



**CONNECTING BUILDERS**



**WITH TECHNOLOGY**

# TechHome Integration: Easy, Dependable and Profitable

## So what is TechHome integration?

Simply, it's the easiest way to add value to the homes you build and sell. A TechHome integrator makes it easy for you by doing quality, trouble-free technology installation in the homes you build. The range of possibilities are many, but quite simply they can install custom home theater systems, security systems, lighting controls, structured wiring, multi-room audio video and much more.

## Do my customers really want this?

Think about it, how excited would you be to move into a new house and have it pre-wired for surround sound, have a 50" plasma installed and ready to use, or be able to play music from your MP3 player anywhere in your house, all that and the cost is merely a modest addition to the overall mortgage. Studies prove this too, consumers are starting to expect and demand technology installed in the home.

## How do I sell technology to potential homebuyers?

We're not surprised you ask. Research shows that homebuyers are interested in incorporating technology into their home, but they're unsure how to go about it or where to turn. You may be uncertain as well, but with the help of a local TechHome integrator, you can be the customer's solution. TechHome integrators sell technology and related services everyday, so they will work with you to refine your offerings and provide valuable sales information for your customers. This tool kit is just the beginning. Visit [TechHome.com](http://TechHome.com) to find a TechHome integrator in your area for customized resources.

## Is this going to hold up my schedule, or create problems that will come back to haunt me?

That's where a qualified TechHome integrator comes in. Professional integrators are there to make your life easy, by doing quality, trouble-free installations that make you look good to your customers.

## Am I really going to make money off technology in the home?

Not only is it the best way to differentiate the homes you sell from others, but it's an easy add-on that will certainly make you money.

Visit [TechHome.com](http://TechHome.com) today and use the referral database to locate a qualified TechHome integrator near you.

## MYTHS VS. FACTS

### MYTH #1

You'll break-even, or worse lose money on technology installations.

### FACT

Installed technology is an easy add-on and can be wrapped right into a customer's mortgage. You'll be missing out on potential profits if you don't offer installed technology in the home.

### MYTH #2

Having installed technology as a feature in the homes you build will slow down production schedules.

### FACT

TechHome integrators provide quality, dependable workmanship that keeps your projects on schedule.

### MYTH #3

My customers aren't interested in technology in the home.

### FACT

79% of homebuilders agreed that home technologies are important to marketing new homes.

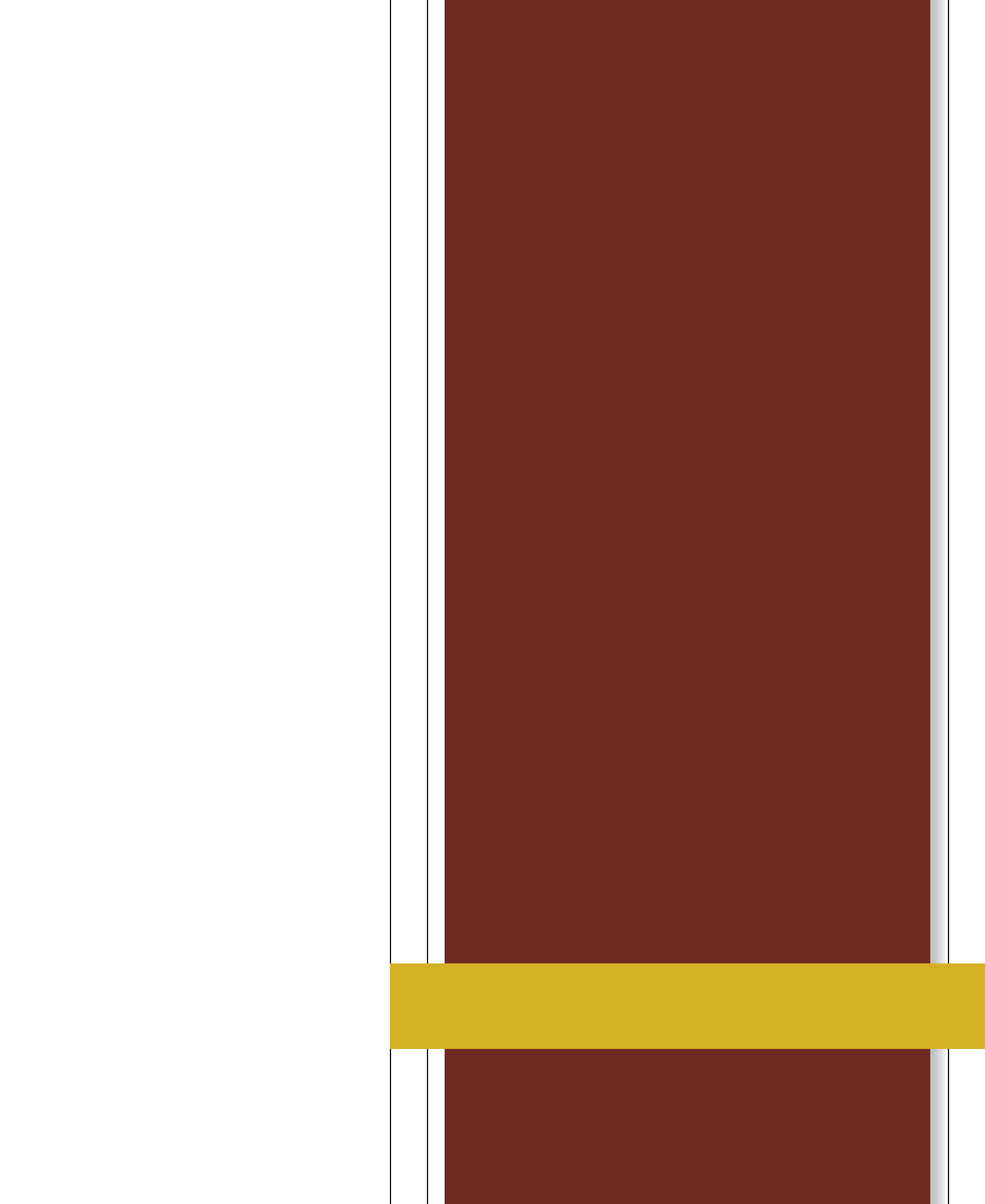


## TechHome Integration



MULTI-ROOM **Audio Video**  
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# Show your homebuyers the value of installed technology

**T**HE **TECHHOME RATING SYSTEM** is designed to help you evaluate and compare the level of installed technology in the home. It's a great tool for showing homebuyers how their home rating is based on six key technology categories. How do the homes you're selling rate? Use this simple rating system to demonstrate the increased home value that installed technology offers. It's a great selling point to consumers and a sure way to close deals.

## EASY TO USE

- Fill out the attached form
- Follow the scoring instructions on the following page

### Need more copies, visit **TechHome.com**

- Download a free copy of the form and instructions
- Search our nationwide database to find qualified installers in your area

### What the system measures

- Measure your ability to work from home, safeguard your family and enjoy entertainment
- Protect the future value of your real estate investment
- Maximize return on investment when you sell your home
- Understand how installed technology can enhance your lifestyle

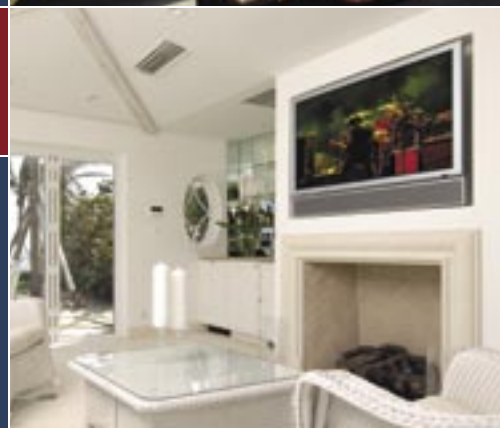
### Evaluate your home based on the following categories

- Home entertainment
- Communications
- PC networking and Internet sharing
- Home security
- Home comfort, convenience and energy management
- Structured wiring system

Visit **TechHome.com** for more  
copies of the TechHome Rating System.

Nearly 100% of  
builders surveyed  
said that they  
would like to use a  
national home  
technology rating  
system to help  
market new homes.

Source: CEA State of the Builder Technology Market Study



## Rate Your Home



A Division of



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# Add Value to Your Home Using the TechHome Rating System

	Check Marks	(These two columns are for information purposes only.)	
		# of Rooms	Comments
<b>1. Home Entertainment</b>			
■ Cable TV (Jacks)	_____	_____	_____
■ Satellite TV (DBS Small Dish or Large Dish)	_____	_____	_____
■ In-Wall Speakers Installed	_____	_____	_____
■ Multi-Room In-Wall Audio/Video	_____	_____	_____
■ Home Theater Pre-wire	_____	_____	_____
<b>Add total number of check marks here:</b>		_____	_____
<b>2. Communications</b>			
■ Telephone Extensions/Jacks (must have a minimum of three to qualify for check mark)	_____	_____	_____
<b>Add total number of check marks here:</b>		_____	_____
<b>3. PC Networking &amp; Internet Sharing (permanently installed systems only)</b>			
■ Ethernet Local Area Network (LAN)	_____	_____	_____
■ Fiber or Other (please describe)	_____	_____	_____
■ High Speed/Broadband Internet Access (fill in circle if available)	_____	_____	_____
○ DSL Available			
○ Cable Internet Service Available			
○ Satellite Dish Based In Use			
<b>Add total number of check marks here:</b>		_____	_____
<b>4. Home Security</b>			
■ System Installed	_____	_____	_____
■ CCTV Camera(s) Installed	_____	_____	_____
<b>Add total number of check marks here:</b>		_____	_____
<b>5. Home Comfort and Convenience</b>			
■ Multi-Room Lighting Control System	_____	_____	_____
■ Home Automation System (specify brand)	_____	_____	_____
■ Programmable Thermostat or Multi-Zoned HVAC	_____	_____	_____
■ Energy Management System	_____	_____	_____
■ Window Covering Controls	_____	_____	_____
<b>Add total number of check marks here:</b>		_____	_____

## Bonus Category: Structured Wiring

Meaning most rooms have special purpose jacks/outlets each of which is separately connected by high performance in-wall wires and cables to a central distribution box or panel. See definition to the right. **4 Points.**

## Final TechHome Rating

Add total number of check marks in all five categories (including points from the bonus category) and divide by two (round any decimals of five or above up to the next highest whole number).

