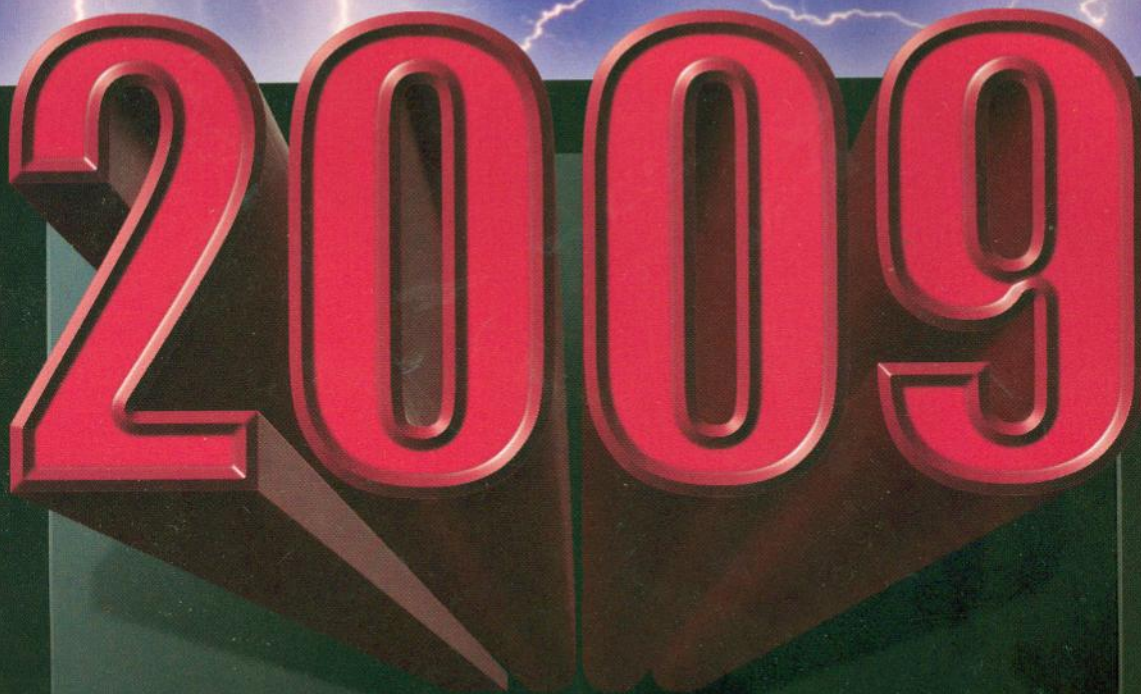


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Retailing

INTEGRATION AUDIO/VIDEO NETWORKING CONTROL CONVERGENCE



2009

ARE YOU READY?

Preparing now for the HDTV mandate will help hybrid dealers rake in the long-term profits. **Special HDTV Sales Section, page 22**

Neat-O!



Remember taking tests in high school? That was nothing compared to this. This house was the personal home of a builder for which Advanced Technologies in Baton Rouge, La., was subcontracted to do an upgrade.

