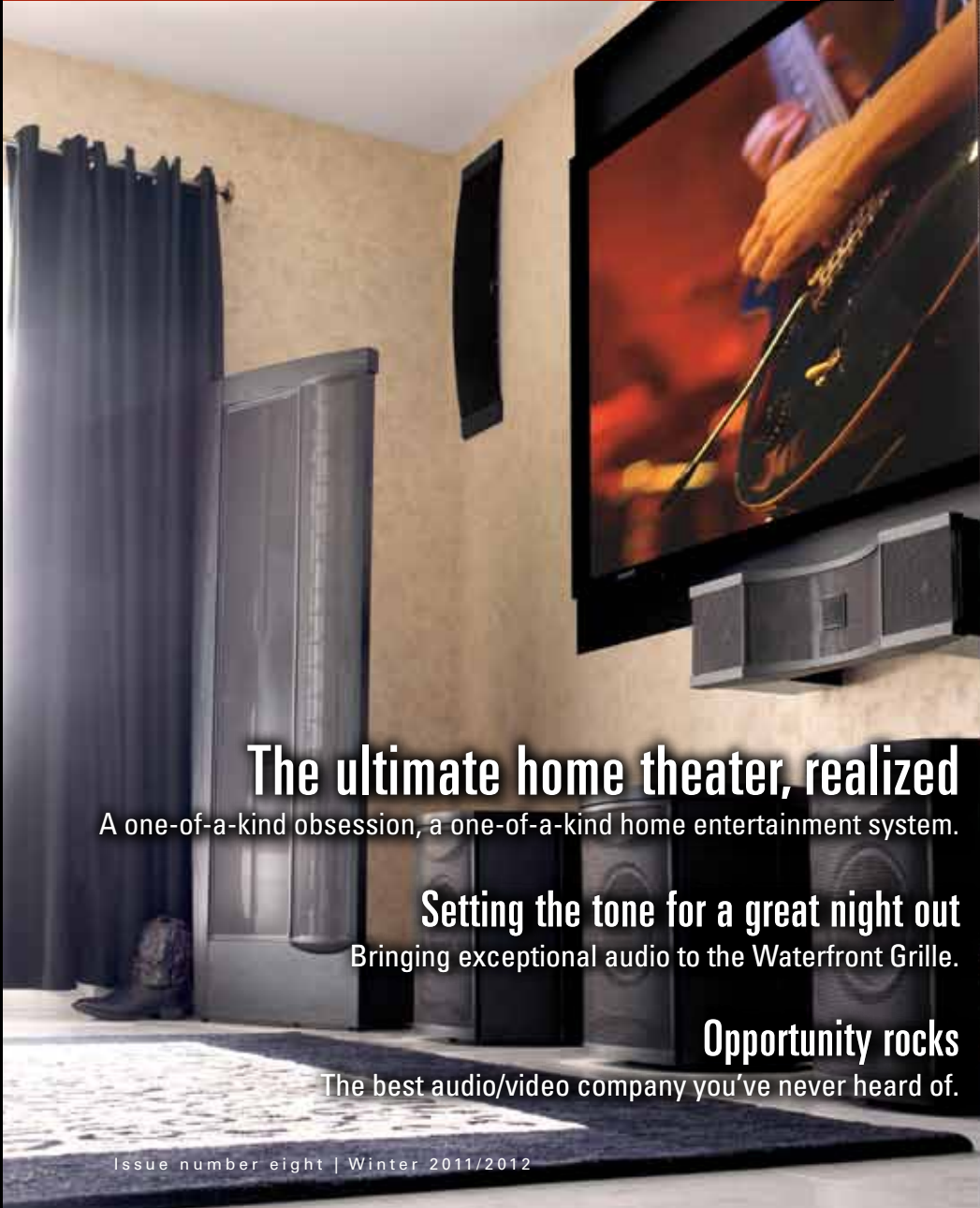




Magnolia | Bringing inspiration to your space™



The ultimate home theater, realized

A one-of-a-kind obsession, a one-of-a-kind home entertainment system.

Setting the tone for a great night out

Bringing exceptional audio to the Waterfront Grille.

Opportunity rocks

The best audio/video company you've never heard of.



Beauty, Brains, and Muscle!

