

Client:

Definitive Audio is regarded within the industry as one the top-five custom Audio Video installation firms in the United States, and in the top-ten in the world. They have received many awards for their category defining home theater installations from manufacturers, trade magazines and of course, customers. With over 60 employees, they have a dedicated engineering group that facilitate installations in homes, corporations and marine applications. Their three locations in Washington, generate annual sales over 26 million. They represent the very best in custom Audio Video retailers.

Context:

The Director of Marketing, after seeing my work for REVEL speakers, approached me to create a presentation for Definitive Audio that would allow them to present to specific audiences: builders, architects and interior designers. This presentation was to show the audience their scope of offer, and communicate that Definitive Audio wanted to be a consultant, contractor and partner.

Builders, architects and designers take their profession seriously, and often music and theater installations compromise their vision of how the home should be. Definitive Audio wanted to be considered as a valuable resource that would represent the client's wishes and champion the design directions of the builder, architect or designer. We wanted to show that together, as partners, we could achieve a win-win.

Deliverable:

Write, design and produce a PowerPoint presentation that can be used for different audiences by Definitive's key personnel.

Objectives:**Credibility**

Definitive Audio needed to establish credibility as the leader in home, corporate multimedia and marine installations.

Specialist

Definitive Audio specializes in executing the client's aspirations while preserving the vision of the architect or designer.

Management

Definitive Audio can manage the job that entails the work of many craftsmen. Many of their projects exceed \$250,000 and these elaborate projects require the skills of many tradesman: acousticians, carpenters, high and low voltage wiring and cabling, electricians, upholsterers, carpet installation, the list is long for building a state-of-the-art custom theater. Managing the project and staying on time and under budget is part of what makes Definitive Audio the leader in custom electronics in the Pacific Northwest.

Partner

Definitive Audio wanted the to promote their brand, and communicate that collectively, we all served the client, and that Definitive extensive resources and professionalism would enable architect's, builder's and designer's visions to be realized.

Content:

I reviewed their website, and interviewing the Definitive team. I scripted the structure of the presentation and provided thumb-nails of the look and feel of the presentation. The content developed from the interviews, website content and industry publications provided the content. I integrated the content in the structure, keeping it clean, streamlined and moving at a fast pace. I wanted the presentation to be snappy, visually appealing, with an emphasis on partnering, professionalism, design, luxury goods, and client satisfaction. The client was exceptionally pleased. The presentation was prominently featured as a valuable component of their marketing plan in an article in CE Retailer magazine.