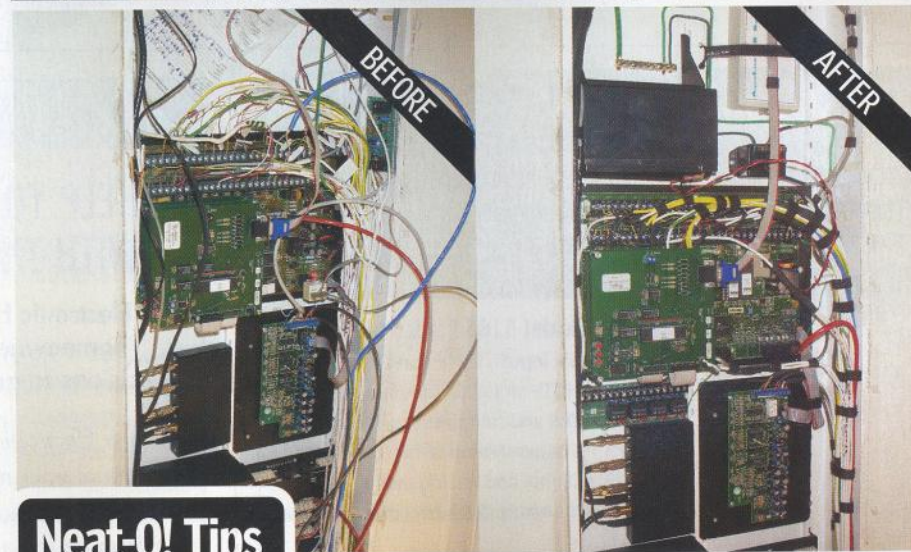
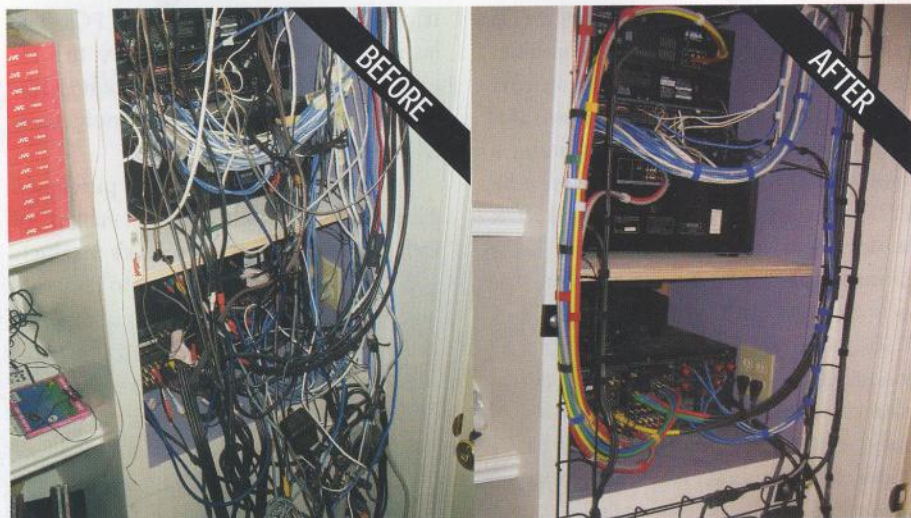
"This was our 'test,'" says Tom Marino, president and owner. "If we could clean up the mess the original company left behind, we would be assured the builder would use our services in subsequent projects."

In the end, it took Marino more than two weeks of tracking down connections, running new wires and repairing faulty automation, including infrared repeater system and the Jandy pool, lighting and temperature controllers.

In the spirit of aiming to over-achieve, Advanced Technologies also made several upgrades to the existing system, including adding individualized security zones, whole-house surge protection (which eliminated the problem that the builder was arcing out five to six dimmer switches per year), a computer network and a voice annunciation system.

According to Marino, a quick checklist of other things to look for in a takeover job are pinched or damaged cables, bad or wrong connections, the wrong type of cable, missing cables, or grounded problems. An improper outlet connection made by the electrician is another problem.

"You can see some of the results [in the before and after photos at right]. The builder was thrilled; and we've since completed numerous undertakings for him, including his own new home, which we now use for our own model home," adds Marino, who runs the company with Linda Ponzoli.



PHOTOS BY ADVANCED TECHNOLOGIES

Neat-O! Tips

- For takeover jobs, don't just cleanup...upgrade!
- Take digital "before" and "after" photos of the panel and wiring for your customer portfolio.
- Builders may require you to "pass a test" by doing an installation before using your integration services on their new homes.



How do you sign
YOUR work?

Congratulations to Tom Marino. He will receive a RhinoPro 3000 labeling system. To submit your Neat-O! installation (please send before and after photos if the job is a takeover), look for the Neat-O! link on the www.cepro.com home page. We're looking for the tidiest racks, vans, warehouses, documentation and other displays of neatness.