I'm really proud of AudioQuest's new series of audio interconnect cable. I consider the essence of good design to be making rational and informed compromises, balancing all ingredients and compatibility requirements. It's not a perfect world ... if one isn't aware of imperfections and degradation, one can't design a superior product. The truly good-news is that the necessity to design cables which accommodate 3.5mm Mini-Phone plugs and 30-pin iPod/iPhone/iPad connectors in addition to RCA plugs, pushed me to create cables which are also significantly higher-performance than the larger cables they replace.

There are no new ingredients, there is no magic ... but I had the freedom to take everything that I have learned about cable and materials and apply it with the perspective I've worked 30+ years to achieve. All the tricks and most refined techniques are here: Superior conducting materials (LGC, PSC, PSC+, PSS Silver), Noise-Dissipation System, Air-Tubes, Double-Balanced Geometry, Dielectric-Bias System, Asymmetrical + & - conductors, Purple Copper and Red Copper Cold-Welded plugs, Direct-Silver Plating, etc.

Presenting for your consideration, seven models from extremely affordable Evergreen to no-holds-barred PSS Silver Angel with the best of every material and technology.

Sincerely,



RCA



3.5mm Male



3.5mm Female



iPod



EVERGREEN



GOLDEN GATE



BIG SUR



SYDNEY



VICTORIA



YOSEMITE



ANGEL

contents

Magnolia | Bringing inspiration to your space™

Magnolia's formula for exceptional customer service 2

Building passion throughout the entire brand.

Breaking the sound barrier 4

The relationship between Bowers & Wilkins, Magnolia and IndyCar racing.

The return of an Elite brand of TVs 10

Bringing luxury back to the TV world.

Opportunity rocks 14

The best audio/video company you've never heard of.

Product spotlight 17

Bowers & Wilkins C5 in-ear headphones.

The ultimate home theater, realized 18

A one-of-a-kind obsession, a one-of-a-kind home entertainment system.

HDBaseT 24

One cable, countless connections.

The birth of lighting control 26

Joel Spira, founder of Lutron starts a whole new industry.

Setting the tone for a great night out 30

Bringing exceptional audio to the Waterfront Grille.

Product Spotlight 35

PLAY:3 by Sonos.

Give the exceptional 36

The ultimate gifts for any occasion.

Putting the family back into the family room 40

Creating a space where everyone wants to hang out.

The evolution of the soundbar 44

Getting surround sound from a single speaker.

Product Spotlight 47

Okki Nokki record cleaner.

Demo it 48

Smartphone Apps. The new way to control your home theater.



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THE FORMULA

early every corporation has a singular idea that the entire brand is built around. For Disney it's magic, for Coca-Cola it's refreshment, and for Magnolia it's passion. Whether it's a passion for the latest home entertainment gear, a passion for designing the ultimate consumer or commercial home theater system or the passion to satisfy every customer, every time, passion is what drives everything Magnolia does. It's passion that is the intangible glue that makes Magnolia unique. It's passion that makes Magnolia's goal of 100% customer satisfaction more than just a goal, but a promise, a guarantee, and something every Magnolia employee is deeply dedicated to achieving.

So when I sat down with Bill Beverley, Vice President of Sales for Magnolia, not only did his passion for the Magnolia brand stand out, but the expertise and passion of every Magnolia employee was made vehemently clear.

How do you build expertise and passion within an entire brand?

At Magnolia, it's more than just hiring good people, it's properly training them once they're on board. You not only need the right background and experience, but you also must be certified in many aspects of doing your job well in order to continue to be a Magnolia Sales Associate.

That's why Magnolia incorporated a unique customer service tool that shows employees how to interact with customers more effectively. It teaches them how to introduce a new product to a customer in a way that makes it simple. It's like the art of the demo, but for each brand we offer. And the cool thing about the guide is that it's built by the people who actually demonstrate the products in our stores.

FOR EXCEPTIONAL CUSTOMER SERVICE

How customers experience AudioQuest cables today is a great example of how this customer service tool works. There was a Sales Associate in Reno, Nevada by the name of Joey Duhart who was explaining AudioQuest products better than anyone else in the company – so we took his best practices and we scaled it into a customer service tool for our employees. Now we're selling more AudioQuest products than we ever have, and AudioQuest has become our vendor of the year. A big part of this comes from how we are demonstrating this product. Everybody got excited about a very simple way to introduce this brand, a brand that was otherwise complex in many people's minds. And it was this simple execution that made all the difference.

We've also implemented several levels of certification. We're the only company I'm familiar with that actually validates the level of execution of our employees through role-playing. We do both computer-based training and actual skill practices where employees have to demonstrate their understanding of the value of a good demonstration and the power of the experience. They're scored by our Magnolia Brand Managers, District Managers and GMs, and if they don't do well, they don't pass. And if they don't pass, they won't become a Sales Associate at Magnolia.


