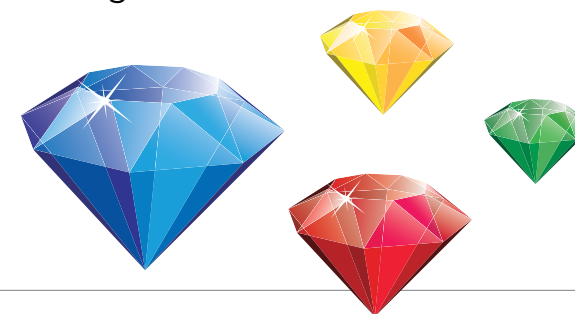


SQUASHING THE BUG

First prototyped in 2002, Volkswagen's XL1, AKA "the 1-litre car," can drive 100km on a single litre of diesel fuel. Limited production is slated to begin by late 2013.



Pop Cap's Bejeweled (Facebook addicts may know it as King.com's "Candy Crush Saga") goes back all the way to 1994. Russian programmer Eugene Alemzhin developed the puzzle game for DOS.



OM SWEET OM

ON A SCALE OF LIVABILITY,
THIS FLORIDA FLAT
SCORES A PERFECT ZEN

Project installation by
Control Your Life



Some spaces soothe, and some take relaxation to a whole new level. Case in point: This super-chill, super-Zen residence in Fort Lauderdale, Florida. Outside, the beautiful turquoise waters of the Atlantic ocean blow your mind. Inside, a stylish yet comfortable living space eases the body, and spirit. But don't be fooled: This isn't just a pretty space—it's packed with hi-tech home automation. So, take off your shoes, breathe deep, and step inside...

"The owner has a lot of personal art pieces from his trips throughout Asia," notes Frankie Blankenship, whose company, Control Your Life, installed the Control4® system. "He wanted the artwork and the décor in his home to be the forefront, and the automation to be in the background. He loves using it, but doesn't want



Installer's challenge: Build a home automation system that amazes and delights, but lets the homeowner's Asian décor remain the focus of attention.

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it to be a prominent feature of his home.” And that’s the beautiful thing about this space—visitors aren’t inundated with blinking gadgetry. Instead, they can gaze at somber stone heads, finely crafted lighting, and other exotic touches. It’s only behind the scenes, beneath that calm décor, where you’ll find a matrix of machines...a hearty automation system, powered by a powerful Control4 system.

“We love to use Control4 products,” notes Khoi Huynh, head installer on the project. And use them they have—the system features eight audio/video zones, three touch screens, security, climate control, and much more.

Motion sensors turn on lights automatically when you enter certain rooms—an especially convenient feature when you’ve got your hands full with a load of laundry. You can turn on all the lights in a room by double-tapping a button. Another double-tap turns everything off. The buttons by the front door feature master on/off options, so the owner can turn everything—lights, music, televisions—on or off with one touch. Easy come, easy go.

The owner is also an unabashed music buff. A button in the front hallway turns on his favorite stuff in a flash...a Nora Jones playlist, a 70’s rock Rhapsody channel, or—the owner’s personal favorite—one button devoted entirely to Frank Sinatra. Think that’s jazzy? Get this: The first visual that guests encounter is a shiny grand piano. Of course, in a smart home like this, even the piano has extra intelligence. “The piano itself is hooked up to the internet,” Khoi explains, “so he can

PHOTOS: JIM TOSHIO INOKUCHI, TOSHIO PHOTOGRAPHY

This smart baby grand piano plays by itself—one touch, and the flat is filled with jazz, *above*. Modern design and automated appliances dance decoratively with ancient art, *below*.





With pre-programmed buttons, it's all about the "Nice and Easy." Kick back and fire up a Rat Pack classic flick in this Sinatra-soaked study.

actually download music onto it, or play songs straight from the iPad or iPhone. The keys go up and down, and the piano plays itself."

Speaking of Sinatra, the den is a devotional of sorts, complete with fedora, vintage mic, and a portrait of Ol' Blue Eyes himself on the wall. It's the perfect room to lounge with a cocktail and choose a Rat Pack classic film from the video library, which is also available, as is any video source, from any television in the house.

As a frequent traveler, this

owner loves the system's remote capabilities. "He likes the ability to log into the house via the iPhone app, and be able to check the lighting, make sure his door's locked and the alarm panel is set to arm, and check the security cameras," says Khoi. And when he returns to Florida, the owner can fire up the house on the way home from the airport, turning on lights, music, and AC...a handy feature in The Sunshine State.

The owner isn't the only one enjoying the Control4 system. The installers like it, too. "It's very easy

to program," Khoi explains. "I can be on the jobsite programming the system, and another tech can hop on the jobsite the next day and pick up where I left off." Khoi can also access the system remotely to make small adjustments, which means fewer on-site visits, and cost savings all-around.

Cozy yet contemporary, stimulating yet calming. Harmony between décor and hi-tech? That's a balance anyone can enjoy, and you don't even have to channel your inner Zen Master to appreciate it. ■



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HOT HOUSE, COOL HOME

This London looker keeps its residents comfy at any temperature

Project installation by Grahams in the UK



This sleek and modern gas fireplace has been incorporated into the automation system. Turn it on from anywhere in the house, and walk into a pre-lit, pre-cozy living room.

London's chilly reputation is no secret—"pity the poor fool who leaves home without an umbrella and layered clothing," writes one online travel guide—but just as the fog may roll, the sun can indeed shine, too. For one lucky London home, the family members stay happy year-round while the home itself does all its adjusting automatically.

