



# HOME TECHNOLOGY GUIDE



*Whole home control, automation and entertainment*



**Paulson's**  
Audio & Video  
The Toy Store For Grownups!





# ABOUT US

Technology is everywhere. It's hard to imagine any aspect of our lives that doesn't involve it. From phones to our cars, from work to our home, technology enhances our lives, bringing us closer to information, entertainment, and each other. Often though, our different devices exist in isolation, connecting us to the world, but rarely working together to create a more elegant whole. It doesn't have to be that way.

Imagine a home that greets you by unlocking the front door, disabling the security system, turning on lights, and welcoming you with your favorite music. Imagine a home that automatically lowers shades before the sun can fade your furniture and décor. Imagine a favorite song playing in each room of the house, or the latest hit film streaming and displayed across a wall-sized screen. Imagine prompting all of this from your smart phone.

This is only the beginning of the promise offered by an intelligent home. Beyond showcasing the latest technology, the ultimate goal is to make interaction with your home's advanced automation features a pleasure. Exceptionally easy, yet wonderfully sophisticated, it is technology designed to help you manage your life. It's about living in the home of the future, right now.

Here at Paulson's Audio & Video we've helped families make complex technology simple for over 20 years. We provide advanced, professional, creative resources dedicated to ensuring your project's success. From beautifully integrated design to the finest home technologies, we'll guide you through each step of the design and installation process to make certain you have exactly the products you need, the features you want, and the personal attention that will make the home of the future a joy to own today.

Enhance your home and your life; let us show you how.

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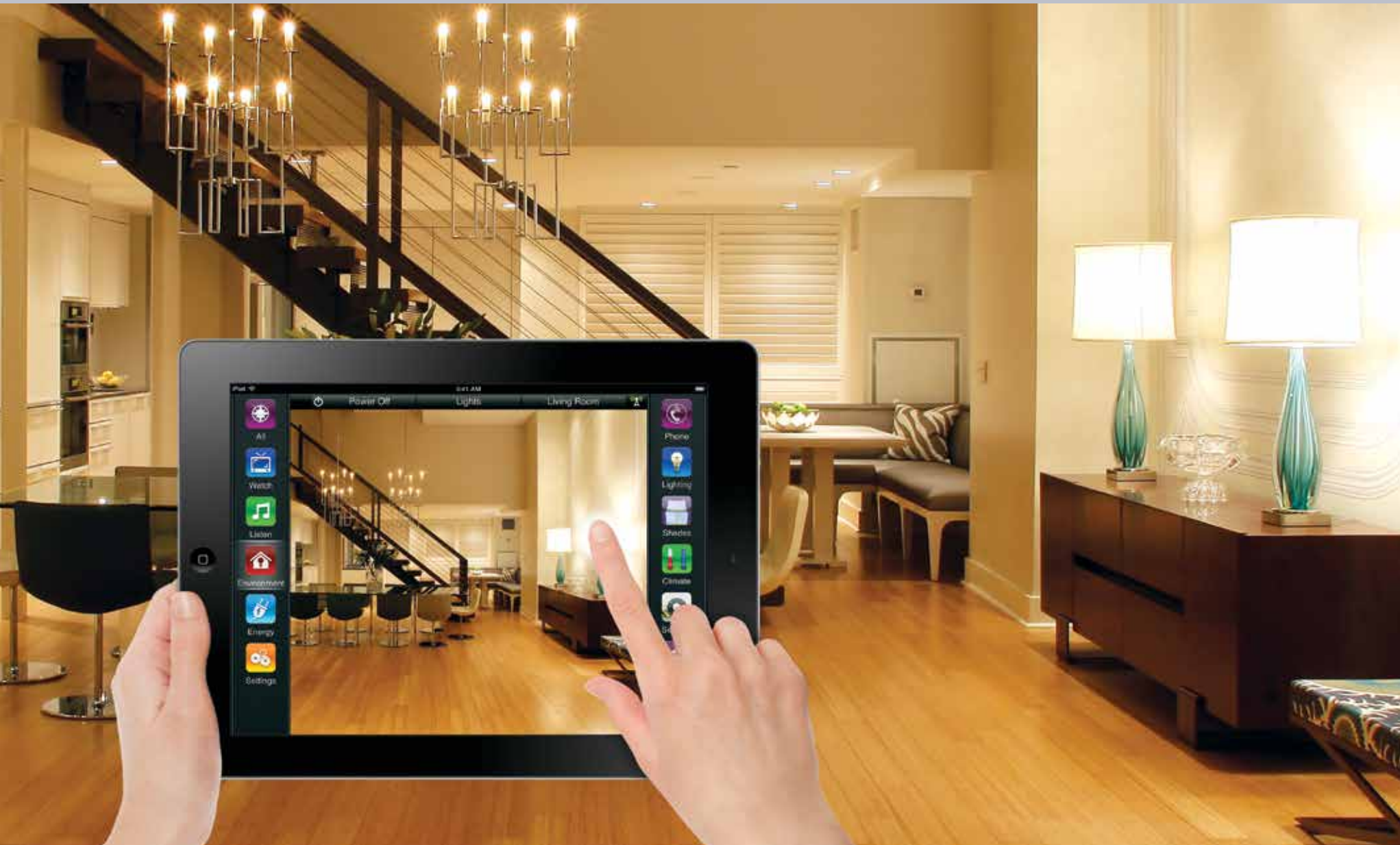
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# HOME AUTOMATION