It may seem extreme, but so is our dedication to the customer. One bad experience can turn a person away from a brand. And since we aim to build customer loyalty for life, we want every interaction with our brand to be a great one. That's why expertise and passion are so important – because if you're truly passionate about something, you're much more likely to pass that passion on to customers and those around you – and that's a win for everyone.

How does this passion and knowledge benefit customers?

For our customers, this knowledge and passion mean everything. First, it allows us to have many of the finest products in the audio and video industry in our stores. We offer many brands passionate about building the best of the best – and that only want to work with retailers that commit time and energy to people who are willing to explain the technology in a way that is easy for the customer to understand. And because we do that, brands that you'd typically only find in very localized, high-end shops also want us selling their brand; brands like McIntosh, Bowers & Wilkins and Sonus faber. So our customers get a wider brand assortment – and the knowledge that goes with those brands.

Our passion also extends well beyond brands, but to the entire home theater process. With our dedicated System Designers, Installers and Engineers, we strive to give every customer the best possible home entertainment solution possible, from start to finish, so the dream the customer has today is relayed in the reality they see tomorrow.


Finally, you can't fake passion. So when a customer enters our stores, they know they're dealing with someone who is as interested in this stuff as they are. It's a pleasure working with people who are like that, in any industry, and that knowledge and passion help build trust and ultimately long lasting relationships.

All this is important, because Best Buy®, and our customers don't need just another Home Theater department. What they need is something that's going to provide unique value to them – a premium experience from top to bottom. So the specialty aspect is very important. The fact that employees feel special because they're contributing in a unique way is very important. Because in the end, it's this passion and expertise that create this unique value for Magnolia, giving our vendor partners, our employees and most importantly our customers a premium home entertainment experience that can't be found anywhere else. 