**Final TechHome Rating:** \_\_\_\_\_



## Using the CEA TechHome Rating System

**THE TECHHOME RATING SYSTEM** is designed to let you rate the technological infrastructure present in a home across five categories. The final TechHome Rating will be a number between one and ten, with ten being the most technologically sophisticated.

To rate a home, put a check in the first column—marked “Check Marks”—for each system present in the home. Count the number of checkmarks under each category, and place that number on the line marked “total.”

The Number of Rooms Column and the Comments Column are for information purposes only and do not affect the final TechHome Rating.

Please note that there is a Bonus Category (Structured Wiring) that can qualify the home for additional points.

To calculate the final TechHome Rating add the total number of check marks in all five categories and the bonus category for a total of no more than 20. Divide this number by two and round any decimals of five or above to the next higher whole number. The result is your TechHome Rating.

### Home Entertainment

- Cable TV (Jacks)—Wall plates/jacks with a threaded “F” connector commonly used to distribute a video signal from a VCR, cable television service or other video source to televisions over coaxial cable. These coaxial cables and jacks also can provide high-speed Internet connectivity and PC networking services.
- Satellite TV (Small Dish or Large Dish)—Small dish or Direct Broadcast Satellite (DBS) is a subscription service that uses high-powered satellites to broadcast a digital TV signal to small 18” dish antennas. Large dish satellite TV, or a C-Band satellite system, uses lower powered satellites to transmit an analog signal to larger dishes.
- In-Wall Speakers Installed—Audio loudspeakers recessed in walls or ceilings, typically as part of a home theater or whole house audio system.
- Multi-Room In-Wall Audio/Video Wiring—Wiring inside the walls that could drive detached, in-wall or in-ceiling audio loudspeakers located in another part of a room or in other rooms in the house for home theater, music or paging/intercom functions.
- Home Theater Pre-wire—Concealed speaker wires that could drive detached, in-wall or in-ceiling audio loudspeakers located to provide front left, center and right main channels, at least two side or rear channels and a subwoofer.

### Communications

- Telephone Extensions/Jacks—Any jack that provides access to telephone services from inside or outside of the home. Among the many types of telephone jacks in use, wall plates with the familiar square, four-pin RJ-11 jack are the most common.

### PC Networking and Internet Sharing

- Ethernet Local Area Network (LAN)—A network of personal computers and peripheral devices configured to share information within the home. Ethernet is the most common computer network and is usually characterized by RJ-45 jacks.

- Optical Fiber or Other Network—An optical fiber, or fiber optic, network refers to the high-speed transmission of data to the home as light pulses along a glass or plastic wire or fiber.
- High-Speed or Broadband Internet Access—A connection to the Internet that transfers data faster than a traditional telephone modem (dial-up) connection. The most common services are digital subscriber line (DSL), cable modems or direct broadcast satellite (DBS).
- Digital Subscriber Line (DSL)—A dedicated digital high-speed broadband connection that is leased from the local phone company to provide a high bandwidth, always-on Internet connection.
- Cable Modem—A device that provides high speed Internet access through the local cable television system.
- Satellite Dish-Based Internet—A high-speed connection that uses a small dish antenna and digital transceiver to connect to the Internet.

### Home Security

- Home Security System—A system designed to detect the presence of an intruder or other hazard in a residence or surrounding area. Most are professionally installed, will sound an alarm at the site, and report to a central station for a monthly fee.
- CCTV Cameras—Closed circuit television (CCTV) systems distribute video signals from surveillance cameras to monitors within the home.

### Home Comfort, Convenience and Energy Management

- Multi-Room Lighting Control System—These systems coordinate large numbers of lights without using the switches in each room. Programmable lighting scenes can be activated automatically or from remote controllers, touch screens, keypads or telephones.
- Home Automation System—Coordinates and controls a home’s appliances and systems including, lighting, heating, ventilation and air conditioning (HVAC), and security systems so they can work together to improve the safety, comfort and convenience of a home.
- Programmed Thermostat or Multi-Zone HVAC (Heating, Ventilation and Air Conditioning)—A temperature management system that automatically adjusts the temperature based on time of day and/or can maintain different temperature settings in separate parts of the house.
- Energy Management System—A system that manages the energy consumption of a home’s systems and appliances to maximize their operational efficiency.
- Window Covering Controls—These devices, which may include a motorized track mounted above the windows, open and close shades and drapes.

### Structured Wiring System

A multipurpose system of in-wall wire and cable that can be continuously reconfigured to provide updated services to the homeowner. A consortium of home networking organizations created the Wiring America’s Homes (WAH) program to define and promote structured wiring based on an established industry standard (TIA 570-A). The WAH Minimum Wiring Recommendation requires the presence of one four-pair UTP Cat 5 cable and; one RG-6 coaxial cable to key rooms in the house, including home office/den/study, kitchen, family/great room, and each bedroom. All cables are strung in a star formation to the distribution box. A distribution box is a stand-alone piece of equipment containing distribution devices for voice, data and video. Most structured wiring systems are professionally installed and all should meet industry standards.

This guide is for educational purposes only. CEA does not warrant the accuracy of the rating, nor does use of the rating imply any warranties or guarantees by CEA. CEA disclaims any liability for any mistakes made in the use of these ratings, or in the ratings themselves.

# Setting the standard for successful multi-room audio installations

## **ANSI/CEA-2030, Multi-Room Audio Cabling Standard**

As a builder, whether you're doing the installations yourself, or using a qualified TechHome integrator, you want multi-room audio wiring installed to the specifications of an accredited standard.

The Multi-Room Audio Cabling Standard provides a detailed blueprint for builders who want to add distributed audio to the homes they sell to go along with the CAT-5 computer cables and RG-6 television cables that are commonly used in new home construction today.

### **What does the standard cover?**

The standard provides detailed information about cabling and connectors for use in multi-room audio systems and distribution networks. It also provides ample graphics and charts with suggested set-ups.

What is a multi-room audio system and distribution network and how does it help the homeowner? Include sample diagrams from standard here.

- Multi-room audio systems include audio sources, a distribution network and speakers. Audio sources may be things such as radio receivers, satellite receivers, CD players, DVD players or Internet streaming devices.
- Distribution networks consist of a head end location where audio signals enter the home and/or originate as well as a network of wires that transport analog and digital signals throughout a home. Distribution networks are typically designed to permit the homeowner to exercise audio control over different rooms (frequently referred to as "zones") independently. Each zone has at least one speaker in it and the audio to the speakers in each zone is typically controlled by either a volume control or a volume control with extended control functionality. Control over enhanced functionality features is commonly provided with keypads and/or touch screens.

### **How do I get started?**

Contact a TechHome integrator near you and make sure they are using the Multi-Room Audio Cabling Standard. Or visit IHS Global Engineering Documents at [global.ihs.com](http://global.ihs.com) to get your copy today. While jam packed with useful information the standard is available for the low price of \$42.

About 1 in 4  
builders say home  
technology helps  
boost their  
bottom line.

Source: CEA State of the Builder  
Technology Market Study

MULTI-ROOM AUDIO  
CABLING STANDARD

## Multi-Room Audio Cabling Standard

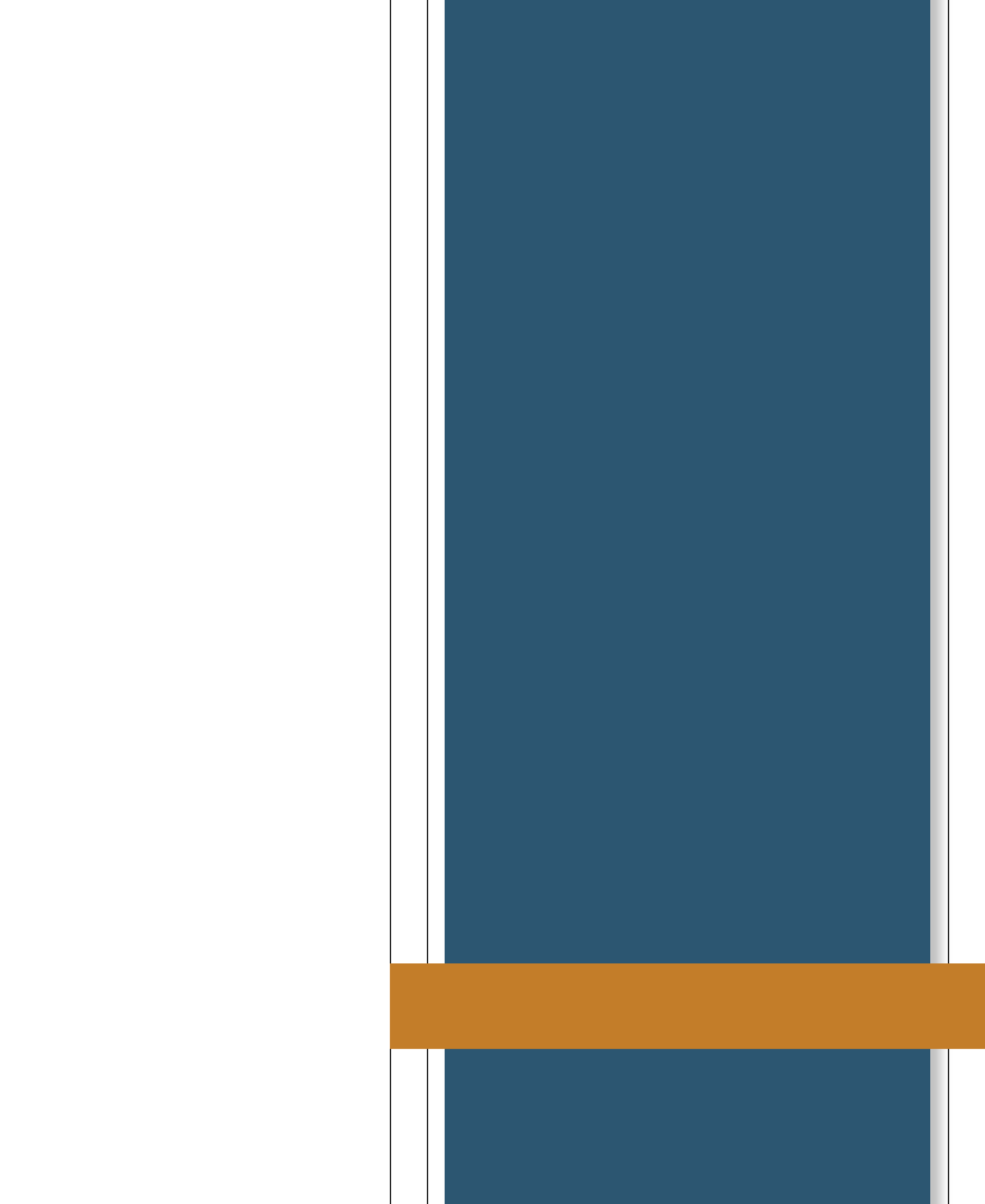


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[TechHome.com](http://TechHome.com)







# TechHome.com: The best way to find a qualified TechHome integrator near you!

## **The Installer Locator**

Take advantage of the Consumer Electronics Association's® (CEA's) TechHome Installer Locator. Whether you're interested in structured wiring installation, help with a complex home network or designing a home theater system, you can find professional integrators in your area who can help make things easy for you and your customer.

