

Crestron NYC Design Showroom Decoration & Design Building

Commercial

New York, New York



Invisible Luxury Creates Compromise Between Home Technology & Design

Located in the prestigious Decoration & Design Building (DDB) in New York City, the Crestron Design Showroom offers the ideal setting for interior designers, architects, homeowners and custom installers to experience the invisible luxury of Crestron home automation. Designers and their clients can see firsthand how technology can be artfully blended into any interior design.

Living with Technology

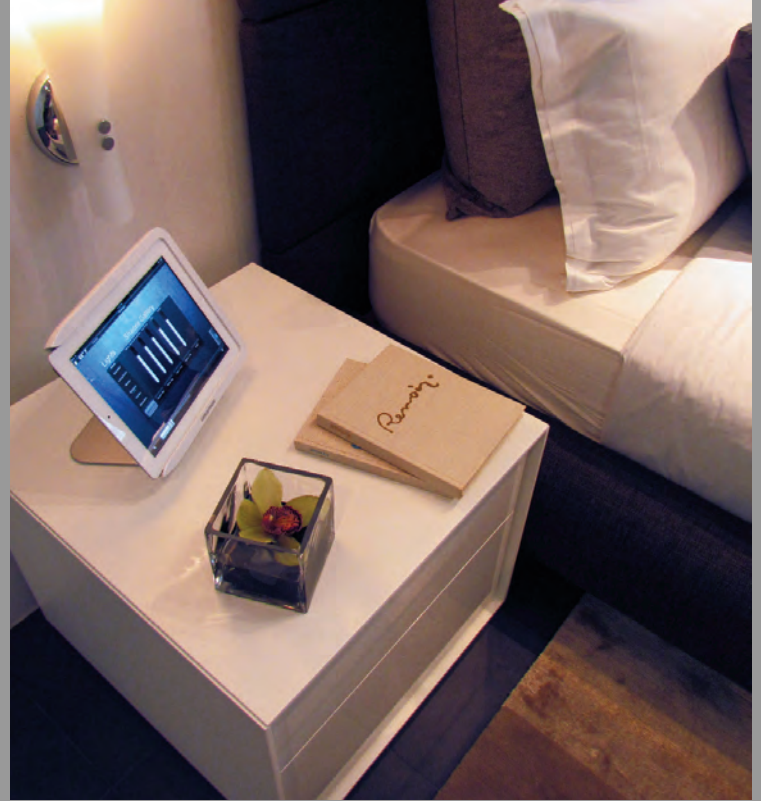
The showroom seamlessly blends home technology and design throughout. From the moment guests walk through the

door, they are taken through a modern New York City apartment with all the technology bells and whistles.

The living room features an 80" LCD display, in-wall and ceiling speakers and surround sound, all controlled from an Apple® iPad®, Crestron handheld remote and wall mount or tabletop touch screens. Guests can turn on the TV, change channels, adjust volume or watch HD movies from the movie server library, Internet or Blu-Ray Disc® player. They can even listen to music from an iPod® anywhere in the showroom. Room lighting and shading can be controlled from the touch screens as well, creating the desired atmosphere for day and night. The technology is strategically placed (even hidden) throughout the living room and does not disrupt the modern



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elegance of the room. Yet guests can pick up the remotes, touch the buttons and intuitively control the room without prior knowledge of the technology.

The kitchen features a 24" wall mount Crestron touch screen that doubles as an HD video display. So, if you want to look up a recipe online or watch a cooking show on TV and follow along at home, you can. While preparing snacks during the big game, you can watch every play from the kitchen, and you can even adjust the lights or volume in other rooms for your guests.

The simplicity of the kitchen design provides a blank canvas for visitors to envision their own invisible luxury. The wall between the kitchen and bedroom features a limestone-like tile design that flows into the open room. Should the client want to hide a display in the ceiling, behind a tapestry or even behind the tile, these options can be accomplished with proper technology and design considerations.

“Our interactive experience demonstrates the latest home technology seamlessly blended with the architecture and design of each room to achieve the perfect balance between form and function,” says Crestron Director of Residential Market Development, Ami Wright.

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Ami Wright, Crestron Director of Residential Market Development

The bedroom features a mirror display, 6" wall mount touch screen and handheld remote. This hospitality solution that has become wildly popular in residences includes a Crestron



10-button wireless tabletop console that elegantly sits on the nightstand and adjusts the status of lights, audio, shades and security throughout the home. The keypad is custom-engraved and is tailored to the client's desired features. The "Morning" button can gradually raise the shades and turn on the lights, while the "Evening" button can turn off all lights, lower the shades, turn off the displays and activate the security system.

Shade Design Studio

Moving past the bedroom, the Shade Design Studio showcases more than 500 different shade fabrics, textures and woven woods. Designers and their clients can compare samples against natural lighting using custom light boxes to visualize the opacity of the fabrics.

Technology Design Studio

The last stop on the interactive showroom tour is the Technology Design Studio where Crestron showcases its hardware selections, including wall mount and tabletop touch screens, lighting keypads, switchers and dimmers, and home entertainment systems. The Technology Design Studio presents guests with a variety of available options in a retail-style setting. Guests have the freedom to see and touch all of the different

remotes, touch screens and keypads to determine the size, style, texture and color that best fits their home design and lifestyle. All of the hardware is functional so guests can navigate through graphical touch screen pages and feel the subtle tactile difference among the various keypad series to discover their personal preferences.

Maintaining the Designer's Vision

Designing a living space that balances form and function, expresses a client's individuality and enhances his/her lifestyle is more challenging today than ever before. When you enter a Crestron home, the response is always the same, "Wow!" Not because of what you see, but because of what you don't see. Home technology – like interior design – does not shout. It makes a statement as much with its subtlety as with its powerful sound and awesome HD visuals.

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