B r e a k i n g t h e

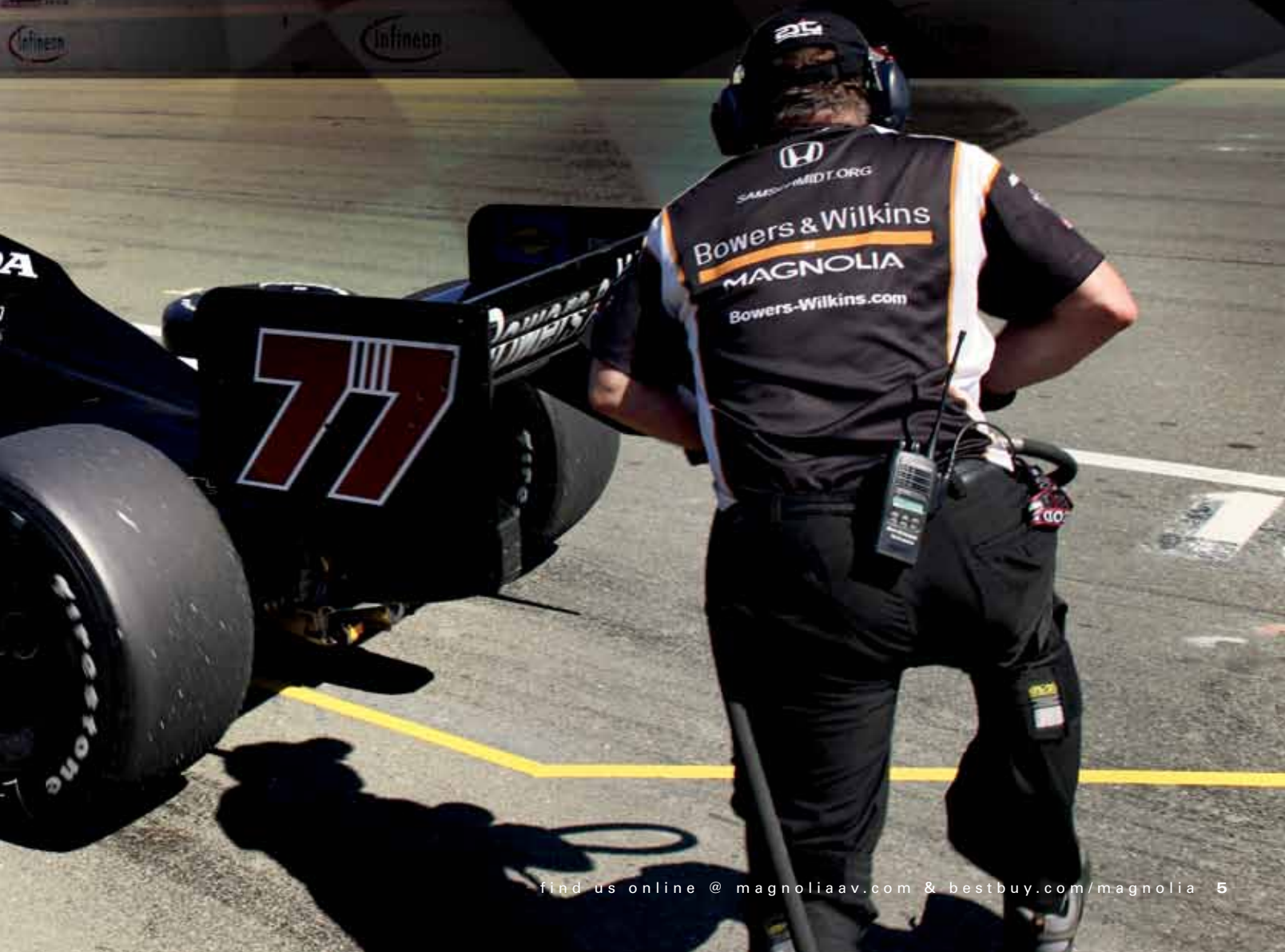
Sounded barrier





Infineon Raceway, Sonoma, California. Race day. The roar of a 650 horsepower engine. One and a half ton technological giants screaming down a track at over 220 miles per hour. The noise is deafening as the cars scream by. Every inch of these machines, fine-tuned to automotive perfection. Every eye peeled, every ear thumping, every heart pounding. It's race day, and every one of your senses are drawn to the edge.

At home in front of your Bowers & Wilkins speaker system. Saturday afternoon. The melodious rhythms of every note enter your soul. The massive construction and imposing magnet and voice coil of the bass driver pounds the beat into your core like the thumping of your heart. The diamond dome tweeters delivering ear-cleansing rhythms that lift you in a way no other sound ever has. Every inch of these speakers, fine-tuned to audio perfection. The clean, responsive melodies take your heart and soul to another place as the walls fade away and you find yourself in a world of beauty and bliss. It's Saturday, and every one of your senses are drawn to the edge.





Joe Atkins, owner and chairman of Bowers & Wilkins.



Sam Schmidt, owner of Sam Schmidt Motorsports.

When it comes to passion and intrigue, it's not hard to understand the correlation between open wheel IndyCar racing and the exceptional sound of Bowers & Wilkins speakers. Dig a little deeper and one might start to wonder what else the two might have in common. So why would Bowers & Wilkins and Magnolia sponsor an IndyCar? One trip to the track and the answer becomes as clear as a shined up trophy before it's showered with confetti.

1 + 1 + 1 = 1

In 2010, Bowers & Wilkins became the primary sponsor of the Sam Schmidt Motorsports number 77 open wheel IndyCar. With Bowers & Wilkins at Magnolia tattooed on the side of the car and on the fin, the relationship between Bowers & Wilkins, Magnolia and Sam Schmidt Motorsports is more than just a few companies advertising on top of each other. Simply peel away the shiny exterior and you'll find a hearty core between these three brands that reaches deeper than just marketing.

Stepping into the paddock at the Infineon Raceway in Sonoma, California, it doesn't take long to realize that there's more to auto racing than meets the eye. The garages are pristine as the mechanics do

their choreographed dance fixing up the car. And while these marvels of engineering speed build a machine that awes and inspires, it's not until you look into the cockpit of these beasts that you realize they're as much technological marvels as they are mechanical ones. The steering wheel looks like something straight out of a video game, with buttons and knobs that would leave 007 wondering what does what.

And then it hits you, like the cold slap of a snowball to the face on an icy winter's day – Indy racing, Bowers & Wilkins audio and Magnolia aren't that different after all. They all rely on technology to stay ahead, they all are driven by passionate employees and passionate fans, and once you experience each of them first hand, you're instantly hooked. It's a magical partnership that works because even though they seem so different, they're actually very much the same.

Technology

The technology that goes into each is not only amazing, it's industry changing. At Bowers & Wilkins, the innovations they have made in audio have quickly become the gold standard for all other brands. From

the way they build speakers to the technology they use. Bowers & Wilkins was the first to bring Kevlar to the speaker world and they were also the first to use diamond tweeter domes. It's innovations like these that mimic the work that's done every day in the garages of Sam Schmidt Motorsports.