You return home at dusk and the exterior is softly lit. When you open the garage door, the security system shuts off, interior lights brighten and relaxing music plays in the kitchen. After dinner, you turn on a romantic scene of lights and music with your smartphone. Your shades have closed automatically and the temperature is adjusting to evening mode. At bedtime, a tap on your bedside controller activates the security system and soft music plays quietly, set to turn off shortly. This is today's smart home.







# HOME AUTOMATION

*Safety. Efficiency. Simplicity.*

The purpose of home automation is to give you the ability to control every aspect of your home from almost anywhere. From traditional buttons to touchscreen interfaces and smartphone and tablet apps with remote capability, it's easy to interact with lighting, climate, security, multiroom audio and video, and more.



*Lighting*



*HVAC*



*Audio*



*Video*



*Energy*



*Security*

The smart home is truly here. Kids leaving lights on in every room? Turn them off with your smartphone. Sun baking one side of your home? Let your shades track the sun and react accordingly. Home automation saves you money but – more importantly – it saves you time, something we can always use more of.





Built-in sensors turn off lights when rooms are empty. Advanced systems control multiple rooms, creating the perfect ambience throughout your home.



Unsatisfied with limited choices for switches and dimmers? A wide palette of colors is available to match your décor needs.



Replace old-fashioned, unsightly thermostat controls with something easier to use and far more elegant.



# HOME AUTOMATION

# *Lighting and shades to fit your lifestyle*



## LIGHTING CONTROL AND SO MUCH MORE

Press a button, and lights brighten while shades go down. Press another button, and the lights dim and music plays. Press another, and lights go out in your room, and all over your home. Manage multiple rooms from a single keypad, and preset levels and areas for specific events, like Party, or Away. Program certain lights to turn on or off at specific times. Control everything that can be controlled in your home, automatically, from a touch panel or any mobile device.

There's a shade style to suit your home, with many options featuring black-out capabilities to completely darken a room.



Just as there are many styles of shades, there are even more fabric choices; we will work closely with you or your designer to compliment your décor.



Adjust your shades just like your lights, with a wall switch from a separate remote, or as part of an entire automation system. Create a schedule that adjusts them for your family's needs.







Smart thermostats save you money by adjusting your home's temperature automatically throughout the day.



Control the music playing in multiple rooms of your home, and the volume, all from a single mobile device.



Smart lighting makes it appear someone is home, even when you're away, by turning lights on and off throughout your house.



Security cameras bring peace of mind. Check who is at your door from your sofa, by the pool or while you're relaxing on vacation.