## **Also at TechHome.com: TechHome Rating System**

The TechHome Rating System is designed to help you evaluate and compare the level of installed technology in the home. Use this simple rating system to demonstrate the increased home value that installed technology offers. It's a great selling point to consumers and a sure way to close deals. The rating system brochure has been included in this packet. Encourage your clients to keep a copy on file in case they plan to sell their home down the road.

## **More Resources: ANSI/CEA-2030, Multi-Room Audio Cabling Standard**

This recently issued standard for multi-room audio cabling was designed specifically for homebuilders. This standard provides guidelines on how to install wiring for audio entertainment in the home. For more details on this standard see the detailed information sheet in this packet.

Almost 59% of  
homes sold today have  
broadband access, up  
from 52% a year ago.

Source: CEA State of the Builder Technology Market Study

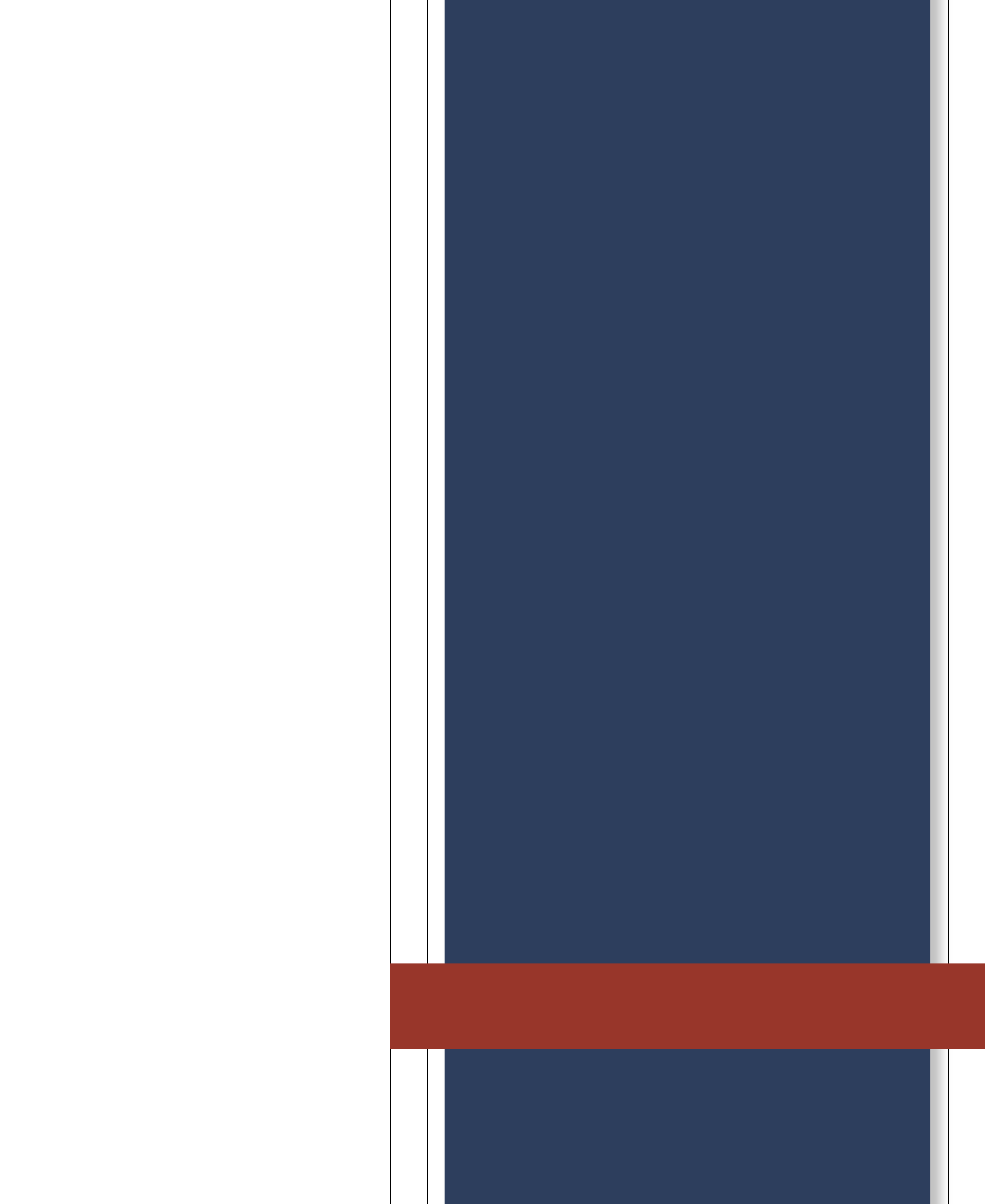
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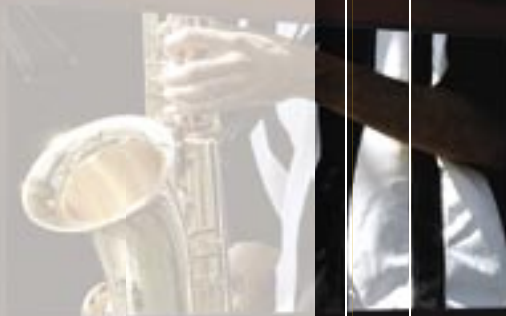
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# Successful Multi-Room Audio Video Case Studies



## Case Studies



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## Case Studies



# Scaling Up to Multi-Room Audio Video: Wiring for the Future

Capturing a New Channel of Customers  
by Flipping the Switch to Whole-House Automation

**T**ODAY'S SLEEK ONE-TOUCH MULTI-ROOM audio systems are built to control everything under the roof, from surround-sound home theater to the proverbial kitchen sink. But to find out what secret component is driving the charge to home automation, look past the spectacular flat-screen TV and peer under the sink, behind the walls, and up in the ceiling—it's structured wiring.

Yes, the lowly wire has emerged as a victorious giant in today's fully automated home, driving everything from multi-room audio to satellite radio, HDTV, home theater, video surveillance, remote monitoring, Internet cameras, residential security, panic alarms and even HVAC controls.

Ask Stuart Forchheimer, president and owner of Homesafe Security Systems (Homesafe) and he'll tell you how swift the stream runs to multi-room audio video. Founded on secu-

rity alone, Homesafe is now fully immersed in the home automation business. Homesafe has 29 employees and pre-wires between 2,000 and 2,500 individual homes a year and has seen its revenue shift to 50 percent multi-room audio, video and other structured wired installations.

What swept into the world of home automation was a sea-change in the security business and a sudden technological burst in multi-room audio and video. As competition between





big, branded home security companies tightened, market prices dropped and profits on installations began to diminish. Simultaneously, multi-room audio, as well as other structured wiring backbones emerged as a “must-have” for new homebuyers. New speaker technologies and multi-room, multi-source capabilities have helped transform ordinary living spaces into luxurious retreats. When home theater with HDTV and flat panels burst onto the scene, it was apparent that specialized wiring companies could easily get in on the fast-moving market without missing a beat.

“Suddenly we were selling what everybody wanted,” said Forchheimer, “Just as the housing boom took off, amazing high-end options exploded on the home entertainment scene. Our customers were getting bombarded with home theater choices - from widescreen HDTV, wall-hugging LCDs, and projectors of all sizes to multi-room, multi-source audio with amazing options from satellite and cable. Everything was contingent on structured wiring. Since we were already in their houses - dropping lines for security systems, installing control panels and monitoring their fire and security systems - it was a natural for our customers to turn to us for professional advice on how to wire the house for the future.”

The business case decision to migrate from strictly security to distributed audio was easy, but the actual merge is a very

methodical process. Education is the key. It is necessary to expand our knowledge base and by developing relationships, educating builders and bringing a high level of comprehensive technical support as well as sales and marketing that the typical electrical contractor doesn’t provide.

### **Building Relationships**

One of the biggest challenges in educating its builders was to shift their thinking away from wiring the house as merely another cost and to instead communicate the value-added aspects of structured audio and video wiring. To do so takes spending time with each builder on an individual basis, offering both basic services and a full suite of home automation offerings for those who want to maximize their potential with the homebuyer, and build additional revenue streams.

The builder relationship is a critical foundation; it starts with sharing new technology and information about multi-room audio video and staying on top of all of the latest technologies. Every time a new television comes out, staff must be educated so they can give expert advice to the homebuyer.

Every installation should be viewed as an opportunity to move beyond the typical homeowner/contractor relationship and to develop a long-term, mutually beneficial relationship as their one-stop reference point for technology. The goal is



to provide service that makes customers want to call or refer their friends for any structured wiring or audio video needs. Make the investment of time to educate individuals on new technologies as well as designing the infrastructure around their lifestyle and their future needs - it pays off.

### **Smarter Customers Need More Personalized Attention**

For a hands-on look, offer retail and wholesale customers a glimpse of the 21st century's fully-automated home in a personalized showroom. It provides the venue to gather information about its prospective customers and their lifestyle choices. You might want to provide the client an initial free consultation including a personal interview to learn the individual's tastes and needs, and a technical evaluation of the housing blueprints. This will lay the ground work to offer recommendations custom-tailored to the individual homeowner.

Customers are getting smarter. Working with customers during the construction process allows you to guide them in decision-making and helps them to understand how technologies, appliances, and furniture design work together. Nowadays, consumers go online and educate themselves; they ask really advanced questions about audio video components and wiring.

Industry experts estimate the cost for installing basic wiring alone ranges between \$800 and \$1,000. Then depending on the complexity of the system, upgrades to distributed audio, computer networking, security, interior components and all the labor involved - the project can run up to tens of thousands for a typical four bedroom house. Of course, this does not include the equipment costs for HDTV home theater systems or flat panel LCD screens.

