

AUDIOTRENDS

L E A R N I N G C E N T R E

Custom Installations Made Easy!

Custom Installation n: a harmoniously-integrated music, video and/or control system created specifically to meet the client's performance and visual aesthetic requirements, achieved through careful product selection, clever installation design, and meticulous implementation.

At a Glance

Audio Trends treat custom installation as a process. Each project begins with a careful and thorough design discussion where we determine your needs. Firstly by listening and then later by asking probing questions. We then suggest possibilities and discuss your lifestyle and any special requirements. If needed, we'll then visit your Home or construction site. Understanding your needs, we then design a system and implementation plan specifically for you. Indeed, we may design several systems, showing you the costs and benefits of different performance levels or system features.

A Taste of What's Possible

To an audiophile with a dedicated room, custom installation might mean a proud display of electronic components on beautiful award winning "art furniture", highlighted by special lighting. Yet to another audiophile, custom installation might mean carefully concealing all the electronics, cables and subwoofers, maybe even the speakers.

In a multi-room whole-house system, custom installation might mean a music-immersed lifestyle, with hidden in-wall speakers in every room and higher-performance speakers in the lounge or family room. It might mean outdoor speakers that look like rocks, or underwater speakers for the in-ground



pool. It may mean an easy-to-use, custom programmed touch screen control system, or it may just be simple keypads in the walls.

With a Home Cinema, custom installation might mean the reproduction of a 1950's era cinema, complete with burgundy curtains. Or it may mean a carefully concealed Cinema installed in a family or games room, complete with power-activated curtains, blinds, screen, lights and maybe a Projector that descends from the ceiling. Then again you may want us to custom build solid timber furniture that suits both your décor and the new equipment. It can be anything you want!

High Performance: Sounds Great, Looks Great

Audio Trends passion is for high performance. This doesn't necessarily

mean expensive. The Audio Trends web site delves into a number of different multi-room concepts. When designing a custom-installed system, our staff members who are expert in whole house audio and visual systems plus home automation will make dozens of choices in order to deliver you the highest performance possible. For example:

- We allocate the budget carefully, selecting the highest-performance, most cost-effective products possible. We base this on our experience and your requirements.
- Audio Trends choose design topographies that yield higher-performance.
- Audio Trends carefully choose and route the in-wall cables, thereby minimising the interference and sonic degradation. For high-end installations, we can install exceptionally good cables in the walls or under the floors.
- We consider room acoustics, furniture locations, and lifestyle issues when we locate speakers.

Many of these choices are hidden. If we had skimmed on in-wall cables, you would never see the difference, but you'd hear it. If we had placed the speakers carelessly, you'd never fully experience all the sound that you deserve or paid for. If we had picked a cheap amplifier, you'd end up with "elevator" music. It's ironic; the better we do our job, the less you'll see it. Like the other infrastructure in your home, a well-designed and meticulously-installed system delivers carefree pleasure, even if you never look to see how it works.

Easy-to-Use Control System

A well-designed, well-implemented control system makes even the most sophisticated equipment a pleasure to operate.

Imagine pressing "Play DVD Movie". Watch the equipment turn on. Notice that the VCR, which you're not using, stayed

off. Lights flicker on the equipment as the control system selects the right inputs and sets the right modes. Hear the volume adjust to your preferred listening level. The curtains dramatically open, revealing your screen. The light-tight blinds descend over the windows as the room lights slowly dim. The movie begins.



But a great control system requires much more than just the automation. A talented system designer carefully considers **what** functions need automating and **how** those functions should best be provided.

The design of a true high-end control system requires significant experience in software user interface design and ergonomics. For example, buttons should be grouped logically by function. Similar functions should be provided in a consistent location on each screen. The use of functional modes should usually (but not always) be avoided. Colours should be chosen carefully, with an eye toward the meaning (which varies from culture to culture).

Often a poorly designed control system frustrates its user because it affords **too much** control. Like a car stereo with a million tiny buttons, providing control over unused options will hamper daily use. At Audio Trends, we use the "houseguest" criterion. Could guests in your home pick up your remote control and listen to music or watch a movie? Could they do it without any instruction?