# HOME AUTOMATION

*Take control anywhere*

## THE ULTIMATE IN HOME CONTROL AND AUTOMATION, DONE SIMPLY

You come home at night, press a button on the wall next to the front door, and lights come on in the hall, kitchen, and den. While relaxing in the living room you notice it's too bright, so you close the curtains using your tablet. Better yet, your smart home does it for you automatically. If there's nothing interesting on TV, with one tap on your smartphone, the home theater system turns on, and in moments you're streaming your favorite movie. Simplify your life with home automation.





# WHOLE HOME AUDIO & VIDEO



The party is in full swing. Every room in your home fills with stories, laughter, and music. The kitchen has gotten a little loud, so you turn down the volume on the room's hidden speakers with your phone. You display pictures from vacation on the living room's flat panel. Outside, the grill is fired up, and music fills the air. The night is young, with whole home audio and video providing entertainment throughout your home.





With hundreds of shapes, sizes, and installation options, in-wall and in-ceiling speakers provide beautiful sound without intruding on your home's interior design. Paintable in-wall models completely disappear so your décor is all that's seen.



Custom designed speakers with multiple high-quality components dramatically improve the sound from the small speakers built into today's flat TVs. Don't settle for unintelligible dialogue, or other sub-standard audio, when elegant alternatives are available.



## WHOLE HOME AUDIO & VIDEO

## *Entertainment everywhere*



### ENTERTAINMENT IN EVERY LIVING SPACE

Instead of being limited to your computer or phone, imagine access to your entire music collection in every room in your home. How about instant access to every movie you own, with the ability to play it back on any TV, in any room, without ever touching a disc? Whole home audio and video is more than just speakers and TVs throughout the house; it's about seamless and simple access to your entire digital library. It's about listening to or watching what you want, when you want, where you want, with ease.



Dock and charge your mobile device, instantly making it a part of your home system. Stream music, internet radio, and more.

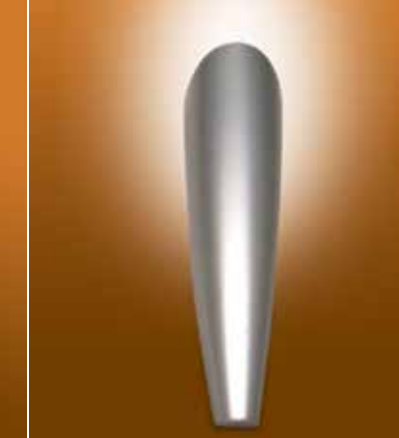


Centralized component location provides access from any room in your home, plus makes upgrading easier.



Intuitive interfaces means the kids, the grandparents and even babysitters can find what they're looking for, easily and without frustration.





Smart locks don't need keys, and can notify you when they're used or unused during programmed times.

Networked security cameras allow you to monitor your home from any TV, or from any smartphone or tablet.

With one touch you activate the security alarm and all the lights come on.

Forget to set the alarm, or think you might have forgotten? Don't take the risk. Your mobile device can activate the system.

# SAFETY & SECURITY

You awaken: is there something outside? Before your feet hit your slippers, you've checked the security system on your iPad. With one touch, you check the camera on the porch. Nothing but the neighbor's cat, again. Just to be sure, another touch, and every outside light turns on. You return to bed, and sleep soundly. In the morning, the news reports a storm hitting your vacation home. Using your tablet again, you make sure everything there is safe. The cameras show snow, the house temperature is set at 60 degrees, there's no water in the basement, and everything is secure. Your integrated security system protects your family and your belongings.



*Essential technology for peace of mind*

## SAFE AND SECURE IN AN UNCERTAIN WORLD

From door locks that email or text you when used or unused, to security cameras you can access from anywhere in the world, your smart home is a safe home. Check your front porch for packages. Let your spouse in when keys are forgotten. See who's at the front door without getting off the couch. A security system fully integrated with a home automation system means your family's well-being has never been more secure.





## SAFE, STABLE ACCESS TO THE ONLINE WORLD

Today's smart home may have dozens of devices, requiring access to the web and each other. The simple, free networks provided by Internet Service Providers don't offer the security, stability, or robust data handling of a custom-designed commercial-grade home network. Have a large home or yard? High-end wireless systems offer full-property coverage. Allow guests access to the Internet, but not access to your personal data network. Today's network means an enterprise grade system as the backbone of your home.