As equipment costs have fallen, the technologies have gotten more complicated. Contractors are running RGB+, coax (RG6) quad-shielded wire, CAT 5(e), fiber optic, serial digital coax, RG11, AXLINK, CRESTNET and many other wires. A significant point for new homeowners is that they don't want to have anyone less than a professional manage their structured wiring installation.

It takes about a day to set up structured wiring in a typical house and another two or three days to trip out the system for room-to-room surround sound and video. In less than a week, a professional installer can add thousands of dollars of value to the home and endless hours of home entertainment enjoyment.

Trend-watchers say satellite radio is currently taking center stage as the main source for multi-room audio, but in the future the biggest surprises may emanate from the PC. Interconnectivity of audio and video is a trend to watch, especially as it combines with the powerful networking capabilities of the PC to drive many new technologies. One can only imagine how changed our lives will be as all services and utilities in the home are married together. In any scenario, multi-room audio video will play a pivotal role.



# The Magic of Multi-Room Multi-Source Audio Video—Thrills New Homebuyers

Home Entertainment Brings a Song to the Hearts of New Homebuyers, One Custom Installation at a Time

HOMEOWNERS NEVER HAD IT SO GOOD. With the touch of a keypad or the click of a mouse, new homeowners can now instantly change the aura of their private abode with sound pulsing, video flashing, lights dimming and doors locking. Yes, thanks to a plethora of increasingly affordable digital home entertainment options and widespread education about digital technology, today's home buying customers can adjust the audio video, lighting, and security systems in their new homes in less time that it takes to spin the dial on their car radio.

Specialty companies like Dennis Sage Home Entertainment design and install custom multi-room audio video and are breaking new ground with homebuilders and homebuyers by delivering multi-room, multi-source audio video solutions at every price level. "Whole-house audio used to be only for the rich and famous," says President and Founder Dennis Sage. "But nowadays our typical installation is within easy

reach of ordinary homebuyers, with must-haves including special options that only rock stars used to rave about." new audio video features emerge. A company can easily differentiate itself from the competition with knowledge of the audio video industry. It is important to invest the time to educate building partners on the significant advances in the industry and the cosmetic and architectural options that abound. Sharing knowledge at every stage of decision-making allows the homebuyer to be fully satisfied and confident.

Whole-house audio used to be only for the rich and famous, but nowadays our typical installation is within easy reach of ordinary homebuyers, with must-haves including special options that only rock stars used to rave about.

The reason for the growth of the multi-room audio video market is that people want what is being sold. The most popular options are music throughout the house, structured wiring for easy plug and play, surround sound and home theater, and automated controls. Demonstration models of varying complexity right in the builder's model homes can help both builders and their prospective clients to see and hear how different price level options perform in the home.

## If You've Got the Time, Various Options are Available

If "time is money," and "timing is everything," then "pre-wiring a home at conception" is the smartest, most money-saving mantra to fill the ears of prospective homebuyers yet. The exponential time and cost benefits that come from pre-wiring a new home can literally be measured in the thousands of dollars. For starters, structured wiring dramatically increases a home's resale value - an impressive fact that gives new homebuyers strong incentive to roll the minimal costs of wiring right into their mortgage. Managed on the back end, after construction is finished, installation costs increase by 70 percent. Second, pre-wiring for multi-room audio video allows homebuyers with minimal resources the opportunity to economically phase into their home theater investments as their budget allows. Once a home is outfitted with room-to-room structured or infrared (wireless) wiring, the homeowner can design individual spaces with plug-and-play ease and without

reach of ordinary homebuyers, with must-haves including special options that only rock stars used to rave about—like surround-sound inside and out, keypad and remote control over all electronic systems and digital everything."

Competition is fierce in the expanding home installation market, with more than 300 audio video designer installers in the Phoenix market alone. Staying on the cutting edge requires continually learning about new products and technologies and offering these to its primary customers - production and custom homebuilders. The interconnectivity of new equipment is always changing as new digital protocols are established, and



the expense and hassle of tearing out walls, floors and ceilings. Finally, fully-wired homes immediately afford customers a more relaxing and upscale lifestyle that they can share with family and friends.

While multi-room home audio video systems often include higher end video sources like flat plasma screens, LCDs and HDTVs; even these options are becoming more affordable as prices have dropped precipitously. In addition, customers like multi-room/multi-source controllers with volume controls that let them adjust the lighting, heating and cooling from keypads and touchscreens conveniently located throughout the house. Visually cool features like speakers built in ceilings, walls, and outdoors are always popular. All of these sophisticated options are reasonably priced when installed during the construction phase.

#### **Education is a Must**

As builders become more aware of structured wiring, they are getting better educated so they can converse with prospects about a fully-automated house. Education is the tipping point for many consumer sales, and is the linchpin for growing robust relationships with builders. Knowing the finer points of multi-room audio video is what helps many production and custom homebuilders sell upgrades; especially to novice homeowners. It seems everyone wants multi-room audio but there is still a long way to go in teaching customers about specific products and what will or won't work together.

The education process should take place via a range of venues—from outfitting space within its' builder model homes with sample multi-room audio packages, to participating in trade shows like the International CES; which are packed with the latest audio video technologies and home theater equipment. As a result, builders have seen an 18 percent increase in new customers, with more new homeowners choosing distributed audio/video as a built-in feature of their new home versus a specialty option down the road.

#### **The Bottom Line**

The cost for all these options need not blow your budget. Prices for new equipment have plummeted while the heavy volume of new home construction has softened installation costs. Industry sources say an average new home installation of three to five rooms can cost as little as \$1,500, with volume control, speaker selection and surround sound. Of course, complex installations for larger homes with indoor/outdoor wiring and home theaters can run up to \$50,000 or higher.

The fast-growing custom audio/video market has so many new customers helped by learning more about the lifestyle advantages and long-term value of multi-room audio video. With partnerships with reputable builders emerging, the availability of multi-room audio video products, and the affordability of pre-wiring, there's never been a better time to start planning for your own fully-wired home of the future.



# Keen Eye and Ear for Cutting Edge Home Audio Entertainment

## Partnering Custom Homebuilders to Leverage Exciting Market for Multi-Room Audio Video

IT SOUNDS LIKE A SCENE OUT OF A MOVIE. Guests enrobed in moonlight and music that wafts from the private patio and garden throughout the house, pulsing rhythmically in the club room, the immense living room, the kitchen, bedrooms and baths. Could the ambiance of this scene-stealing enclave possibly be pulling customers off the world famous strip?

Not quite. This rich, luxuriant and attractive abode is anything but unreachable. It's just a typical custom home built in the foothills of Las Vegas and outfitted with multi-room audio video by a custom electronics designer and installer.

Amidst the sparkle of the Las Vegas strip and the quiet lull of the southwest wilderness, Eagle Sentry, a custom electronics designer and installation company, has been stirring the soul of custom homebuyers for nearly two decades with heart-

thumping home automation, multi-room audio video and architectural elegance. Born as a pure security company, Eagle Sentry has grown along with the technology into an integrated provider of multi-room audio video, structured wiring, lighting systems, control systems, central vacuum, and of course, security. A show of the market strength, today Eagle Sentry now has 85 employees and \$10 million annual revenues, the company is expanding faster than ever to fulfill the demands of the Southwest's burgeoning custom home market.



## Hot Sounds/Hot City

Eagle Sentry Vice President and Co-owner, Greg Simmons believes providing multi-room audio and custom integration of wired/wireless solutions makes for happy customers. “We work directly with residential builders to design and install audio video and security systems with a personal touch.”

Eagle Sentry’s core customers are in the builder market, and their largest component of work is within the realm of audio video, home theater and multi-room audio design and installation. “Education of the builder market is a very large focus of Eagle’s corporate strategy,” says Simmons.

Nowadays, savvy homebuyers want the glamour that room-to-room multi-room audio video provides, as well as surround-sound in the backyard and front courtyard. But even the most sophisticated audiophiles don’t know what technologies are available to them or how various components must be wired to work together. For this, they turn to experts. Professional audio video design teams, working with the custom homebuilder, help new custom homeowners who are contending with a wide array of design and budget issues, sketch out the ideal home audio video and wiring system for the house—without the audio/video project becoming overwhelming.

### Tips for Creating a Successful Builder Partnership

To expand the knowledge base of future consumers as well as to strengthen their corporate relationship, Eagle Sentry works with more than 80 builders in the Southwest market. The secret to the success is to share information and educate both their building partners and their prospective customers; the custom homeowner. To this end devise a range of opportunities for customers to learn about typical multi-room audio designs and installations.

First, work through building partners by constructing demonstration models in the builder’s model home complex. In this way, prospective customers can truly see and hear what multi-room audio systems are like as they are reviewing all the other components of their future home. Second, partner with multiple independent home design centers throughout your region to showcase audio video designs. This gives people off the street ideas to think about and primes them for their ultimate consultation with a custom homebuilder. Third, have a showroom, an off-site design facility that lets customers see and touch the industries hot, new audio/video technologies. Demonstration installations range from the fantastic (rock-walled great-rooms with automated lighting and music piped throughout) to the sublime (remote control lighting scenes, indoor-outdoor displays, and home theaters of all sizes).

The education works. “Five years ago, we were bringing ideas to the table; now the roles are reversed and we are seeing customers request specific design ideas that they have in mind,” says Simmons. Customers demand a full suite of



We work directly with residential builders to design and install audio video and security systems with a personal touch.

audio video products, including multi-room multi-source controllers such as volume controls and keypads; specially designed speakers such as in-ceiling, in-wall, on-wall and outdoor speakers; infrared (IR) distribution systems that offer remote control anywhere in the house; music storage and management systems; racks and mounts and wires that enable the installation of these products.

### The New Home Advantage

Industry estimates put the costs of home theater installations and multi-room audio can start as low as \$5,000 for entry-level systems but the design and installation costs of typical systems range from \$10,000 to \$50,000, depending on their complexity. Very advanced projects can pass the \$250,000 mark.

When pre-wired into new construction, typical systems have theater environment in the family room plus five background rooms, usually the master bedroom, den, bedroom #2, bedroom #3, and back patio. When these relatively modest costs are factored into the mortgage of a new home, adding value to the home and enjoyment to the homeowner’s lifestyle becomes exceptionally affordable.

Thanks to an upswing in new construction and the dramatic cost advantages of pre-wiring homes versus tearing out walls, the percentages of pre-wired homes are up dramatically, posting an approximate 30-40 percent increase over a year ago.