"This property had a major remodeling about two

years ago," explains David Graham, whose company Grahams, based in London, UK, installed the Control4® automation system. "It's a great opportunity for us to come in and deal with all the technology that needs to go into the house when the home is being completely remodeled." Graham and his team seized that opportunity by loading the residence with smart-home essentials like lighting control, entertainment, data networking, shades,



security, and remote access control, for starters. But this system also boasts features specifically added to keep the climate as comfortable as possible, no matter how cold—or hot—it may be outside.

Naturally, the home's heating and cooling systems are integrated into the automation system. But a few fancy flourishes go beyond the basics when it comes to keeping comfortable. In the main living space, a modern fireplace sits in a partial wall between the living room and a family room. Any time the weather gets a bit chilly, any family member can crank up the gas fireplace using their Control4 system. Instant inferno. And what if that center star of the solar system decides to make an appearance? On the back patio, a large mechanical awning expands and retracts on command, adding a Shangri-la of shade at a moment's notice. Very cool, indeed.

MORE HOT STUFF

Every room in this four-level dwelling holds its own extra goodies. The master bedroom, for instance, has its own designated audio zone, as does the adjoining master bathroom and dressing room. Another system specialty? The heated towel racks, which kick on every day at a set time to reward all early risers with a perfectly warmed towel as soon as they step out of the shower. "This client travels quite a lot, so he regularly gets up early," explains David. When the husband wakes up, the under-floor heating also turns on.

Another clever feature in the

The large-screen TV can be adjusted for whether you're cooking dinner in the kitchen or lounging in the den, *above*. Pre-set morning settings cue the master bathroom with heated towels and "His & Hers" customized music, *bottom right*.

PHOTOS: HOWARD BARTROP



bathroom: "His and Hers" audio settings. "Before 8 o'clock, the system is set to his radio tuner. After 8 o'clock in the morning and you go into the bathroom, it will put on her tuner," notes David. It's a small but not-so-subtle setting for a couple whose listening tastes are unique.

Everywhere you turn in this house, another hi-tech detail is waiting to be used. By the front door, an ALL OFF button offers one-touch convenience to turn the entire house off as residents leave for the day. The television between the lounge and the kitchen can swivel, depending on which room the viewer is in. Just outside in the backyard sits a separate studio, currently a chillout area for the homeowner's teenaged sons. "And if they leave it all on, which they tend to do," explains the homeowner, "we just turn it all off from the house, which is great."

Another feature the owners love is the built-in alert systems. "If the front door's left open for more than five minutes, it will alert the homeowner," says David. If either of his sons come home late one evening and leave the front gate open (not uncommon, these are teenagers we're talking about...), the parents get an alert after the gate remains open for 10 minutes.

WHY CONTROL4?

David cites many reasons for using Control4® solutions to power the project. "One of the nice things about using Control4 in a house like this is, we can add many interfaces as we go on," he says. It was relatively easy to add additional security cameras, remote sensors for temperature monitoring, and exterior landscape lighting, for example. The ability to do real-time debugging and programming is also a time-saver for David's team, which turns into cost-



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A perfectly positioned touch screen makes it easy to monitor the whole home from one location, and control the fireplace, adjust the lights, and so on.

effectiveness for the homeowner.

Speaking of effectiveness, one of the features that saves a bunch of time, says David, is shockingly simple: The ability to monitor battery levels in the remote controls. “I can’t tell you how many calls we get from busy clients who say, ‘My remote control’s not working, can you come out and fix it?’” In this house, and projects like it, David’s team receives a message when any of the remote control batteries fall below 25% so they can let the owners know it might be a good time to switch out the

“ I like things to work and we’re happy with the system. It works perfectly; it does what it should do. ”

batteries—before they stop working.

And, despite all the super-intelligent systems that keep this hot-and-cool home humming, its owners are far from technology enthusiasts. “They just want something that’s simple and going to work well,” notes

David. The homeowner agrees. “I like things to work,” she says, “and we’re happy with the system. It works perfectly; it does what it should do.”

A hefty hi-tech system that runs without a hitch? That may be the coolest feature of them all. ■

HARK!

Holidays and home automation go together like tricks and treats, turkey and stuffing, mistletoe and holly. Here are 10 great ideas from Control4® dealers, customers and employees on how to make your smart home even smarter for the holi-daze craze between October and December.

Ensure a scary-good October

- 1 Use the Control4® Wireless Music Bridge to stream “Haunted House” sound effects throughout the house, or assemble your own mash-up of monster music. Search Spotify for “Halloween,” “Psycho,” and of course, John Carpenter’s “Halloween.”
- 2 If your doorbell is connected to your Control4 system, replace the chime with a scream, a howl, or ominous thunderclap. Or just flash the porch lights. Since you can control just about anything that plugs in using your Control4 system, go ahead—buy that fog machine and strobe light for an extra scare!
- 3 Ask your Control4 dealer about the “Halloween Driver”™ for Control4 systems, which transforms your home into a “haunted mansion” for the night, randomly flashing lights throughout your home and triggering spooky sounds. **Ask your authorized dealer to search the dealer forums for details.*
- 4 Delight the ghouls and goblins that come trick-or-treating when you program your motion-activated porch lights to flash at the same time you pipe a Halloween-themed recording through the speakers closest to your front door. Muahahah!

Caught on video!

Download the free “Home Smart Home” iPad app from the iTunes Store® to browse the interactive issue. On this page, watch a video to see the effect Paul Williams calls “The House is Alive.”

ILLUSTRATIONS: LUKE SHEDD

Be thankful for November

- 5 You’ll surely be busy with meal prep, so rely on Wireless Switches and Dimmers to automate your lighting, indoors and out. Talk to your dealer about syncing with the sun—on at dusk; off at midnight.
- 6 Put together different playlists to inspire you all season, including music selections to entertain your adult friends, holiday fun for the kids; maybe podcasts to chew on while baking, and maybe something for cozying up by the fire.
- 7 Got houseguests? Get smart door locks added to your system. Assign guests a temporary entry code that lets them come and go as they please. Best of all, you can set it to expire automatically after they leave.