*No downtime. No hassles. Highly secure.*

# NETW

You sit by the pool, enjoying a movie streaming to your tablet. Inside, your kids enjoy an online multi-player game. In the den, your spouse downloads music for a dinner party. Later, you have a video conference for work, but you're not going to think about that right now. You turn back to your movie which is ready because your internet is always available, your access simple, the connection seamless. Encrypted WiFi keeps your personal data safe. High-speed wired connections let you transfer data between computers instantly. Smart WiFi systems let you roam everywhere in your house and yard, without losing your connection. Most importantly, you never have to think about it, it just works.

# ORKS



### *Reliability*

Instead of cheap products built by the lowest bidder, high-end network products are designed for longevity and maximum reliability.

### *Scalability*

Want to add more smart TVs, tablets, and computers to your system? Want to add a home office in a guest house? We can easily expand your network.

### *Simplicity*

Never worry, or think about your network again. It works like you'd expect, on every Internet-connected device, from anywhere in your home or yard.

### *Security*

Built with corporate IT levels of security, your data is as secure as possible from hackers. Even set up a VPN (Virtual Private Network) with your office.



# LIFESTYLE DESIGNS



At first glance, technology is not visible in your room. Then, with the touch of a button, a TV lowers from the ceiling and music plays from invisible speakers. In the bathroom, what appears to be a simple mirror reveals itself as a TV for watching the morning news. In the living room, movie night begins as the flat panel lowers into a cabinet and the film screen descends. A projector, hidden behind glass in the wall, begins the motion picture. The blend of technology and style is an art itself, fusing functionality with beauty to create the perfect digital lifestyle.







*Excellent*

*Aesthetic*

*Invisible*

Music for the ears, hidden from the eyes. From subtle, to stylish, to unseen; in-wall and in-ceiling speakers come in an infinite number of designs. Thinly trimmed and trimless designs offer inconspicuous aesthetics, while other models completely disappear.



White, ivory and black are not your only options. There's no need for mundane wall plates and switches to diminish an otherwise gorgeous room. Flat power outlets and elegant switches enhance your design making the functional requirements of your home fashionable.



## LIFESTYLE DESIGNS

## *High technology, high design*



### STYLE AND PERFORMANCE, TOGETHER

High performance audio doesn't require massive box speakers. Big screen TVs don't need to dominate a room. In fact, the opposite can be true. Imagine a living room, seemingly empty of speakers or a television, converting to a home theater at the touch of a button. Or a bedroom TV that's there when you want it, but not when you don't. Specialized lifts and mounts make technology invisible. Advances in architectural in-wall and in-ceiling speakers mean high quality sound is possible from models that blend with the room. No longer do technology and design need to compete. Now technology can complement, and even enhance, the distinctive style of a space, room, or home.



# OUTDOOR ENTERTAINMENT



It's a warm summer night. Music plays quietly in the background as you relax with friends on the deck. No speakers are visible, yet the sound seems to come from everywhere and nowhere. The surrounding landscape provides an elegant glow. It's going to be a good night.

It's your turn to host movie night for your friends. There are too many people to have inside, but that's okay. A projector illuminates your outdoor screen, creating a life-size picture. Hidden speakers provide powerful surround sound. The crowd gathers. The movie begins.





From scenes like Pool Party or Night BBQ to easy favorites like Holiday and Romance, lighting control lets you vary ambience and mood with one touch of a button.



Don't let ordinary speakers ruin your landscaping. We offer a variety of designs that blend with their surroundings. Near-invisible outdoor subwoofers provide bass that might otherwise disappear.



## OUTDOOR ENTERTAINMENT

*The finest indoor technology, outdoors*



Rugged outdoor speakers liven up any party, from a warm summer cookout to a relaxing cool fall evening. You can even listen to holiday tunes while making snow forts with the kids.