When speaking with Sam Schmidt, he proudly points out that innovations in his paddock alone have had significant influences in the consumer automobile world. "One of the things that drew me to open wheel IndyCar racing in the first place was that it was always on the cutting edge of technology. This paddock developed tire pressure sensors that are in most automobiles today, plus lots of crash safety devices and warning systems."

These unique traits separate Bowers & Wilkins and Sam Schmidt Motorsports from their competition. Both brands know all too well that if they don't stay one step ahead of the curve (pun intended) they will not succeed. The success of the best audio brands and the best racing teams rely on staying cutting

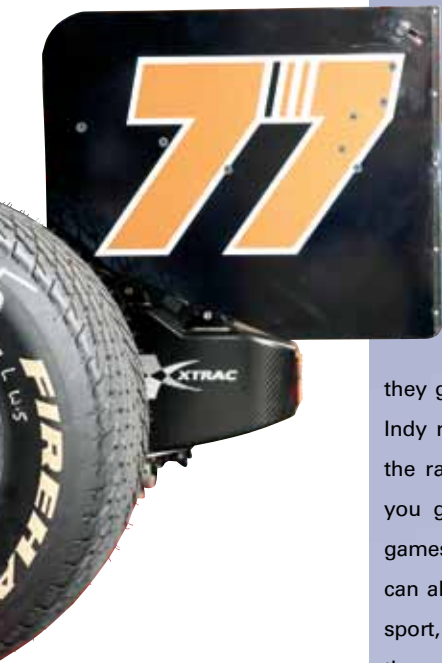
edge. Every second is dissected to the nano-second in racing, just like every decibel is dissected to create pure audio bliss at Bowers & Wilkins. There's no room for mistakes, because for both of these companies, precision isn't just a nice to have, it's essential.

"When you're surrounded by technology, it keeps you on the edge," remarked Alex Tagliani, driver of the Bowers & Wilkins at Magnolia IndyCar. "In our sport it's all about getting better, getting faster, improving. Technology progresses at a very high pace – and in this sport, it's everything, it's what's going to make you quicker, it's what's going to help you develop. If we're not following technology, getting the best parts, getting the best set up, then it's going to affect our performance. Our engineers are always looking at what's next – if you're always looking back at what worked two years ago, you'll fall behind very quickly." And although this quote comes from Alex about racing, the same could be said by anyone at Bowers & Wilkins or Magnolia about speakers. Because for these brands, innovation is everything.

Left: Alex Tagliani, driver of the #77 Bowers & Wilkins at Magnolia IndyCar in the garage as the team preps the car for qualifying.

Below: Using high-tech gear and team-work, the team prepares for race day.





The experience

When it comes to auto racing, Bowers & Wilkins speakers and Magnolia, once you experience them first hand, you're hooked.

It's no secret that Indy racing isn't enjoying the mobs of fans that NFL football or even NASCAR receives, but they know that once fans experience their sport, they love it. Whether it's the roar of the cars as they go screaming by, or the unprecedented access Indy race days give the fans, it's easy to get bit by the racing bug once you visit a track. Not only do you get a carnival atmosphere at the races, with games, food vendors and classic car expos, but you can also get closer to the athletes than in any other sport, with autograph signings and interactions in the paddocks. You can even get a ride in a tandem Indy race car that takes you on the actual track. "We find that if we get people to the race – they'll come back," explains Sam Schmidt, owner of Sam Schmidt Motorsports. "The ability to get in the pits, garages, see the cars up close and personal, see that technology, see the driver's environment, it's all great stuff."

With Bowers & Wilkins speakers, it's no different. Sure, they look amazing and are clearly built with precision and quality. But it's not until you hear these marvels of audio that you realize

that they truly are different from anything you've ever heard before. It's this pure sound that turns fans into fanatics and makes shelling out thousands of dollars for speakers a no-brainer.

It's this experience of Bowers & Wilkins, and all audio and video brands, that makes Magnolia such a compelling place to shop. Like Indy racing, once you enter Magnolia and receive the "Art of the Demo" you'll never shop anywhere else again. The expertise, the shopping environment, the atmosphere – kids don't have this much fun in a candy store. It's this experience that customers have with the store, the brand and the sales staff that brings them back time and time again. And it's this experience that makes Magnolia, Bowers & Wilkins and Indy racing such a fantastic fit.