Make your December merry

- 8 Set the LEDs on your Control4 switches, dimmers, and keypads to match the holiday season. Red and green for Christmas and Kwanzaa, blue and white for Hanukkah, or nothing at all for Festivus.
- 9 If you’re a parent, Christmas morning can be particularly exhausting—especially if you’ve been up all night wrapping toys. To prevent early “starts” (ahem), create a wakeup scene—with festive lighting, holiday music, and even an announcement that displays on every touch screen in the house—a clear sign that tells your kids it’s truly time to rise!
- 10 Add music and lighting scenes to make holiday life easier or more festive. For example, create a lighting scene that automatically turns on the tree lights at a certain time and turns them off. Or designate certain audio zones at home to fill with holiday music at a specified time every evening.

Of course, these are just a few ideas to get you started. Your Control4 system is flexible enough to accommodate just about any kind of customization. Pretty much anything you can come up with is possible if you and your dealer want to make it happen.



SEEING THE LIGHT

A Denver couple illuminates dramatic and creative uses of smart lighting at home

Sallie Sloan laughs when she remembers that Sheila Zoe was the first family member to take advantage of the automated life. Sheila Zoe, you see, is the dog. Months before Sallie and her husband Mike Fargher converted their Denver, Colorado house into a smart home, they outfitted Sheila Zoe with a magnetized collar and electronic doggy door, so whenever she wanted in or out she could pretend to be a canine Captain Kirk. “We thought of her a long time before we even thought of ourselves,” Sallie tells us as we stand in her converted home.

Sallie and Mike's home displaying just some of its 135 lights.

Project installation by ListenUp



Automated lighting inside was such a success, the couple couldn't resist adding it to the outside as well, *above*.



Sheila Zoe shows off her owners, Mike and Sallie.

Sallie and Mike live in a popular part of Denver known as Bonnie Brae. Mike calls it a “transitional neighborhood” because one-by-one the original homes built in the ‘30’s and ‘40’s are being scraped and replaced with larger, more contemporary houses.

“This is a property I had since 1980,” Sallie explains. “A small 900-foot house that I lived in for 28 years. Then Mike and I got married. We decided we needed more space, and also I wanted a house where I could bring clients to show them my design ideas. So we decided to build what turned out to be our dream home.”

Sallie has been a professional interior designer for 30 years now. As she and her husband plotted out the conversion, they conferred with Phil Murray and Evan Stinson at ListenUp, Denver’s famed home control and electronics resource. They considered every option available to them, and decided that at the end of the day they wanted a system that could grow with them over time.

“We work closely with builders, designers, and architects,” Evan says. “And one of the main goals we have at ListenUp is to determine what system is best suited for individual customer needs. Control4 is a great option because it is so price-competitive, it’s reasonable,

PHOTOS: JIM TOSHIO INOKUCHI, TOSHIO PHOTOGRAPHY



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Thanks to her smart home, Sallie never needs to come home to a darkened house.



These stair lights can be brightened when company's expected and dimmed after everyone leaves.

and it's not hard at all to step into a Control4® system." He pauses, and adds, "The biggest thing was they wanted more control over lighting."

Turning On to Lighting

It's no secret that lighting sets the mood. But when it's your business to sell those moods, like Sallie does, lighting becomes all-important, down to the tiniest detail. It's about layering correctly. A shade too dim could mute the ambience. A shade too bright can break it.

"As an interior designer, automated lighting gives me more flexibility," Sallie tells us. "It shows off what I do better. I put together colors and furniture and fabrics and lighting, and now I have more control over the outcome of how everything works together. I've often told clients we can spend a lot of money on interiors, but if we don't have the lighting right we've shortchanged ourselves. Lighting is as important,



In Sallie's world of interior design, perfect lighting is a true art.

if not more important, than what we are lighting."

Getting the lighting just right is so much easier with lighting scenes. Instead of trying to set each individual light to an appropriate level each time, it's easy to set all the lights to the correct level with a single press of a lighting scene button. "We have 135 lights in this house," Mike adds. "Before, I couldn't remember what switches turned on which lights. Now, with the lighting

scenes, life is much easier."

A New Dawn

Control4 has just this year rolled out a renaissance of its lighting offerings. Both form and functionality have been upgraded, delighting homeowners like Mike and Sallie. For starters, rather than having 135 switches cluttering walls, the Listen Up team installed Control4 panelized lighting—essentially



Program a button to turn on all the lights in the kitchen to full brightness, and label it COOK.

creating a control panel for all the lights in the home and hiding it in a closet!—and replaced that unsightly horde of light switches with elegant, fully customizable, engraved, backlit keypads.

These keypads are not your ordinary light switch, however. A variety of button sizes can be mixed and matched to create any of 37 different button combinations and nearly limitless options for control and automation. Control4 customers are encouraged to think outside the box with these keypads and tie other elements in with the lighting to create not just a scene but an entire “mood.”

For instance, program a button to turn every light in the kitchen to full

“It’s been a tremendous experience. I’m not sure why we didn’t do this sooner.”

brightness while also piping in your favorite classical music station. Have your dealer label this button COOK. Program another button to dim the kitchen lights to 20%, bring up the dining room chandelier to 50%, and begin playing jazz. Have this button

labeled DINING. You get the idea. Tie in climate control, ceiling fans, blinds, whatever you like.