DefinitiveAudio

- ▶ Introduction
- Technology
- Integration
- Design
- Expertise
- Summary

Retail locations in both
Seattle and Bellevue

Custom installation division serves customers
throughout the Pacific Northwest

Introduction

DefinitiveAudio



Introduction

DefinitiveAudio



Never before have we experienced such an acceleration of technology



Technology

DefinitiveAudio



Never before have we had such a rapid adoption of technology



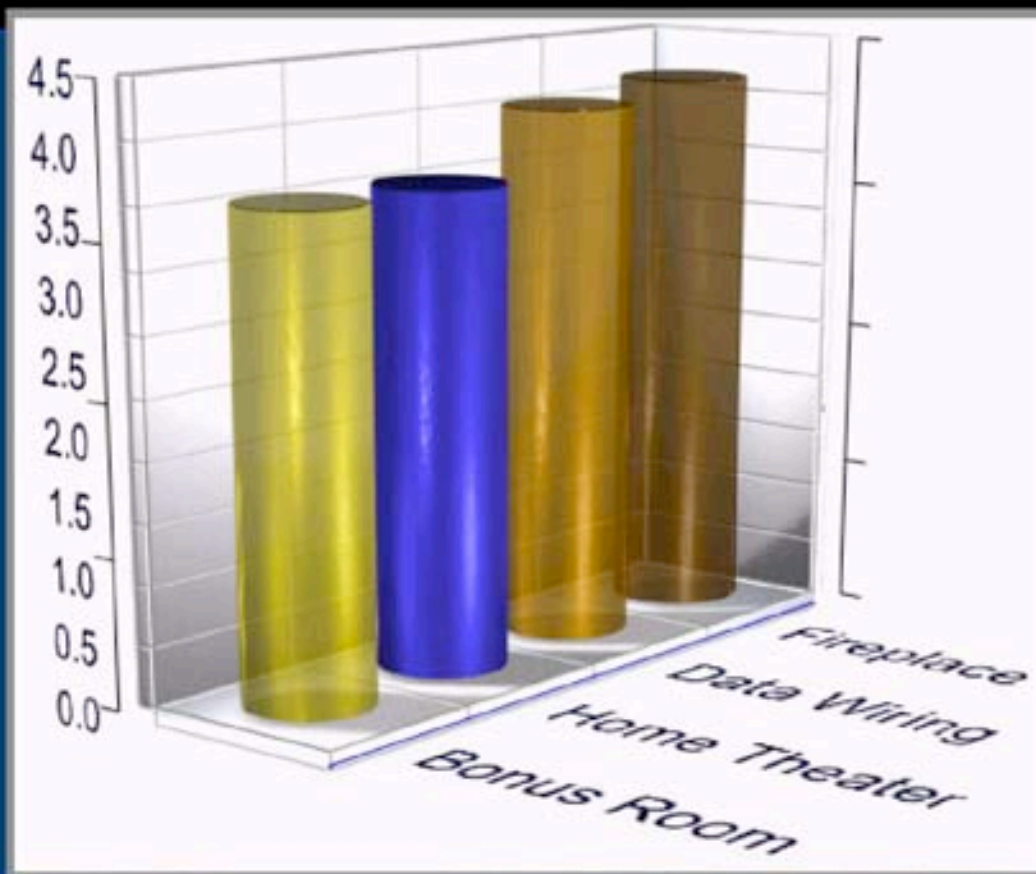
Technology

DefinitiveAudio

Home Theater is a top rated feature by homebuyers

Top Rated Features and Options in New Homes

Source:
Professional Builder,
March, 1999



5 = Extremely Important 0 = Not important

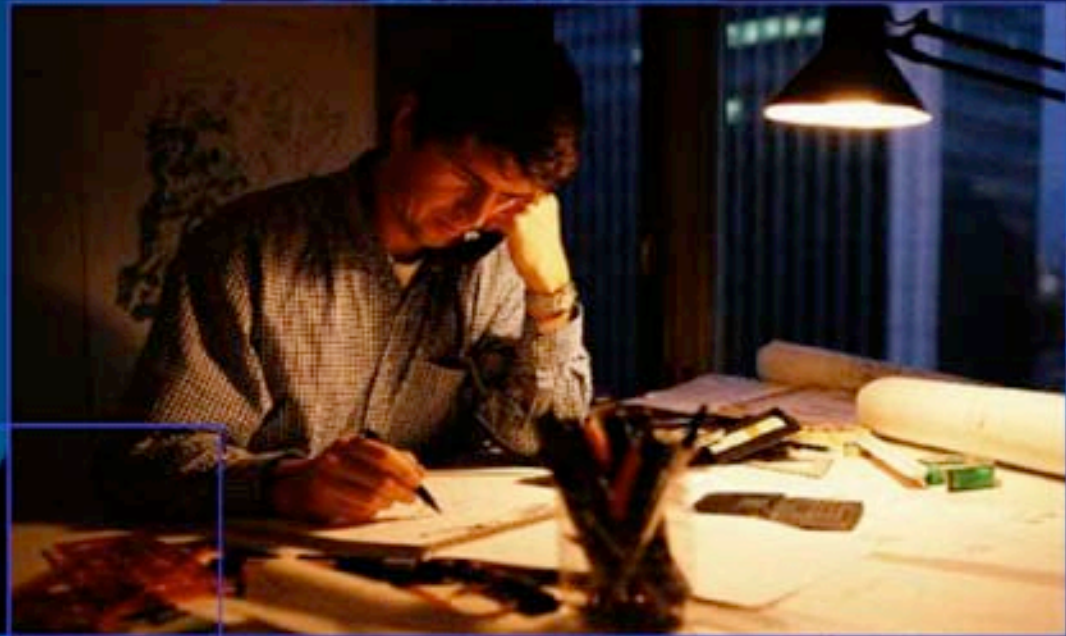
Technology

DefinitiveAudio

What we provide to the **INSTALLATION**

Quality of workmanship

- Quality of materials
- Integrity of design
- Longevity of solution
- Lasting value