Timing is helping to spur sales too; subcontractors are beginning to partner with custom home builders to keep costs down. Pre-wiring a house can be done in as little as a half day for full distributed audio with full theater; and can install equipment in a couple of days depending on the size of the custom home. On the upper end of construction, crews pre-wiring massive installations can take a couple of weeks.

### **Technological Advances Expands Popularity**

New trends are sweeping the custom home market; now multi-room audio video reaches a much broader customer base than even five years ago. This is especially due to technological advances which are available, enabling complex, multi-room audio systems to be configured at lower cost, as well as the introduction of wireless technologies and all-weather features that are essential for outside environments. There's been a tremendous increase in outdoor distributed audio video; with the backyard emerging as a core part of the typical three to five room distributed audio system.

Simmons remarked, "Pools are very common in our South-western market due to the constant heat, and we've seen a substantial push toward backyard speakers popping up under all sorts of camouflage. We've done the usual rock speaker install, but when our customers have an unusual vision in mind we pride ourselves in bringing it to life."

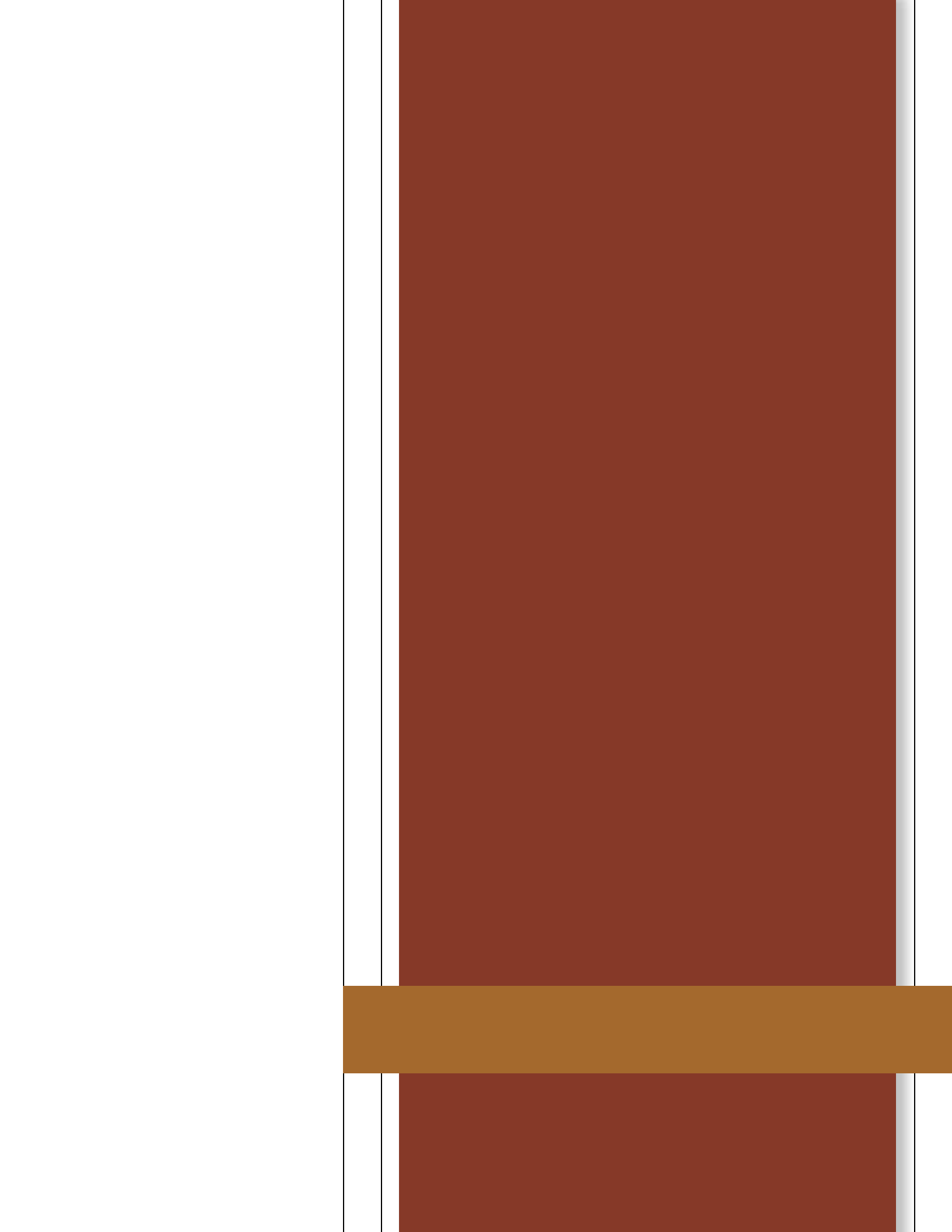
On the subject of trends in multi-room audio, in cutting edge homes, volume controls are becoming a thing of the past—it'll soon be rare to see a knob on the wall. In the next few years expect to see all audio video controls move over to the keypad or touchscreen which gives users substantially more control over volume and single point control over many varied features of the home—including sound, video, lighting, HVAC, and security.

Controlling multiple sources from multiple rooms is another trend that has caught on. One of the biggest changes yet to come is a shift in consumer perception, that thanks to pre-wiring, one can conveniently bring multiple sources throughout the home without burdensome construction of interior or exterior walls.

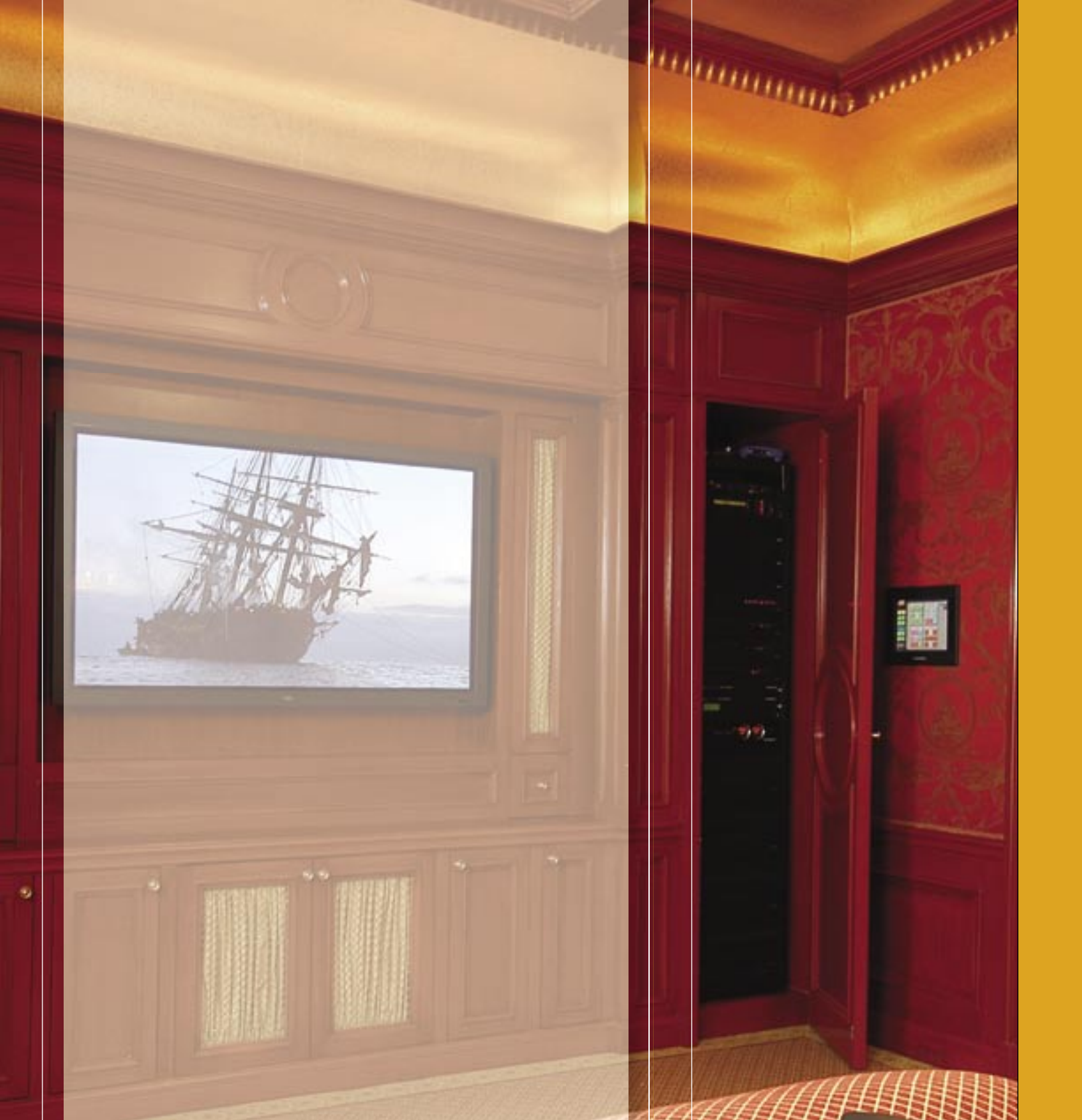
In terms of what steers the imagination when designing a custom audio video installation, the drivers have shifted from a few years ago. Audio is no longer stand alone now with advances in video technology - especially flat screen, big screen, digital, LCD and HDTV television, and amazing home theater products—the video source is the vortex of home theater. Customers want to maximize their video source, even to the point of showcasing particularly dramatic video sources. Five years from now, new home customers will not be without state-of-the-art audio video. The home of tomorrow will have multi-room audio video as a standard—not a luxury feature.











## Glossary

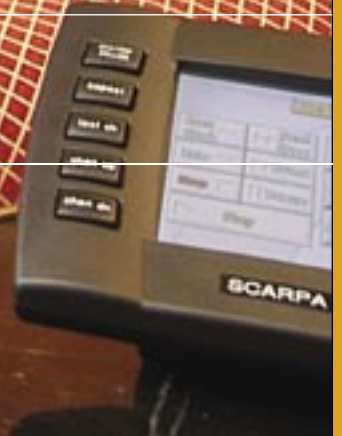


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<b>Glossary</b>	

# TechHome Integrator Glossary of Terms

**OUR CUSTOMERS MAY FEEL OVERWHELMED** by the alphabet soup of acronyms and geek speak of consumer electronics, but don't let the tech talk intimidate them from purchasing these upgrades as part of their new home. With help from TechHome integrators, specialists in designing and installing whole-house technology solutions, we have compiled this comprehensive list of terms encompassing the latest in installed technologies for audio, video, comfort, convenience, structured wiring and security products. These terms will help you become familiar with some of the technologies, products and features available in whole-house installed systems today and will help you explain the real-life applications and benefits these technologies will provide in their new home. More information and reference material also can be found at TechHome.com.