The magic behind these keypads is Control4’s panelized lighting solution. It allows everything to work together, which is both the beauty and philosophy behind every Control4 system.

Bright Benefits

The lighting scenes certainly add convenience and ease to Sallie and Mike’s home life, but those are far from the only benefits of their new automation.

“You can set ‘Vacation’ mode, which is huge for me,” Sallie adds enthusiastically. “Before, we would



With one tap of a button, this bright dining room can become a romantic dinner scene complete with music.



Label one button MOVIE, and program it to dim the lights, close the blinds, raise the temperature, and turn on the TV to your favorite station all at once.

leave lights on 24 hours a day for seven or ten days. I'd feel guilty about it, but I didn't want to leave a dark house. I'd say, 'you know we just announced to the world that we're out of town because our outside lights are on 24 hours a day.' Now we can do a Vacation mode where the lighting is sporadic, different lights going on and off at different times. It adds a whole level of security to going out of town." The lighting scenes certainly add convenience and ease to Sallie and Mike's home life.

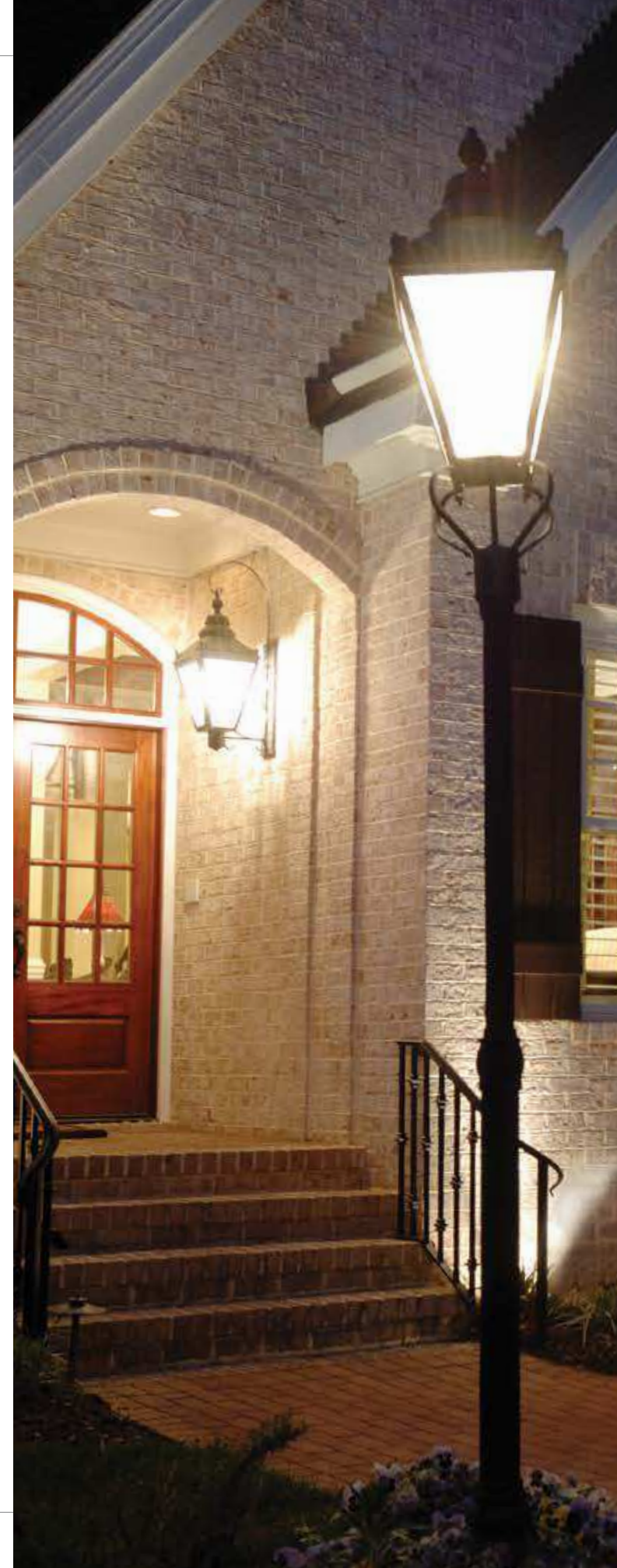
Another benefit Sallie and Mike love is the energy savings. They no longer need to choose between full brightness and pitch darkness for each bulb. It's all dimmer-friendly. When they're away on vacation, they can set the random lights to go on and off at only a percentage of their brightness. From the outside, the house still gives the appearance that people are moving around inside, while enabling the homeowner to conserve energy.

Sallie and Mike make a happy couple. They laugh easily, they tease each other, and they love to entertain. Control4 has brought a higher level of quality to both their personal lives, and Sallie's professional life. "It enhances



The new Control4 Adaptive Phase Dimmer can handle a wide range of light loads, anywhere in the house.

everything, in a simple format," she says, adding, "It's been a tremendous experience. I'm not sure why we didn't do this sooner." ■



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from GRIM to GLAM

to GLAM

In May of 2012, fire gutted this home. Vision Electronics, a long time TruAudio and Control4 dealer, was called in to bring it back from the ashes and create a residential masterpiece.

In addition to full Control4 lighting, climate, and security control, Vision installed 30 zones of audio using TruAudio speaker products. In this living room alone, Vision installed three GHT-66G In-Wall Home Theater speakers, two Trunami In-Wall Subwoofers, and six Ghost 8" In-Ceiling speakers. But you'd be hard pressed to see them - they're cleverly hidden behind the TV and furniture.

The Ghost Series of speakers sport a frameless magnetic grill with a mere 2 millimeter reveal and can be color-matched to the decor for a clean, minimalist look. And with Control4's intelligent amplifier producing 100 watts of clean, efficient power, these Ghost Speakers give you a rich, full sound that is heard but not seen.