Integration

DefinitiveAudio

Introduction
Technology
Integration
▶ Design
Expertise
Summary



DefinitiveAudio



Customers don't buy electronics...
they buy entertainment

We provide the **ENTERTAINMENT SOLUTION**



Design



DefinitiveAudio

ACCESSIBLE



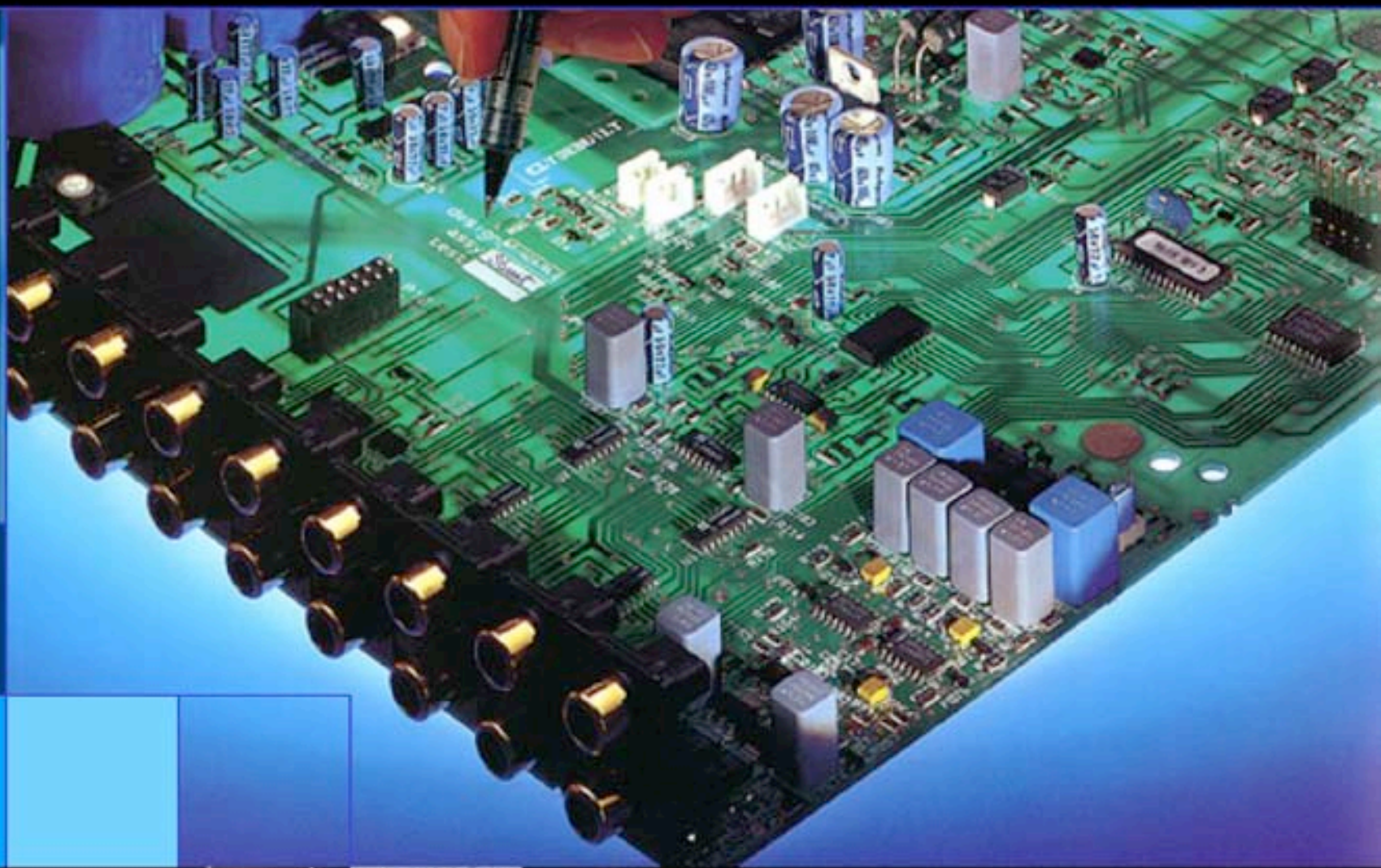
Design



DefinitiveAudio

Graham Clive & Lowe

We continually research the industry for the best products




Expertise



DefinitiveAudio

Graham Clive & Lowe



We are recognized as an industry leader
by many prestigious specialty manufacturers.