Even a simple control system with keypads in the wall can be tricky. Does "Volume Up" raise the volume in just this

room, or does it change the whole house? The right answer depends upon your lifestyle and the layout of the rooms in your Home. Did pressing "Radio" affect every room? What if mum is snoozing in the Master Bedroom?

Audio Trends strive to design control systems that are:

- Completely reliable
- Automate all the necessary functions (no more, no less)
- Convenient to use
- Carefully designed around your lifestyle
- Logical and easy to understand
- Harmoniously designed and pleasing to operate.



Aesthetic Integration with Architecture and Interior Design

Most of our clients relish wonderful architecture. They appreciate outstanding interior design. They admire craftsmanship. Also, they love music and movies. So do we!

As both audio and video professionals, we can form a team with your architect, your interior designer, and cabinetmaker. Each discipline brings its expertise and experience to bear on the common goal: create the best space possible for you and your needs. Together the team members propose ideas, improve them and incorporate them into an overall design.

Sometimes there are tradeoffs. The best-sounding speaker might be too visually prominent, or the room dimensions or wall covering might be acoustically challenging. In these trade off situations, we don't advocate or argue; we educate. Once you're informed of the multi-disciplinary considerations, then you can make the best decision that best suits your requirements.

A few words about aesthetics. We want your room to "feel" right. As you enter a room, you immediately see it—the architecture, the interior design, the construction details and the lighting. Next, you hear it — the sense of acoustic space, the reverberations, the music playing. You may perceive its textures—wall surfaces, fabrics and flooring. Often, the non-visual design considerations are overlooked. We help our clients create a complete environment, one that pleases all the senses.

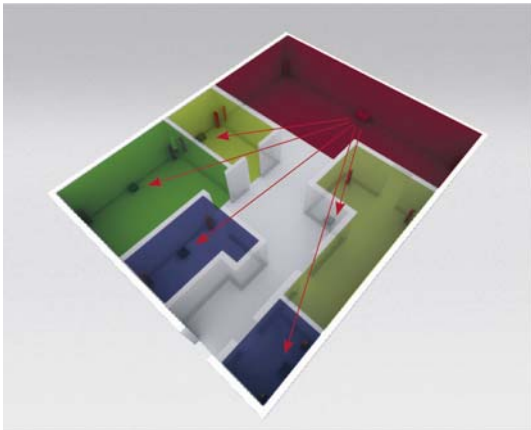
Involve Audio Trends Early

We can achieve the best results and the highest performance when we have the fewest constraints. Often in a project, early arbitrary choices — where a pipe goes, where a door is, the exact room dimension — close off or eliminate a large number of audio and video design options. We can achieve very high-performance, cost-effective results when the project is still in the design phase. Once construction begins, the cost of high-performance rises.

Tip: If possible, involve us **before** your architect or builder draws up detailed house plans.

Pre-Wire

With all of the above, good planning needs to be done at the earliest possible stage and although we mention pre-wiring last on the list, it is actually the first thing that needs to be done and hopefully planned well in advance. Obviously with Home Automation or even a fully dedicated Home Cinema this needs to be considered and designed well before construction begins. However, even a simple multi-room audio visual system needs to be catered for with pre-wiring. It costs no more to arrange this in advance! Sadly, some persons either miss out or pay considerably more for installation after the home is built.



Surprisingly to many, the cost of pre-wiring even a large home is extremely reasonable. If our installers get access at frame stage, even a complex two storey dwelling can be done in just one day. But, please remember that we cannot arrange this service two days before the plasterer is due to arrive!

Tip: Plan with your builder for the pre-wiring of antenna and multi-room audio to be done after the electrician is finished and before the plasterer starts.



Audio Trends Can Help

Audio Trends has the experience to make all of this very easy. To enjoy the pleasures of a custom home entertainment installation, you need quality equipment and a well designed, professional installation. The Audio Trends experts are first and foremost very helpful and friendly but also have a thorough knowledge of what's new, what's best and have the technical expertise and experience to design the best system for your budget.

All members of the Audio Trends team are licensed and insured professionals who work directly with homeowners, or with their architects, builders and interior designers. The key to a successful outcome is planning and preparation. So before you build, please come and see us to discuss your many options. We're at your service.

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Hours: Mon - Thurs 10am to 5.30pm
Fri 10am to 7pm, Sat 10am to 4pm