## 1000BaseT

Also called Gigabit Ethernet, this is a new home networking standard for carrying 1 Gigabit/second data a total distance of 100 meters using CAT 5 twisted pair cable. In contrast to 10BaseT and 100BaseT, which use only one pair of wires, 1000BaseT uses all four pairs each operating at 250 Mbps to achieve its high speed.

## 100BaseT

A 100 megabit/second twisted pair network. It uses Category 5 (CAT 5) wiring. It can be run a maximum of 100 meters.

## 10BaseT

A 10 megabit/second network. The 10 indicates 10Mbps and T for twisted pair wires. With Category 3 cable as the minimum wiring requirement, it can be run a total of 100 meters. This wiring scheme has become very popular due to the low cost of the wiring, simple installation, low cost adapters and strong commonality between adapters.

## 5.1 Channel Surround

An audio system that can reproduce five full-range discrete channels of sound: left, center, right, surround left and surround right, plus a low-frequency effect channel for bass. The term can also be used to describe the type of soundtrack a software title or broadcast contains.

## 6.1 Channel Surround

An audio system that can reproduce six full-range discrete channels of sound: left, center, right, surround left, surround right and rear, plus a low-frequency effect channel for bass. The term can also be used to describe the type of soundtrack a software title contains.

## 7.1 Channel Surround

An audio system that can reproduce seven full-range discrete channels of sound: left, center, right, surround left, surround right, rear left, rear center and rear right, plus a low-frequency effect channel for bass. The term can also be used to describe the type of soundtrack a software title contains.

## Amplified Volume Control Systems

Amplified Volume Control Systems is a single-wire solution that delivers music to multiple rooms via a central control box. Some of these systems make use of CAT 5 cable to deliver the un-amplified audio signal to each room, where an in-wall amplifier and speakers reproduce the music.

## Analog

In the consumer electronics world, analog technologies are those that use traditional methods of receiving, recording and/or reproducing content or communications. Examples of analog technologies include VHS VCRs, cassette tapes and NTSC (standard) cable and TV broadcasts.

## ANSI/CEA-2030 Multi-Room Audio Cabling Standard

This standard provides detailed information to homebuilders and contractors about cabling and connectors for use in multi-room audio systems and distribution networks.

## Asymmetric Digital Subscriber Line (ADSL)

A form of DSL broadband service, it is called "asymmetric" because most of its two-way bandwidth is devoted to the downstream direction, sending data to the user.

## Audio Distribution Amplifier

These are amplifiers that distribute the input from a single audio component to multiple audio outputs or locations.

**Automated Meter Reading (AMR)**

A system that allows utility companies to collect consumption data from customers' meters remotely using either wired or wireless technologies.

**A/V Receiver (Receiver)**

An audio or audio/video component that combines a tuner, preamplifier and power amplifier in a single chassis. A typical A/V receiver will decode surround sound formats and offer numerous audio and video inputs for switching between multiple audio and video source components.

**BALUN**

When placed on each end of a cable run, these devices allow for the transmission of audio and video signals over twisted pair CAT 5(e) cabling. BALUNs can be used to send composite, S-video, component video and stereo and digital audio signals from source component (e.g. cable box) to receivers or video displays throughout the home.

**Bandwidth**

The term bandwidth is used most commonly to refer to the amount of data that can flow across or through a wire, device or other transmission path, such as airwaves. For most consumer technologies, bandwidth is measured in megabits per second (Mbps).

**Bluetooth**

A wireless device-to-device technology that allows compatible devices such as laptops, cell phones and personal digital assistants, to name just a few, to share data and voice communications over a short-range wireless network. Popular uses of the technology include hands-free kits for Bluetooth-enabled cell phones that allow users to make and receive calls via a wireless headset.

**Bridge**

A bridge is a device that connects two similar networks together to increase the distance or number of devices a given type of network can handle.

**Broadband**

Broadband refers to telecommunication that provides multiple channels of data over a single communications medium. Typical examples of consumer broadband services are high-speed Internet delivered via cable, Digital Subscriber Line (DSL) or fiber-optic networks.

**Cable Modem**

A cable modem is a device that enables you to connect to the Internet and send/receive data via your local cable TV provider.

**Category 5 Cable (CAT 5 Cable)**

Network cabling that consists of four twisted pairs of copper wire terminated by RJ45 connectors and is capable of up to 100 Mbps over distances of up to 100 meters. Commonly used for data and telephone, it now is widely used for distribution of audio signals and is often used in new home construction.

**Category 5 Enhanced Cable (CAT 5(e) Cable)**

Supports short-run 1000baseT (1,000 Mbps) networking by utilizing all four wire pairs. CAT 5(e) is backward-compatible with CAT 5 cabling.

**Category 3 Cable (CAT 3 Cable)**

Used for medium-speed communications of up to 10 megabits over distances of up to 100 meters. The FCC has specified that new homes use a minimum of CAT 3 wiring for telephones in new home construction.

**Cathode Ray Tube (CRT)**

CRT refers to the traditional glass picture tubes that have been used in analog TVs since their inception. CRTs are also used in some rear projection TVs.

**Cluster**

A hardware connection between two or more PCs that forms a closed network or internal network for sharing data and processing tasks among connected PCs.

**Coaxial Cable**

Coaxial (coax) wiring is often used to distribute video signals but can also be used for other types of communications. There are several varieties of coax cable used in homes such as RG59 and RG6, the latter of which is recommended for all new wiring for cable and satellite TV.

**Communicating Thermostat**

A thermostat that enables homeowners to remotely control and monitor HVAC settings and room temperature. Communicating thermostats typically provide two-way communication via CAT-5 cabling for control by a home automation system.

**Consumer Electronics Association (CEA)**

The national trade association representing the consumer technology industry and producer of the International Consumer Electronics Show® (CES).

**Dedicated Wire**

Wiring that is installed specifically for communications. It includes twisted pair wiring used for Ethernet networks, coax wiring used for cable TV, etc.



**Digital**

Digital describes electronic technology that generates, stores and processes data in terms of two states: positive and non-positive. Positive is expressed or represented by the number 1 and non-positive by the number 0. Thus, data transmitted or stored with digital technology is expressed as a string of 0's and 1's.

**Digital Cable Ready (DCR)**

A feature of a TV or video display that allows plug-and-play connectivity to analog and digital cable without the need for a set-top converter box.

**Digital Enhanced Cordless Telecommunications (DECT)**

A digital wireless telephone technology that is expected to make cordless phones much more common in both businesses and homes in the future. Formerly called the Digital European Cordless Telecommunications standard because it was developed by European companies, DECT's new name reflects its global acceptance.

**Digital Subscriber Line (DSL)**

A technology for bringing high-bandwidth information to homes and small businesses over ordinary copper telephone lines.

**Digital Television (DTV)**

DTV is the transmission of television signals using digital rather than conventional analog methods. The most popular variety of DTV is High-Definition TV (HDTV). Digital television can be received via cable TV, satellite, over-the-air (antenna) and fiber optic service.

**Digital Versatile Disc (DVD)**

A CD-sized laser disc used to store and playback high-quality audio and video.

**Digital Video Recorder (DVR)**

A video component (set-top box) with an integrated hard drive for recording and time-shifting television programming. DVRs may contain an integrated tuner for receiving cable, over-the-air, satellite and/or HDTV broadcasts. The most popular example of a DVR is TiVo. DVR functionality can also be integrated into other devices such as a home computer or television.

**Do-It-Yourself (DIY) and Do-It-For-Me (DIFM)**

DIY and DIFM are slang terms to refer to consumers who enjoy installing their own electronics and those who prefer help from a professional, respectively.

**Dolby Digital**

A digital audio format found on DVDs and HDTV broadcasts that provides up to six channels of audio: left, right, center, left surround, right surround and a low frequency effects (subwoofer) channel. This format is often referred to as 5.1-channel surround sound.

**DLP®**

A micro-display video technology that uses an all-digital chip to project and display images. This technology is found in thin rear-projection TV sets and home theater projectors.

**DTS**

A digital audio format found on DVDs and other software titles that provides up to six discrete, full-range audio channels plus a low frequency effects (subwoofer) channel. DTS decoding is a feature found on many home theater receivers and preamp processors. See also Dolby Digital.

**DVD-Audio (DVD-A)**

A high-resolution, multi-channel audio disc format that uses Meridian Lossless Packing encoding to achieve super high-fidelity sound reproduction in either stereo or multi-channel surround.

**Ethernet**

Ethernet is the most widely installed local area network (LAN) technology, which uses coaxial cable or special grades of twisted pair wires.

**Existing Wiring**

Existing wiring includes telephone wires, coax cabling and power line wiring already in most homes today.

**Fiber Cable**

A generic term used for both plastic and glass fiber optic cables. There are numerous types of fiber cables with varying characteristics. Fiber optic cabling is used for high-speed communications in many areas with very high-speed communications requirements.

**Firewall**

A firewall is a set of related programs located at a network gateway server that protects the resources of a private network from users from other networks. (The term also implies the security policy that is used with the programs.)

**Gigabit Ethernet**

This is a new home networking standard for transmitting 1 Gigabit/second data a total distance of 100 meters using CAT 5 twisted pair cable. In contrast to 10BaseT and 100BaseT, which use only one pair of wires, 1000BaseT uses all four pairs each operating at 250 Mbps to achieve its high speed.

**High Definition Multimedia Interface (HDMI)**

A single high-bandwidth cable that can carry both digital audio and video signals from an HDTV receiver, DVD player, etc. to a video display and/or a multi-channel audio receiver/processor.



**High-Definition Television (HDTV)**

A term used to describe a set of characteristics of either a television broadcast or consumer electronics product, usually a television or set-top-box. In either case it refers to a broadcast or product that can deliver at least 720-progressive or 1080-interlaced lines of resolution while offering Dolby Digital multi-channel audio. HDTV programming can be received via cable TV, satellite, over-the-air (antenna) or fiber optic video service.