"We've been partners with TruAudio for a long time. They have phenomenal speakers with a lifetime warranty. Plus, they have great employees who respond quickly and go the extra mile for you. Because of them, we've always been able to satisfy the most elite clients."

- Aaron, Vision Electronics

For more on this story go to truaudio.com/news/restoration



BE DAZZLED

A beautiful kitchen enhanced with smart lighting, *right*. The Tobias family, happy with their new automated lifestyle, *below*.

Project installation by ListenUp



Met Jane and Scott Tobias. They live in central Denver and have just upgraded to the automated life. "Once we started looking into automation and all the different options, the Control4® solution was clearly the best option for us," Scott says, admitting that he was lured by the video and audio options. His wife Jane, however, had different priorities: "When Scott came to me with the idea, I thought it would be really interesting to be able to manage the energy and the lights all at once. One of my favorite features is that at the end of the evening when we're upstairs getting ready for bed, we're able to turn off all the lights and set the alarm without having to make the extra trip downstairs."

"We have a family of five," Scott adds, "so right out of the box the lighting is great because you don't have to go chasing lights around all over the house. If you want to change the lighting, it's one touch at this point. It's been phenomenal and we're looking forward to expanding to

the patio because we have some very cool lighting out there, and implementing Control4 technology will actually enhance that."

A tour around the house reveals plenty of entertainment zones, from the Playstation® and big screen TV in the basement to the ping pong room to the personal gym—each has its own scene. And the Tobias family gets a kick out of the customizable engraved keypads. They've got the ALL ON button, the ALL OFF button, they've programmed an ENTERTAINMENT scene, and they half-joke about creating a special dance party scene. Jane would like the button for that scene to be labeled SPIN THE HITS.

As to implementation of the user interface, Scott says, "We found it very easy. My wife who is a technophobe has adopted it fast. The kids, too. Everyone uses this system. Even my parents use this system. Control4 automation is completely part of the fabric of our family at this point. We found it very easy to integrate into our family environment."

PHOTOS: JIM TOSHIO INOKUCHI, TOSHIO PHOTOGRAPHY



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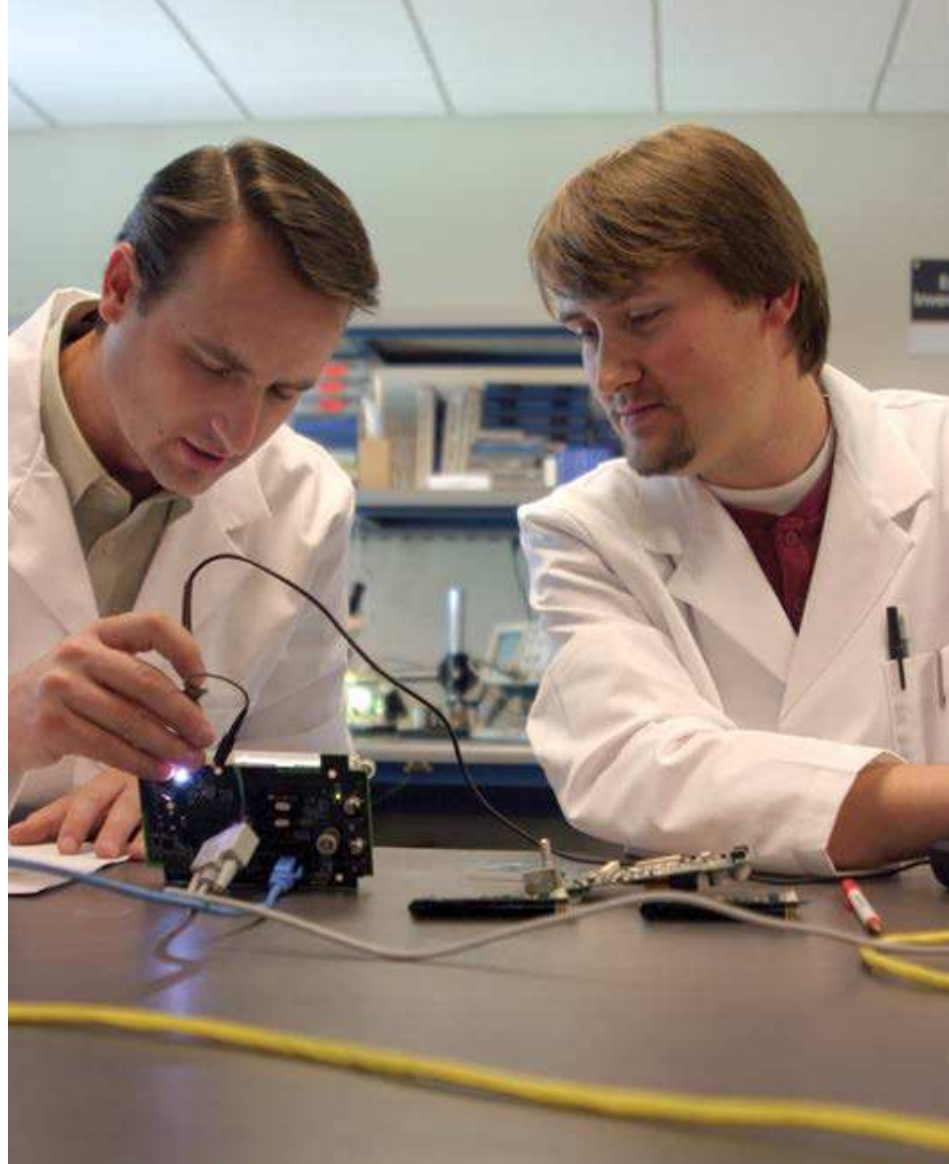
Celebrating 10 Years of Control4

A lot can change in ten years. After all, who could have imagined a decade ago that a mobile phone made by Apple would change the way we communicate, compute, and consume music? Who would have dreamt back then that Facebook and Twitter would come along and forever change our definition of “friend”? And who could have known in 2003 that home automation would soon be well within the reach of the average homeowner?



