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NetStreams HQ: Behind the Scenes

Posted by Julie Jacobson on Jan 30 2007 @ 9:00 AM

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Those crazy NetStreams pranksters.

On this particular visit to the Austin headquarters of the A/V-over-IP company, I glanced into an executive office decked with a large picnic table covered with a cheesy red table cloth and decorated with tiki candles (including faux flames laboriously fashioned from red tissue paper) and other accoutrements suitable for a picnic.

It's just one of the many shenanigans of the NetStreams crew, which pulls some kind of prank on every employee birthday -- wrapping an office in tin foil, packing a cubicle with hundreds of balloons, crazy stuff like that.

But there was some serious business, too. The team was hard at work preparing for its annual tribute to the top NetStreams salespeople from each AVAD branch, where the product is distributed.

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It used to be no big deal hosting these affairs, but with AVAD's growth spurt, NetStreams had better grow too. Indeed, the company is practically taking over the building pictured above.

Here's what we found inside the building...



All NetStreams products endure consistent and rigorous environmental testing. This picture shows the thermal testing of the company's SpeakerLinX IP-Based Amplifier/Room Controller mounted inside a simulated wall. The unit plays incessantly but stays cool in an enclosure made of 1/2 inch board and stuffed with insulation. Marketing VP Petro Shimonishi says most dealers wonder if an amp can safely be installed in a wall. Apparently, it can.

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NetStreams engineers continue to work on the company's IP-based multiroom video production scheduled to ship late Q1. It isn't pictured here, but I caught a glimpse of the new video-catcher, which is almost down to the size of a large paperback book, small enough to mount on the back of a flat TV.



NetStreams engineered this jig to test product performance in large-scale projects. Kevin, the company's CEO, said the largest known NetStreams installation is a 12-source, 70-room system complete with lighting, HVAC, and security control. No, it's not my house.

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Besides digital music, the unit can record up to 3 programs, pause, and rewind live TV, play home m DVDs, and digital photo slideshows.

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