**Home Automation**

Systems that provide convenient, centralized access, usually via keypad or PC, to various controls and appliances within a home. Home automation systems allow for the remote control of such things as: lighting, thermostats, locks, pet care, pools and spas, lawn watering, blinds and curtains, multi-media (A/V) systems, etc.

**Home Network**

A home network interconnects electronic products/systems, enabling remote access to and control of those products/systems, and any available content such as music, video or data.

**Hub**

When referring to structured wiring, the hub is the location where telecommunications lines coming from outside the home and in-home structured wiring running to each room meet; usually in a dedicated utility cabinet. Many hubs are powered and have telephone, home network and cable/antenna/satellite distribution blocks for sending data and signals to each room.

**Hybrid Fiber/Coax (HFC)**

A telecommunications technology in which fiber optic cable and coaxial cable are used in different portions of a network to carry broadband content (such as video, data, and voice). Typically, a local cable TV company might use fiber optic cable from its distribution center to serve nodes located close to business and residential users, and from these nodes use coaxial cable to individual businesses and homes.

**IEEE 1394**

A technology that also goes by the trademarked names of FireWire (Apple Computer), i.LINK (Sony) and DTVLink (CEA), this high-speed hardware and software-based networking solution delivers data at rates of between 100 and 800 Mbps. Designed for technologies requiring isochronous data transfer (consumer electronics, digital video, etc.), this technology is embodied in a thin cable that provides for “hot-pluggable” connections between devices. A significant advantage of IEEE 1394 is that it is the only connector offering a consumer solution for recording HDTV programming.

**IEEE 802.11b**

Most commonly known as “WiFi,” 802.11b is a wireless local-area networking standard. Many PC and networked home entertainment devices use 802.11b, which is capable of speeds up to 10 Mbps.

**IEEE 802.11g**

Offering speeds up to 54 Mbps, 802.11g is a wireless local-area networking standard that is also backward-compatible with 802.11b devices.

**In-Ceiling, In-Wall, On-Wall Speakers**

Speakers can be installed in ceilings, walls and floors as necessary or desired to blend subtly with room decor. Today’s in-wall and in-ceiling speakers are capable of the kind of performance associated with free standing speakers except they can be flush-mounted or hidden almost anywhere.

**Infrared (IR)**

A point-to-point, line of sight signal transmission medium, used predominantly for entertainment remote control functions.

**Infrared (IR) Extender Systems**

IR extender systems control virtually every aspect of an infrared controllable A/V system from any location. These systems are comprised of three parts. They are IR Keypads/Sensors, IR Main System Units, and IR Flashers.

**Integrator**

Also known as a TechHome integrator, these installation professionals install a variety of home-specific electronic products, such as multi-room audio video, home lighting controls, security systems, custom home theaters and structured wiring.

**Interoperability**

The ability of a system or a product to work with other systems or products without special effort on the part of the customer.

**Internet Protocol Telephony (IP Telephony)**

A general term for the technologies that use the Internet Protocol’s packet-switched connections to exchange voice, fax, and other forms of information that have traditionally been carried over the dedicated circuit-switched connections of the public switched telephone network (PSTN). Using the Internet, calls travel as packets of data on shared lines, avoiding the tolls of the PSTN. The challenge in IP telephony is to deliver the voice, fax, or video packets in a dependable flow to the user. Much of IP telephony focuses on that challenge. See also VoIP.

**Isochronous**

From the Greek for “equal” and “time,” isochronous data transfer pertains to processes that require timing coordination to be successful, such as voice and digital video transmission.

**LCD**

A video display technology that uses a liquid crystal display, rather than the traditional picture tube, to display video images. Many of today's flat panel TVs and monitors use LCD technology to achieve a super-thin cabinet design.

**Line Level**

The relatively low signal level (typically in the 0.5–5 volt range) output by most audio and audio/video source components, separate processors, etc. Line level outputs include RCA-style stereo outputs, composite video, S-video and component video.

**Local Area Network (LAN)**

A network of personal computers and peripheral devices configured to share information over a short distance, usually within one home or building.

**Megabits Per Second (Mbps)**

Mbps stands for millions of bits per second or megabits per second and is a measure of bandwidth (the total information flow over a given time) on a telecommunications medium.

**Megabytes**

As a measure of computer processor storage and real and virtual memory, a megabyte (abbreviated MB) is 2 to the 20th power byte, or 1,048,576 bytes in decimal notation.

**Megahertz (MHz)**

MHz is a unit of alternating current (AC) or electromagnetic (EM) wave frequency equal to one million hertz (1,000,000 Hz) and is commonly used to express microprocessor clock speed. The unit is occasionally used in measurements or statements of bandwidth for high-speed digital data, analog and digital video signals, and spread spectrum signals.

**Mesh Network**

A network configuration where data is routed between nodes (devices) on the network. This node-to-node connection offers improved reliability and expanded range compared to other network configurations.

**Modem**

Short for modulate/demodulate, a modem modulates outgoing digital signals from a computer or other digital device to analog signals for a conventional copper twisted pair telephone line and demodulates the incoming analog signal and converts it to a digital signal for the digital device.

**MPEG-1 Audio Layer-3 (MP3)**

MP3 is an audio format where the original sound file is "compressed" to a fraction of its size while preserving sound quality during playback. MP3 files (identified with the file name suffix of ".mp3") can be easily created from audio CDs and are also available for downloading from a number of online music stores.

**Multi-Room Audio Distribution**

Multi-room audio refers to any audio system that can distribute sound to speakers in multiple listening areas. In its most basic form, a multi-room audio setup contains a source component, like a CD player, an amplifier, like a home theater receiver, and is connected to speakers in at least two different rooms. A more robust setup would contain multiple source components, speakers in many rooms of the home and separate keypads or LCD touchscreens in each listening location for selecting the source and volume for that individual room. A key feature of mid- to high-end systems is the ability to listen to different sources in different rooms simultaneously with full system control from each room.

**Multi-Room Network**

Multi-room networks can be built by connecting two cluster networks together or by extending a single cluster into a second room.

**National Association of Home Builders (NAHB)**

A non-profit association that services the housing industry in the U.S.

**National Electrical Code (NEC)**

Maintained by the National Fire Protection Association (NFPA), NFPA 70, or the National Electrical Code(r), provides "practical safeguarding of persons and property from hazards arising from the use of electricity." More specifically, the NEC(r) covers the installation of electric conductors and equipment in public and private buildings or other structures (including mobile homes, recreational vehicles and floating buildings), industrial substations and other premises (such as yards, carnivals and parking lots). The NEC also covers installations of optical fiber cable.

**No-New-Wires**

No-new-wires is a term commonly used to include any networking technology that does not require new wiring to be installed. There are three different media that can be termed no-new-wires. These are further divided into wired media such as telephone and power line wiring, and wireless media such as radio frequency (RF), and IR light.

**PARA**

A membership group within CEA consisting of professional audio, video, home theater and custom electronics specialty dealers.

**Plain Old Telephone Service (POTS)**

The wiring used in older homes and many newer homes for telephone service. It is a solid conductor, untwisted wire that is unsuitable for most data applications. Due to its prevalence in U.S. homes, several protocols have been developed that can be run over POTS wire. These include HomePnA and XDSL. The FCC has specified that new home construction and new wiring in homes should not use POTS wire for telephone cabling any longer. CAT 3 is the minimum wire recommended.

**Plasma TV**

A type of flat-panel video display that uses a special gas sandwiched between layers of glass. When the gas is electrically charged, the gas moves into a “plasma” state and illuminates phosphors, which produce a picture.

**Powerline Carrier (PLC)**

Sending electronic information such as on/off commands, through a home’s AC powerlines.

**Powerline Carrier Communications (PLC)**

Powerline carrier that uses the existing power cabling found in homes and commercial buildings to connect devices. Speeds range from 60 bps to over 10 Mbps. Depending on the technology; it is used for controls and data networking.

**Radio Frequency (RF)**

RF waves can be transmitted and received through walls and other physical barriers and differs from IR technology, which requires a clear line-of-sight between transmitter and receiver.

**RF Modulator**

A device that converts line-level audio and video signals (such as the output of a source component) to a RF that can then be received by a radio or TV tuner. A common application is to convert the output from a video source component, like a DVD player, to a RF signal that can be distributed to any TV in the home by tuning to an unused channel.

**Residential Gateway**

A device that allows customer premise equipment connected to in-home networks to access and use services from any external network regardless of media.

**RG59**

RG59 is an older form of coaxial cable installed in most homes built before the 90’s. It has a 20-gauge center conductor and is not as well shielded as RG6. It is also smaller in overall diameter. It uses an “F” style connector. RG59 does not carry the higher cable channels, satellite TV or DTV signals clearly and is not recommended for use with cable modems.

**RG6**

RG6 cable is now specified for most new coaxial cabling in homes. It uses an 18-gauge center conductor and typically is quad-shielded (four shields: two foil and two braids). It too uses an “F” connector, which can be connected to those used by RG59. However, the connectors are different due to the RG6 cable’s thickness. It is suitable for distribution of all cable and satellite system video as well as for cable modem distribution.

**Router**

A device used to connect two networks, and most commonly used in residential applications to connect a home network to the Internet.

**Security System**

A security system is designed to detect unauthorized intrusion into a home, and can also be used to alert the homeowner or authorities in the case of fire, smoke, flooding and more. Monitored systems are connected via telephone or Internet to a central monitoring station. Many custom-designed systems can integrate home automation and convenience features with the security functions.

**Shared Wire**

Wiring that can be shared for multiple purposes. A shared wire might be telephone wiring that is used for voice phone calls as well as for XDSL Internet access or HomePnA data networking. Other examples of wires that can be shared include coax and power lines.

**Structured Wiring**

A system of low-voltage wires (not power line) designed to carry electronic signals throughout a home.

**Systems Integration Amplifiers**

While traditional power amplifiers work well in traditional “stereo” systems, home theater and multi-room systems require an amplifier to do more than just drive speakers. Look for amplifiers that deliver exceptional sound quality, tested reliability, and are designed to integrate many different components into one system.

**Systems Integrator or Installer**

This specialist works with you and the builder to install your multi-room audio/video, comfort/convenience or security system.

**TechHome**

A membership group within CEA comprised of integrators, distributors and manufacturers of home control and networking products.

**Telecommunications**

Any transmission, emission, or reception of signs, signals, writing, images and sounds or intelligence of any nature by wire, radio, optical or other electromagnetic systems.