Founders, Will West, Mark Morgan, Eric Smith, *left to right.*

Control4™



Control4 engineers hard at work, testing performance in the Quality Lab, *left*. Jim Russell, Director of Listen & Watch HW FW Engineering, *above*.

Of course, even in those early years of the twenty-first century, home automation wasn't a wholly new innovation. But it was a prohibitively expensive one, requiring tens of thousands of dollars worth of hardware, months of programming that cost hundreds of dollars per hour, and a dedicated graphic artist to create literally every button on every touch screen remote in the home. Add in the extensive new wiring needed for even the most basic home automation features, and it just wasn't something you'd happen upon very often.

But then along came Control4, with

a radically different approach and an eye on a much broader audience.

When Control4 made its debut ten years ago, it represented an entirely new and different way of thinking about and installing automation. Rather than targeting luxury installations, it directed its efforts toward the entire mainstream market. Instead of requiring users to run wire to each integrated device, it implemented cutting-edge wireless technology. Rather than gearing its products only toward new construction, it developed solutions that worked equally well in remodels and retrofits. Instead of

making products that took months and weeks to program and install, it developed integrated solutions that could be programmed and installed in days—sometimes hours. In the decade since announcing its mainstream vision for home automation, the company has grown from an interesting start-up into a global company, with more than 300 employees, over 2,800 highly trained dealers and distributors, consumers in more than 80 countries, and a stock that is publicly traded on the NASDAQ stock exchange.

It all began as the dream of just three men.

IN THE BEGINNING...

Control4 was the brainchild of longtime collaborators Eric Smith, Will West, and Mark Morgan—two of them longtime business partners, two of them lifelong friends—all three of them passionate about tearing down the barriers-to-entry that up

until then had kept home automation part of the "Lifestyles of the Rich and Famous." When Eric, Will and Mark launched Control4, they set out to disrupt the existing state of the home automation market. "There was a reasonably developed high-end market," says Will West, "but there wasn't a solution that could scale broadly, that could be embraced by a large number of dealers. Our goal in founding Control4 was really to bring personalized, full-featured automation and control to the broader mainstream market."

Of the three, Eric is the "geek" of the group, a true tinkerer whose passion for connected control began when he discovered that he could use his middle school's Apple II to make things happen outside of the computer. "I always loved

home automation," he says. "I never thought of it as being a business initially, but I had this plan that when I got older, I would eventually wire up my house so that I could control every outlet, every light switch, motion sensors, and lights."

Will—whom Eric first met at Salt Lake City's oldest and largest high-end audio shop, Audition Systems (later Aurant), in the early 1990s—is definitely the businessman of the trio. "When I left my management position at Procter & Gamble," Will says, "I wanted to find a way to expand the current high-end audio/video business beyond \$10,000 speakers and \$15,000 projectors. I loved technology and knew there must be ways to use it to truly change the way people live."

The two instantly clicked, and both

had a passion for the still-nascent field of home automation. The duo, Will says, began "trying to create real automation in an environment where real automation wasn't really available in commercial products," an effort that eventually inspired this duo to become a trio, as Mark joined the fray. If Eric was the guy who knew how to build the products, and Will the one who knew how to build a business, Mark was a nice combination of the two. It was a match made in hi-tech heaven, and one that carried over into the eventual creation of Control4.

AND NOW...

When Eric, Will, and Mark sat down to think about what Control4 could bring to the table, they started

The first Control4 home controller and remote control, launched at CEDIA Expo in 2004.



PHOTOS: CONTROL4 ARCHIVE



Control4 had no trouble attracting an audience as it debuted first-generation automation products at the CEDIA tradeshow, *above*. Another view of the 2003 Control4 booth, *right*.

by focusing on the existing state of the home-automation market. "The gear itself was too pricey, and this stuff was so complex that you needed a \$450-an-hour programmer to program your house," Eric says. "You could easily spend \$50,000 to \$60,000 just on programming alone. Even if the gear was free, most people couldn't afford it."

The market was limited and far from mature, but the three were determined to make a difference. "There was a reasonably developed high-end market," Will says. "However, there wasn't a solution that could scale, that could be dealt with by a large number of dealers. Our goal with Control4 was to really bring complete, full-featured automation to a much broader

market."

To distinguish itself, Control4 decided to focus on a retrofit solution that relied on fewer control boxes to accomplish more things. In March 2003, Control4 opened its doors in Salt Lake City, where the headquarters remains to this day. However, there was still a lot of work to be done before the company could ship its very first product.

For the next year-and-a-half, the trio worked to prepare Control4 for prime time. That process included hiring several additional people and a bit of trial and error. By the time Control4 had its official unveiling in September 2003, the company had gone from three employees to well over 50. All three credit the entire team for the success of the



company's launch.

And what a launch it was. When the company made its debut at the 2003 CEDIA Expo—a trade show dedicated to new custom home theater, automation, security, and networking technologies—they weren't just looking to just dip their toes into the home automation waters. Instead, their entry was more like a cannonball. Control4's initial offering included a complete home

automation solution, with nearly 25 different products, encompassing home theater control, multi-room audio solutions, lighting, temperature control, and more.

It was a gamble to introduce one system that did so much at a time when most automation-related companies were delivering very specific applications. But the gamble paid off. Dealers took notice.