### A/V THAT DOESN'T CARE ABOUT RAIN, SUN, SNOW

Whether you're enjoying a pool, a hot tub, a patio, or the expanse of a beautiful lawn, there is a certain peace that comes from being outside. Why give that up to listen to music, or watch TV? Robust, all-weather TVs designed for the elements can live outdoors year round. All-weather speakers combine high fidelity with sealed enclosures to keep Mother Nature out. Don't want to see the speakers? No problem. With wireless technology, you can access your entire audio/video library from the yard with speakers that seamlessly blend into your landscape and architecture. Bring your HD and hi-fi out into the world, and enjoy it under the stars and sun.



# MEDIA



# ROOMS



Life-size players dominate the big screen, the sound of the stadium filling the room as kickoff nears. Adjacent on a smaller TV, your avatar kicks a field goal, causing groans from your friends. Glasses clink at the bar as drinks are poured. Behind, you hear the break as another round of pool begins. Media rooms are mixed-use spaces offering near theater quality audio and video with a more casual feel. More than a TV room, a media room offers the best of both worlds.





A SPACE TO PARTY, RELAX, AND ENJOY.

What should your dream entertainment space look like? Multiple flat panel TVs showing multiple games at once? A drop-down projection screen? Music queued up at the touch of a button, played through hidden speakers while you shoot some pool? Or all of the above? Media rooms are all about possibilities. From sports and gaming to movies and music, they do it all. However you spend those precious free moments to relax, you can build a media room that's a perfect fit.



In-wall and in-ceiling speakers effortlessly blend into your décor. Some models can be painted over for total invisibility.



Integration with a home automation system allows you to control all aspects of your media room from a tablet or smartphone.



High-end separates or an A/V receiver are the central hub of your audio and video. Blu-ray, satellite radio, internet services are all available.



HDMI cables pass the highest quality digital audio and video among your Blu-ray player, your receiver, and your TV.

MEDIA ROOMS

*Designed to fit your lifestyle*



Advanced lighting controls let you set the mood with the touch of a button: All on, all off, and every combination in between.



Stylish furniture provides storage and organization to any room. There's a size to match any TV, and a look for every room.



# H O M E T H E A T E R

A wide-angle shot of a modern home theater. The room features a large, bright white screen mounted on a dark wood stand. The walls are a mix of light blue and dark grey, with several large black acoustic panels. The ceiling has recessed lighting. On either side of the screen, there are wooden shelves with various decorative items. In the foreground, the corners of two large, dark blue armchairs are visible.

The lights dim. The movie starts. It fills your view. The actors' voices fill the room. Suddenly something happens. The music swells as action begins. An explosion on screen and the room fills with thunderous sound. Are you at the local Cineplex? Guess again. You're at home.

This is the home theater experience: cinema-quality audio and video, with no sticky floors or overpriced concessions. Life-sized screens, surround sound, powerful subwoofers, all create the ultimate in movie enjoyment. Sit back and thrill to favorites new and old with the whole family.



BETTER THAN GOING OUT TO THE MOVIES

Forget dim screens, muddy audio and high ticket prices. With modern HD and Ultra HD projectors, truly life-size screens are possible at home. Theater speakers and subwoofers produce incredibly realistic, room-filling audio. Enjoy cinema chairs so comfortable, you'll gladly sit in them for hours. Best of all: the only cell phone that can ring is yours.



Front projectors are smaller, quieter, brighter, and have better picture quality than ever before.



Different screen materials meet every need: acoustically transparent to hide speakers, high-gain screens for brightly lit rooms, motorized styles that disappear when the show is over, and more.



Big movies have big audio. Surround sound processors and amplifiers drive multiple theater speakers.



In-wall speakers and subwoofers provide stunning fidelity invisibly, bringing films to vibrant life.

HOME THEATER

*In the heart of the action*



Power conditioners offer the highest possible performance, ensuring the clearest audio and video.



Seating is available in almost any style and size, and in whatever fabric or leather you want.



Control your entire theater from a tablet or smartphone. Queue up movies and music instantly.



The lights dim, the curtain opens, the movie starts. All possible with a single touch of a button.

