



March 2012 Newsletter



■ **CONTROL SYSTEMS** :: Control4 has made a significant impact in the residential control category. Since we began carrying the product in 2008, we have enjoyed nothing but success and growth. Product has been exceptionally reliable and does what it advertises. If we had questions, company support has been excellent. And customers love it. Simply put - Control4 is a home run.

Control4 has introduced new products and expanded their line and capabilities for 2012. And it's right on time. With the staggering growth of online entertainment, media and cell phone apps, we believe this product couldn't be more timely.

A customer, put it this way: "Control4 changed the conversation my wife and I have." Instead of a 5:30 PM phone call of: "what did you do to the TV?", it's now "where do you want to go for dinner?".

Control4 is powerful and affordable. Two words that usually don't go together. Come in and try it out for yourself. Simplify your technology. Everyone in your family will thank you.

Stop in and say "Hi"... You're always welcome here!

Art DeLorenzo

Chuck Ellisor

Steve Stabile

simplify, simplify, simplify, simplify



In age of technology with complication
What you need is technology with simplification

Enter Control4.

Control4 makes technology simple.

Okay... simpler.

■ With more and more smart electronics playing a larger role in our lives, you'd think they'd be making life easier. But with so many different technologies - Blu-ray, Bluetooth, MP3, HD, 3D, iWhatever - things are more complicated, not simplified.

Wouldn't technology be better if all worked together?

Control4, is making it affordable for you to easily control virtually any device in your home - from TVs to thermostats, door locks to DVRs - from anywhere in the world, using your laptop, tablet, or even your cell phone.

This is home control - made simple. Okay... pretty darn simple.

“We’ve had this level of control for years, but never this much, for this little.”



NEW

You’ve heard it all before...

“With one touch, the movie starts, lights dim, dog gets fed, the surround receiver chooses the correct input, kitchen is cleaned, TV selects the correct input, kids are put to bed, and your wife looks at you adoringly, all with the push of ONE button!”

Well not quite, but seriously, we’ve had this level of control for years, but never...

~ **this scope of capabilities**
~ **for this price.**

In a nutshell, Control4 has made extensive control, media distribution, lighting, security and navigation - affordable.

But wait ~ there’s more!

You can control as much of your technology as you want, and, do it from your Android cell or I-phone.

Imagine powerful, scalable control that is within hands reach. And affordable.

NOW THAT IS NEW!

“The thing with this Control4 system is that it has changed the conversations that my wife and I have.”

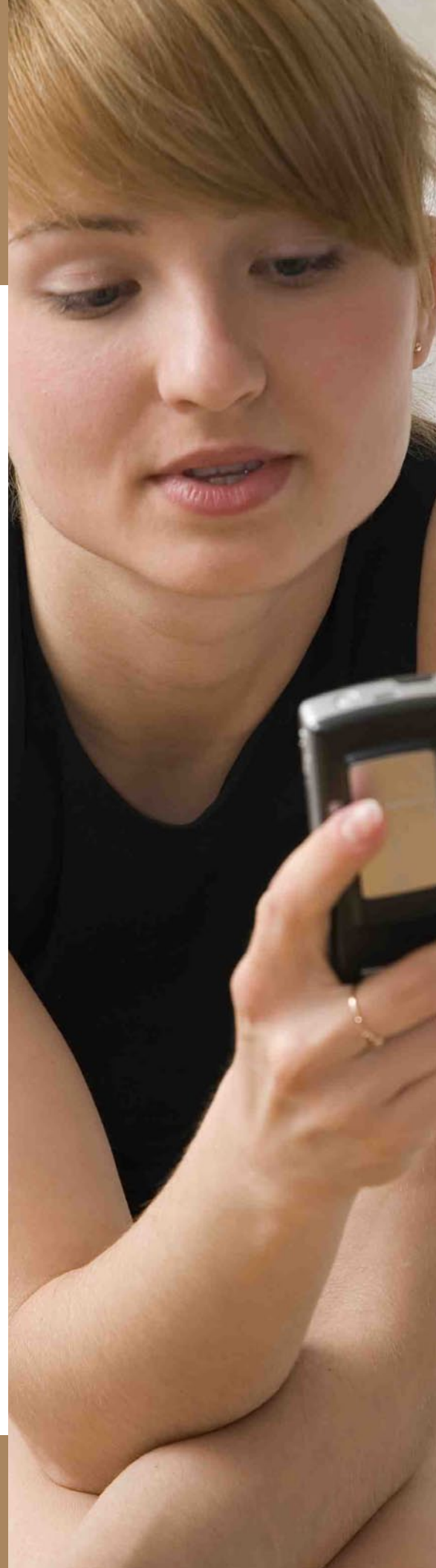
(This narrative is from a Genesis Audio customer on his experience with Control4)

“Instead of her asking “what did you do the TV?... because I can’t change the channel!”, now we’re talking about the kids, and what they did in school today...” Its made the things that really aren’t important... not important anymore.”

I love technology and its capabilities and what it can do, and the way it simplifies my life, but it complicates my wife’s. So I’ve been searching for something that serves my needs, but my wife’s as well.

When she calls me at 5:30 in the evening, it’s now “Honey when are you going to be home,?” instead of “I can’t get the TV on.”

Now, when she calls, I know its not going to be that, it’s something else, like “where do you want to go for dinner” Control4 has literally changed our conversations.



INVISIBLE



SCALABLE

Control4 solutions are:

- Affordable and cost effective
- Easy to install, no major construction required
- Control from a TV, I-Pad, I-phone, Android cell, laptop, tablet or one of those old fashioned... remote controls!
- Compatible in new and older homes
- Powerful capabilities, focus control where you want
- Everyone in the family can use it and harness it
- Scaleable, start small and add more control when it fits

Control



- Let's define affordable...

Get started for under a \$1,000. The beauty of Control4 is that it's scalable. Buy only what you need. Add additional control capabilities, such as lighting or security monitoring when you're ready. Once you're in the family of Control4 products you can add just those capabilities appropriate for your home, your family, your needs. When you're ready!

The other highlight of Control4 is that many of the add-on capabilities are wireless. So the cost of "implementation" or installation are significantly less.

A F F O R D A B L E

Control4 is engineered to extend the capabilities of technology - and put your family in full control.



- Intercom allows the family to easily screen or greet visitors
- 24/7 video surveillance accessible on any TV or touch screen
- Everything turns to "off" mode when the family leaves for the day
- Access playlists, internet and more from any room in the house
- Set the whole house to lock at 11:30 PM
- "Did I close the garage door?" - Close the garage from your cell
- Turn everything off and lock up the house with one button
- "What time did my son get home last night?" - See exactly when
- Automated lighting illuminates walkways at night

And so much more. What do you want? You're in Control.

POWERFUL



Tie into your business security system and see who is at your warehouse loading dock on a Saturday... or who is at your front door from the back yard on a Sunday. Always be in touch and in control ~ any day, anywhere.
Technology. Simplified.

Control what your daughter gets to watch, good idea!
...and for how long.
Better idea!
Control. Simplified.



Hear a sound in the night? One touch turns on all the lights, inside & outside. And turns them all off. With one button. *Life. Simplified.*

Control 

...Your life



Gaining control of technology opens up new horizons for everyone in the family

Read more: www.control4.com

See more: Genesis Audio Ltd.

At Genesis Audio Ltd., we have a room dedicated to Control 4 systems. Stop in and see just how much control you can gain for so little.

Questions? ~ Give us a call.

We'd like to hear from you.

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Genesis Audio is dedicated
to the design, specification
and installation of
world-class Home Theater.

HOME THEATER



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