By the first quarter of 2005,

Control4 shipped its initial home control offerings, and that summer the company hit the road with the Control4 "4" Real tour, which included an entire home automation system inside a passenger van driven by two "roadies." Over the course of three months and thirty-six cities, from Boston to Seattle, Control4 demonstrated the system's capabilities and captivated audiences, and, in fact, it was the

start of a tradition that lives on to this day. The company still engages in an annual summer dealer tour, so the company can keep in touch with dealers, provide on-site training, and demonstrate new products and features. The van, however, has been retired.

BORN TO GROW

Since the initial launch of Control4 and that first road trip, there have been a lot of other reasons for the company to celebrate. New operating systems have continued to add functionality, improve stability, and enhance performance, allowing Control4 dealers to build more comprehensive, intuitive home control systems for their customers.

Of course, over the past ten years, the home automation market as a whole has experienced the same economic downturns that affected us all. But through it all, Control4 continued to enjoy strong growth, even when the 2007 recession brought new construction to a screeching halt. Thankfully, Control4's initial focus on retrofit installation not only allowed the company and its dealers to thrive, but was also a blessing for homeowners who decided to invest in their existing homes. The affordability of Control4 home automation solutions allowed customers to enhance their living experiences in a very economical way.

The company that started as a trio now has 340 employees and thousands of dealers and distributors in 83 countries. But the goal is still the same: to bring home automation to the masses.

KEEP BREAKING BARRIERS

In addition to serving a much broader market, Control4 has also worked over the past ten years to expand the scope of home automation. After breaking down barriers in terms of cost and simplicity, the company has worked hard to make devices that traditionally fell outside the scope of home automation to work well together, and has continued to embrace new digital technologies as they've become part of our everyday lives.

In 2011, the company released the MyHome app, putting the functionality of a Control4 system into popular devices, including iOS and Android® devices, as well as Mac® and PC computers.

Just two years later, the company would unlock the full potential for remote home automation control on those devices with Anywhere

“We think that ultimately, there's no home in America that shouldn't have automation.”

Access, allowing clients to safely and securely control and monitor their homes from literally anywhere in the world that has 3G/4G access.

And that's just one of the many innovations that have been introduced under the leadership of Martin Plaehn, who joined the company as president and chief executive officer in September of



Martin Plaehn, Control4 CEO

2011. With his depth and breadth of management experience, Plaehn brought a powerful blend of technical depth, operational focus, and business expertise to Control4's business and product strategy, as well as day-to-day operations. And of course, he also has the same passion as his Control4 predecessors.

Under Martin's leadership, the company has launched two new turbo-charged home controllers and an audio/video intercom solution for whole-home communications; new solutions that integrate increasingly popular streaming music and Internet audio sources into Control4 systems; four new releases of the Control4 operating system; and new, elegant smart lighting solutions, including a wired lighting system for new homes and international markets, and a new wireless system that takes form, function, and flexibility to new heights.

But for Martin, Control4 is just getting started. "What we do here at Control4, and what we will continue



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Key features include:

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- **Expanded UI** – Adds 20% of newly usable real estate on the Control4 touch screens.
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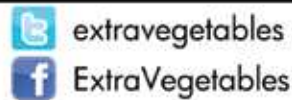
We love Control4! It's the home automation platform that can scale from a single room to a palace.

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Products Available in the Control4 Dealer Webstore



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REBECCA HENRY PHOTOGRAPHY



The Control4 MyHome app with Anywhere Access and the 4Sight® service make it easy to be "home" no matter where you might be.

to do, is integrate thousands of devices from hundreds of manufacturers and then try to make all of that technology disappear," he says. "So as long as new technologies arise, we'll continue to work to make those technologies fit invisibly into the lifestyles of our customers. We'll continue to innovate."

"For now, I think it's amazing that you can pull out your smart phone from anywhere in the world

and monitor your home from the interface you're already familiar with," Martin says. "But what if you could customize that? What if your MyHome app knew you weren't home and greeted you with the activities you're most likely to want to access when you're away? What about proximity sensing? Rather than having to scroll through your MyHome app and select your front door lock, for example, you simply

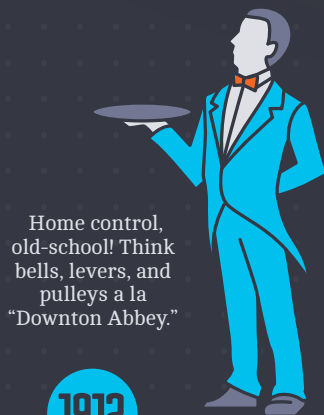
fire up Control4, it detects that you're within 200 meters of your house, and it opens the home for you?"

"Those are just ideas, but at Control4 we're all about the art of the possible. If it's not personalized, it's not automation; it's just control. And we're not just in the business of making control products. We're in the business of making systems and ecosystems that have auto-magic in them." ■

HOME SMART HOME

How did we get here, anyway?

Let's look back on a few (and some funny) important dates in home automation history.



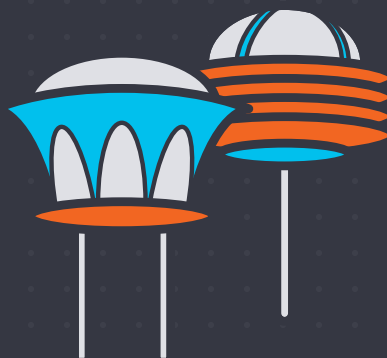
Home control, old-school! Think bells, levers, and pulleys a la "Downton Abbey."