Thanks to optical-grade anamorphic lenses, powerful 3-chip projectors with high output projection lamps, and motorized projection screens, ultra-widescreen Cinemascope aspect ratios are possible. Experience epic Hollywood movies as they were meant to be seen: on a screen so big it fills your field of vision. When the movies end and you switch to TV, the masking adjusts so you never see black bars. Custom theater designs can create whatever look you desire. From classic movie houses to the ultimate sci-fi theater, if you can imagine it, you can have it.





# HIGH PERFORMANCE AUDIO

The rising, powerful crescendo of an orchestra. The soulful wailing of a blues guitar. The shimmering, thrilling brilliance of operatic soprano. These are but a few of the musical moments that elicit emotional response. Music isn't merely listened to through a high performance audio system, it is experienced. Details you never heard are revealed and instruments sound so real, they seem present in the room. While many think they won't be able to hear the difference, once you experience the wonder of hi-fi, you're converted forever. Big or small, digital, analog, or both, quality audio is available to everyone.



AUDIO FOR THE SOUL

There are few things that reach us as deeply as music. It transports us to a place, a time, a feeling. Compare the sensation you have at a concert, versus hearing the same song on the radio. The beauty of high performance audio is its variety: speakers of all different shapes and sizes, subwoofers to fill any room, massive dedicated power amplifiers, and tiny integrated amps. No matter what your budget, room, or desire, there's a way to get better quality music into your home. Integrated with a whole home audio system, you'll have access to your entire music library as well.



HIGH PERFORMANCE AUDIO

*Enjoy studio sound in your home*



Subwoofers create deep bass sounds, and can be located anywhere in a room. Multiple subs can sound better, or louder, than single units.

Turntables are back in a big way. Experience the warmth of vinyl for the first time, or even better than you remember.



Preamp/processors decode audio, whether it's from a computer, a disc player, or even the web. Amplifiers drive the speakers, supplying them with the power they need for clear, lively sound. High-quality cables ensure that you get the best performance without interference from outside noise.





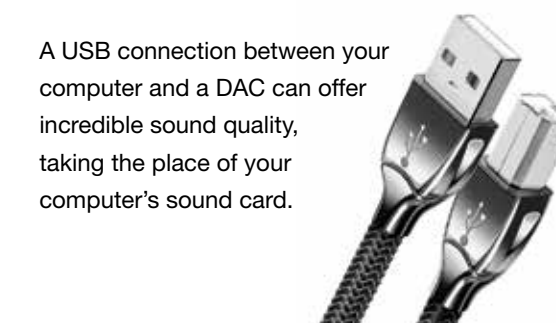


# COMPUTER AUDIO

Once, music on your computer was confined there. Thousands of tracks were stored with no way to hear the music in any fidelity. That's all changed. With new music gateways, and advanced Digital-to-Analog converters (DACs), the digital bits are converted to audio worth hearing. Better still, high-resolution audio provides quality unheard of just a few years ago. Music servers store thousands of albums and tracks as a single library. Sort and select songs for the perfect playlist, then play the music throughout your whole home audio system. There's no loss of quality, just added convenience.



iPod (and iPhone) docks are a convenient way to add music to any room, while charging your device at the same time.



A USB connection between your computer and a DAC can offer incredible sound quality, taking the place of your computer's sound card.

*Quality digital music from any computer*

## YOUR COMPUTER AS AN AUDIOPHILE SOURCE

From iPhones to iPods, computers to tablets, digital audio is everywhere in our lives. What was once convenience at the expense of quality is now the most common way to deliver high fidelity music. High-end Digital-to-Analog Converters transform your digital audio into smooth, clean music. Docks recharge your phone or music player while filling a room with your favorite tunes. A central music server stores all your music for playback anywhere in your home. There's no need to settle for poor audio just because it's portable.



