

# CEPro

INTEGRATION | AUDIO/VIDEO | NETWORKING | CONTROL | CONVERGENCE

A man with short, light-colored hair and a slight smile stands in a vineyard. He is wearing a light-colored polo shirt with a patterned design on the right shoulder. His arms are crossed. The background shows rows of grapevines stretching into the distance under a clear sky.

## Cultivating Growth

How to reorganize and diversify for long-term success.

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## CEDIA Does Denver

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Larry Dashiell,  
Summit Electric,  
Santa Rosa, Calif.

## Integrated System Simplifies the Installation Process

Working from the premise of "been there, done that," Mike Pyle, the former owner of the custom installation company Aurant, knows first hand what integrators are dealing with in the field.



With insider's insight, having been an installer himself, Mike Pyle of SE2 Labs, has developed the integrated ITC system as a simple-to-install home theater that will initially launch in the custom channel.

Drawing upon his experience as an installer, Pyle, now the president of SE2 Labs, is doing his part to ease the puzzle-solving approach installers have to take in assembling a fully operable home-theater system. Working with some of the top brands in the industry, including Bryston, Triad, AMX, Transparent and Vidikron, Pyle and SE2 Labs have engineered an integrated home theater solution that takes the component matching and programming variables out of the theater equation.

The product is called the Integrated Theater Console (ITC) and Pyle describes the product as the first plug-and-play entertainment system on the market for installers. "It's an integrated theater console with all of the electronics built into the chassis," he explains, adding that the

ITC integrates an AMX system, power conditioning, theater processing and room correction. "The idea," Pyle says, "was to take a rack of equipment and put it into a single component. It's a single package and the benefit is that all installers have to do is plug it in and hook up the speakers and display device and that is it."

Pyle says the ITC is unique in the market because it is completely integrated, and all the typical issues that installers run into in the field have been worked out. He adds that it also presents a value proposition to installers and consumers because his company has teamed with many of the industry's most respected manufacturers to assemble the system. "We've partnered with some of the best vendors, like Vidikron, Bryston, Triad, AMX, at a non-diminishing price point," he notes.

Pyle estimates that the project has been in development cycles for approximately four years and the past two years have been specifically dedicated to the ITC. The ultimate goal, he says, is to develop a complete, turnkey home theater system already optimized and properly set up. According to his own research, Pyle reports that the configuration of a home theater is the biggest problem it has encountered in the field. Through the ITC, however, he says those problems will be minimized.

With the system set to launch, the ITC will first be offered through custom channels. "The distribution will be initially through the CEDIA channel and, as we grow, we will open up other channels," Pyle explains. He adds that he believes systems like SE2's ITC will be the custom installation industry's next step "because no industry can sustain a totally customizable model." ■ —Robert Archer  
[www.se2labs.com](http://www.se2labs.com)

### BRIEFS

The U.S. Patent and Trademark Office has published NetStreams' application for a patent of its IP-based networked loudspeakers. The application also relates to other NetStreams IP-based networked entertainment products and, according to the company, a "path for the future of audio, video and control over an IP-based network." The company initially filed for a patent back in 2002 and, subsequently, worked with Polk Audio to develop an IP-based speaker product.

[www.netstreams.com](http://www.netstreams.com)

Cerritos, Calif.-based SolaraHome has launched its latest product venture: SolarSound. The line is now available and it includes a full line of loudspeaker products that addresses the home theater market. SolarSound's top-of-the-line product is a freestanding tower model that combines multiple woofers, a midrange and 1-inch tweeter and speaker connections with bi-wire capabilities.

[www.solarahome.com](http://www.solarahome.com)

To help its dealers take advantage of its NetSync for iTunes capabilities, Ballston Spa, N.Y.-based audio server manufacturer ReQuest is officially recommending its dealers use the MetaRip iQ service optimized for Serious Play-powered ReQuest servers. The dual encoding service (in both WAV and MP3) is provided by MetaRip, a Wilmington, N.C.-based company, run by Nick Carter, president, who is a former vice president of sales at ReQuest. The companies will have more details in their booth #514 at the CEDIA Expo.

[www.metarip.com](http://www.metarip.com)

[www.request.com](http://www.request.com)

Lexington, Ky.-based ATON has debuted in the custom installation industry with three new signal processing products: a speaker-level RF/IR controlled router, a digital music over Cat 5 router and a high-definition TV audio/video router.

[www.atonhome.com](http://www.atonhome.com)