1912



Disneyland opens the Monsanto House of the Future to display "hot" 1986-era technology, such as the microwave. In 2008, it was relaunched as the Innoventions Dream Home, a \$15 million project with HP, Microsoft, and Control4.

1957



"Jane, stop this crazy thing!" The Jetsons debut and become the model for all things home automation for the next 50-plus years.

1962



Clap on! Clap off! The inventors of the Chia Pet deliver simple automation via The Clapper.

1986



Instead of little pieces and pricey systems, Control4 makes a splash by packing lighting, security, AV, temperature and more into one, affordable home automation system.

2003



Under one roof... er, app: Home control for your smartphone became a reality with iOS and Android apps that let users turn on lights, check home security or get alerts from anywhere with 3G/4G access.

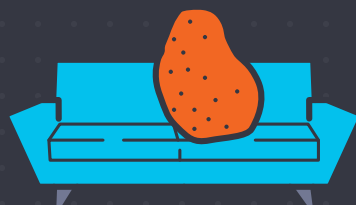
2010

1930s



Home automation hits the World's Fair in Chicago (1934) and New York (1939).

1955



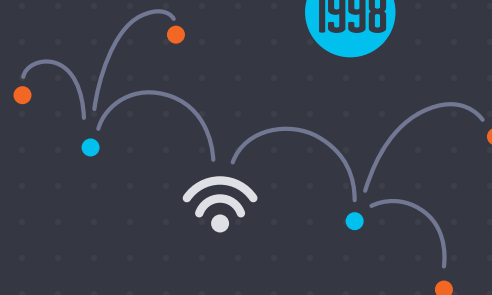
Zenith debuts the first TV remote. Dubbed "Lazy Bones," it connects to the TV via a wire, making the seat closest to the TV the most sought-after in the home. The couch potato is born!

1984



Homes are getting smarter—and get an official term to prove it. The American Association of Housebuilders coins the term "smart house."

1998



There has to be a better way: ZigBee makes its wireless debut, as a low-power, reliable alternative to WiFi and Bluetooth. It was standardized by the IEEE in 2003 and later revised in 2006.

2009



Viva Las Vegas! The ARIA Resort & Casino opens and offers guests personalized controls for lighting, temperature, AV, window shades, and more, all via Control4 technology.

2013



Control4 celebrates its 10th year with over 300 employees and thousands of dealers and distributors in 83 countries.

INFOGRAPHIC: NAYLA SMITH
 Sources: <http://www.westerland.com/futurehouse.html>; http://en.wikipedia.org/wiki/The_Jetsons; http://en.wikipedia.org/wiki/The_Clapper; <http://www.zigbee.org/Specifications/ZigBee/FAQ.aspx>; <http://www.ingenia.org.uk/ingenia/articles.aspx?index=143>



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AMBIANCE, POR FAVOR

In case you find yourself hungry in South America, here are three restaurants that are pairing great food with a great dining experience—automatically.



ARIGATO, ARGENTINA!

Dashi
Buenos Aires, Argentina

Project installation by Haustech



PHOTO: DANIELA MAC ADDEN

"The atmosphere is particularly suave in this well-lit restaurant," writes an online reviewer about Dashi, a Japanese eatery in Buenos Aires. One touch, powered by a Control4® system, cues the music and the lights, designed to highlight the stunning architectural design of the space as well as the custom wallpaper, inspired by origami. After all, it's the little details (and the sushi!) that get guests rolling back for more. Even better for a restaurant owner when the clever automation can be at *their* service.



FEED THE FANS!


Sports Planet
Quito, Ecuador

Project installation by iSound Solutions
Una División de Tecnomax S.A.



With four audio zones, three projectors, drop-down screens, countless TVs, and a ton of great sports action to consume via satellite, Sports Planet can't afford to miss a beat when patrons demand a certain game on a certain channel. Now, with a Control4® touch screen, they score every time in one tap. No more remotes? That's one smart sports bar.

PHOTO: JIM TOSHIO INOKUCHI, TOSHIO PHOTOGRAPHY

It's time to turn over a new **leaf** 



"With the growing demand for seamless HD audio and video distribution, we have tried a variety of HDMI matrix products. Truthfully, it was a frustrating experience until Leaf showed up. I don't think I could give Leaf a better compliment than by saying that their stuff "just works". The product line is well thought out, well designed, and well manufactured. I have now successfully installed every product in their line, including several of the 20x20's, and have been nothing but impressed with the quality of picture, speed of switching, and ease of installation. Leaf now has a loyal dealer and bunch of happy clients across Indiana." – **Matt Reeve, Millennium Sounds, Control4 Pinnacle Dealer**

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AMBIANCE, POR FAVOR



Hard Rock Cafe
Lima, Peru

Project installation by
Alvan Electronics Latin America

DINE LIKE A ROCK STAR



PHOTO: JIM TOSHIO INO KUCHI, TOSHIO PHOTOGRAPHY

In one of the most exclusive areas of Lima, Peru, the Centro Comercial Jokey Plaza, you'll find the Hard Rock Café is taking South America by storm in a new state-of-the-art café, thanks in part to Control4® automation. Along with Shakira's "She Wolf" bodysuit and Gene Simmons' bass guitar, a Control4 touch screen keeps the vibe rockin' by perfectly setting the scene with one touch.

Set your music free!



Now you can stream the music on your phone, tablet, or computer to every zone in your home... Pandora, Spotify, or your favorite playlist from iTunes®. Featuring built-in AirPlay, Bluetooth and DLNA connectivity, the Control4 Wireless Music Bridge wirelessly and automatically recognizes your music so you can share it with the whole house, or just one room, in one tap. Better still, it's just as easy for guests to connect and share, too. Let the music play! Just another reason why our customers love Control4® home automation solutions.

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