Expertise

DefinitiveAudio

lexicon

isf

mark
EVINSON

Stewart

LUCASFILM

THX

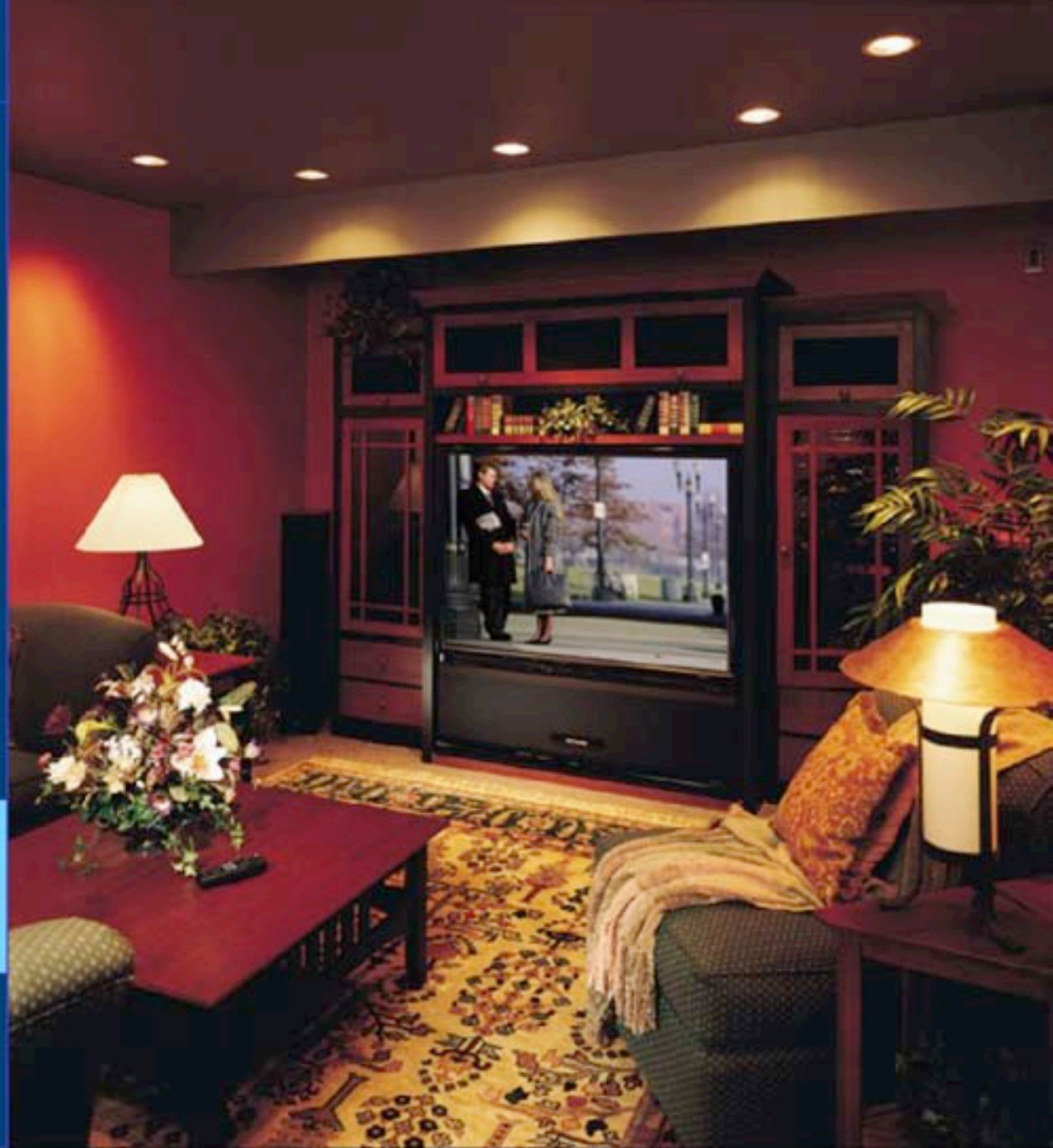
B P R O C E E D

- Recognized as experts in our field, we participate in Manufacturer led product research, design and development

Expertise

DefinitiveAudio

- In a competitive market, we can provide the finishing touches that add distinction to your home



Summary

DefinitiveAudio

DefinitiveAudio