**THX**

This is a set of certification standards created by Lucasfilm Ltd. for A/V components and speakers. Products that bear this trademark must meet certain minimum standards of performance, which includes special circuitry that re-equalizes the high frequencies to compensate for the differences between cinema and home theater playback and Timbre Matching, an EQ circuit that smoothes the transitions between front and surround speakers.

**Twisted Pair Cabling**

Cable constructed of two braided wires, each with its own dielectric insulation twisted together to form a single cable. The twisting allows the cable to carry higher frequency signals than the cable could otherwise. Most twisted pair cables used in the home such as CAT 3, 4 and 5 includes four of these pairs of wires within an outer insulating sheathing. There are two basic types of twisted pair cables: Shielded and unshielded. Most applications in the home use unshielded four-pair cable.

**Universal Powerline Bus™ (UPB)**

A proprietary networking standard developed by Powerline Control Systems, Inc. that enables remote control of devices such as lighting, HVAC and appliances using a home's existing powerline (line voltage) wiring rather than dedicated structured wiring.

**Universal Serial Bus (USB)**

A "plug and play" interface between a computer and add-on devices (such as audio players, joysticks, digital cameras, telephones, scanners, and printers). USB comes in two versions, USB and USB 2.0, the latter offering significantly higher connection speeds.

**User Interface**

Devices such as volume controls, keypads and LCD touch panels that allow you to control (to varying degrees) all of your home's electronic systems. There are a wide variety of user interfaces available today and most of these interfaces can be seamlessly placed in the wall, while others, such as a touch panel are designed to be displayed on a table or counter. More advanced systems can be integrated with your PC allowing for a friendly interface to control music throughout your home from your home PC.

**Voice Over IP (VoIP)**

Voice telephone service delivered via the Internet. A major advantage of VoIP and Internet telephony is that it avoids the tolls charged by ordinary telephone service.

**Whole-House Network**

A whole-house network involves multiple types of cluster networks connected to each other through devices called gateways. This type of network is the most complex but it also provides the most functionality.

**X-10**

A powerline carrier protocol created by X-10 Ltd. that carries control signals across standard electrical wire. The X-10 protocol is typically used in simple control scenarios such as the remote or automatic turning on/off of lights or appliances.

**ZigBee**

A relatively new wireless home networking standard that allows compatible devices to share small packets of data, such as on/off commands or temperature readings, for example. Similar to other mesh networks, which use device-to-device communication to create multiple, redundant paths for data to flow, ZigBee's conservative range is estimated to reach over 300 feet. Considering its extremely low-power requirements, ZigBee-enabled devices will likely include household appliances, consumer electronics products, light switches, security sensors and controls, key fobs, smoke detectors and thermostats, to name just a few possibilities.

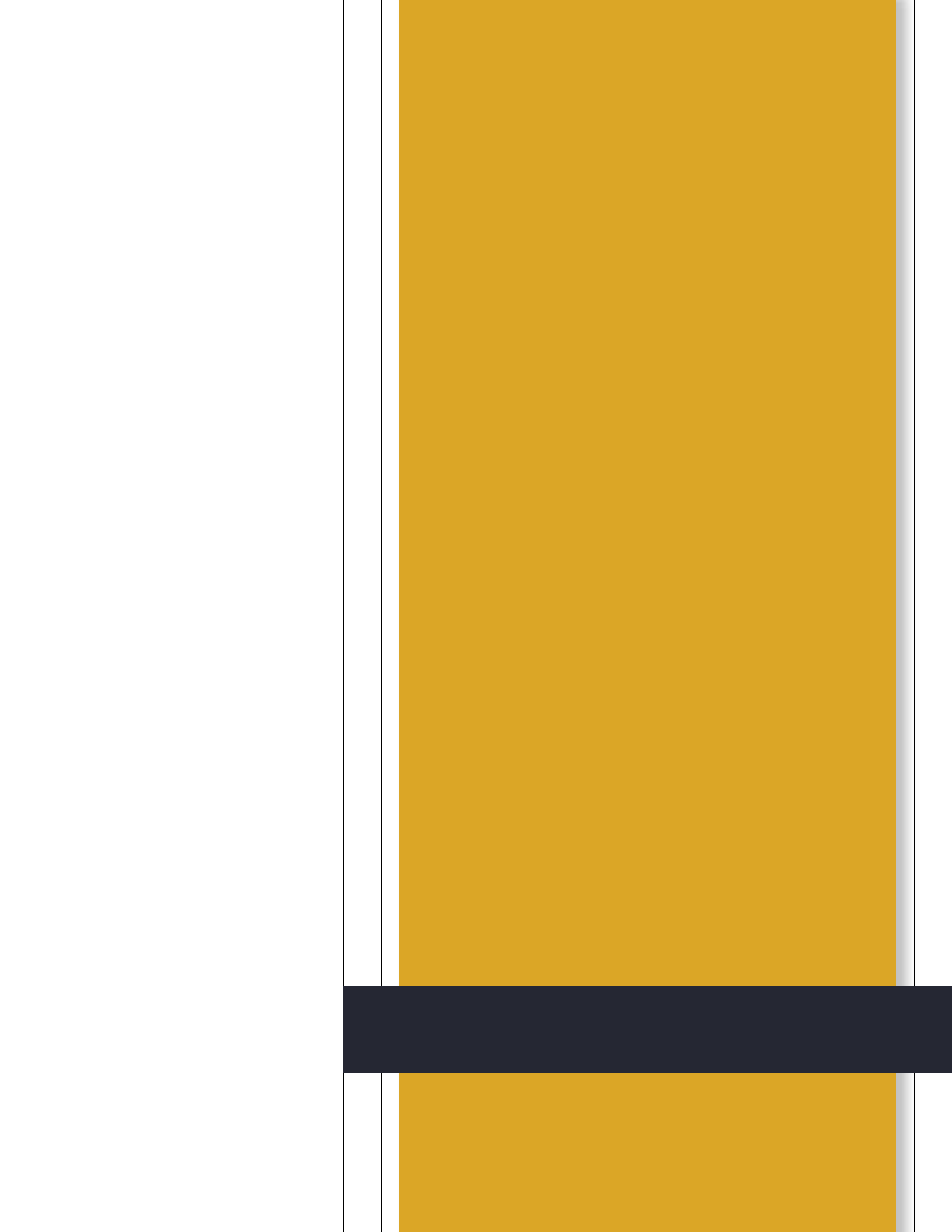
**ZWave**

A proprietary, low-power networking standard developed by Zensys Inc., which uses a mesh network to transmit control and sensor data among compatible devices. Like ZigBee, ZWave technology is ultra-low power and can be used in appliances, home automation devices, switches, thermostats, etc.











# TechHome Integrator Directory

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MULTI-ROOM **Audio Video**  
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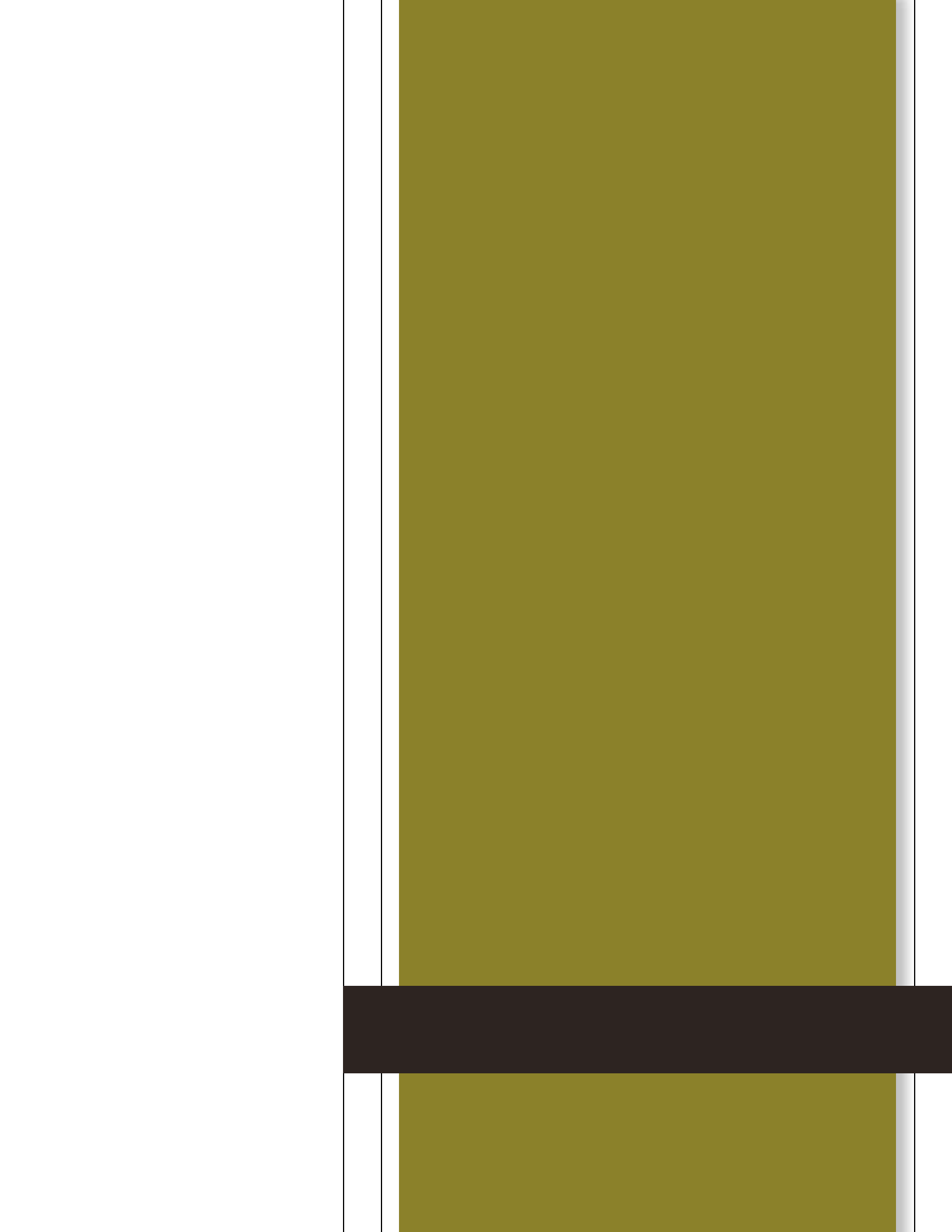
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