# SUPPORT & SERVICE



*Service with integrity and diligence*



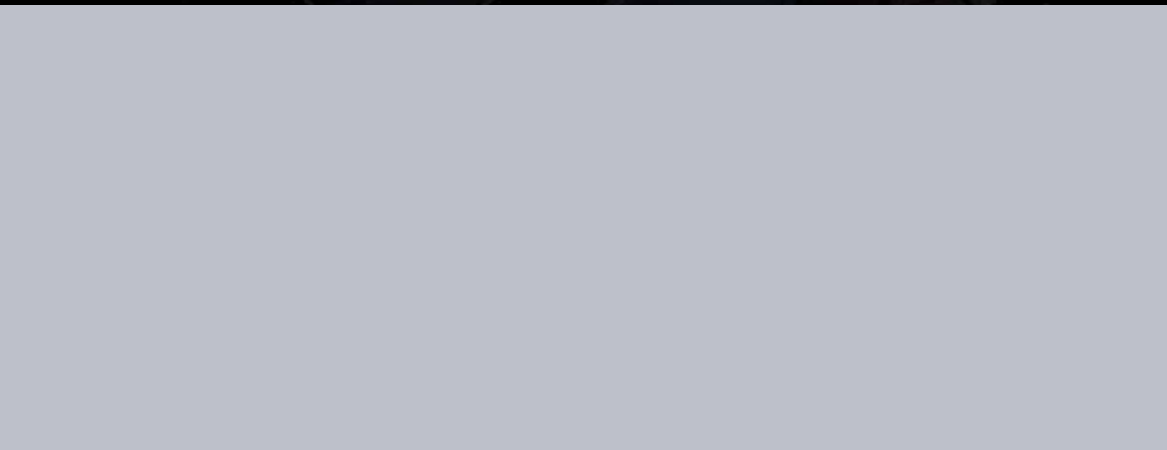
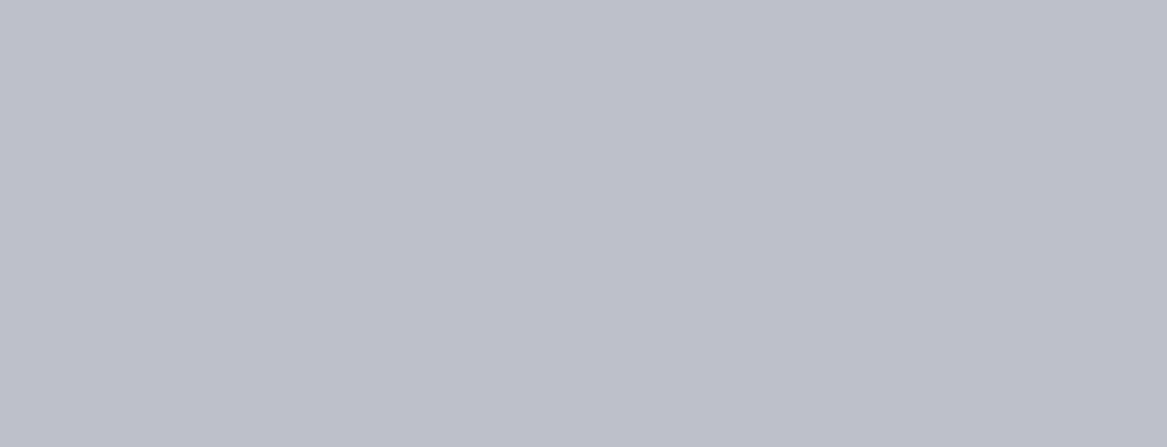
## MAXIMIZING ENJOYMENT, MINIMIZING HASSLES

From network security to system upgrades, from a new TV to adding music to your library; we're here to support you and your home system. Are you ready to expand your single TV over the bar into a 4-TV video wall? Interested in making sensors and humidity control for the wine cellar part of your automation system? We're here to support and service your system, keeping your life (and your lifestyle) in working order. We'll make sure you and your family understand how simple and easy it is to operate your system. Your system can even be set up to be managed remotely for operational checks and software upgrades, along with diagnosis and repair. Your satisfaction is our first consideration and final goal, with support and service as part of our pledge to you. Welcome to your lifestyle in the smart home.

It is movie night and all your friends are coming over. You've been planning it for weeks. The wine is decanting, the food is prepared; why won't the projector turn on? Though modern technology is extremely reliable, occasionally there's an issue. Often it's something simple like a power glitch. Because we're just a phone call away, we can troubleshoot the issue remotely. If necessary, we can come to your house quickly to start getting everything back to 100%. We're here when you need us, onsite or off, with the service and support you expect.







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