That's why when we headed to Sonoma to watch Alex Tagliani and the Bowers & Wilkins at Magnolia racing team tear up the track, Bowers & Wilkins and Magnolia were having a customer appreciation event. Bowers & Wilkins had speakers, headphones and plenty of swag on hand, while Bowers & Wilkins and Magnolia System Designers entertained their guests. "We don't do a lot of TV ads, print – we look for events where it's easier to find customers who look for the service and products that we offer. This is the first time we've partnered with a company and invited out our best customers. It's a great way to interact with your customers, show them that you are about more than

To show their appreciation to their customers, Magnolia and Bowers & Wilkins invited hundreds of their best customers out to enjoy a day at the race track. Customers not only got to experience a great day of racing, with special seating in the Bowers & Wilkins at Magnolia tent, but they also got a special meet and greet with driver Alex Tagliani, lunch and some nice swag.



just products," said Brian Farrell, District Manager for Magnolia Design Centers.

When asked what he thought of the event, Marc Schnoll, Regional Sales Manager for Bowers & Wilkins said, "An event like this is our way of highlighting the connection between racing, Bowers & Wilkins and the Magnolia brand, bringing the three together on a very personal level. We want to expose more people to the products, our people and our brand, because it's our belief that the more people that experience our brand, the more people that will become fans of our brand." And on this day, it's safe to say that Bowers & Wilkins, Magnolia and Indy racing all made a few new fans.

How the team came together


Building an IndyCar racing team is much like building any brand – it's about relationships, taking chances and the sales. The amazing thing about the Bowers & Wilkins at Magnolia racing team is how the relationship was built from a love of racing and a love of Bowers & Wilkins audio.

"Sam Schmidt contacted Bowers & Wilkins looking for some products for his home. We hooked him up with some really great speakers. He fell in love with them and wanted to show his thanks, so he asked if someone wanted to come down and check out his Indy Lights team. I ended up going and meeting Alex at the race (who was racing for someone else at that time) he asked if we'd be interested in sponsoring a team. So I put Alex in contact with our owner, Joe Atkins, and after a 20- minute conversation, Joe decided this was perfectly inline with our brand," explains Marc.

"Timing was very good because they were looking at ways to promote the brand – this cutting edge technology brand with a lot of new product coming out," explains Alex. "So when I discussed that with Joe, he took a shot at it, put his feet in the water. He likes racing, likes associating his brand to a hi-tech sport. That's why he didn't get into a sport like golf – he put his brand into a sport that reflects cutting edge technology and the latest trends. From that point on, the relationship took a step in the right direction.

But it wasn't just Sam Schmidt that was a Bowers & Wilkins fan before the racing team was formed. Alex, too, was a big fan of Bowers & Wilkins before the racing team came together, although when he first heard of the brand he wasn't quite sure of the name. "The first time I heard the brand, I kid you not, I thought they were a brand made by the car company BMW – so I didn't know what it was. But since the day I had them installed I stayed with them." As a home renovator, Alex and his wife have remodeled many homes, moving many times. "Since 2000, we've had four different places and I've always been with Bowers & Wilkins, even when they had no association with racing and at the time I didn't know the owner. Now we're renting two places in Vegas – and are loving the latest Panorama. I had been using Bowers & Wilkins for 10 years when I became the driver for the team in 2010. It was a perfect fit."

The finish line

A perfect fit indeed, three technology companies working in concert. It's an amazing relationship that to this point has worked very well. Perhaps Marc said it best when he said, "Racing is very similar to what it takes to build a great company, it's all about performance, precision and accuracy. The same sort of message is being delivered: to excel or succeed at racing or building speakers you have to have the passion for it. You have to have the know how, and the willingness to do it – and that's been the very attractive part of the relationship." 



More than just racing: The Sam Schmidt Paralysis Foundation (SSPF) is leading the charge for a cure for paralysis by funding scientific research, medical treatment, rehabilitation and technological advances.

As part of the SSPF, Sam offers a program called *A Day at the Races* which invites spinal cord injured people and their families a 'behind-the-scenes' guided tour of the garage area and enjoy a catered lunch. Attendees also have the opportunity to meet the drivers and view on-track activities.



In Memoriam

On October 16, Dan Wheldon, who was chosen to drive the Bowers & Wilkins at Magnolia IndyCar for the final two races of the year, tragically passed away following a horrific crash at the Las Vegas 300. Our thoughts and prayers go out to Dan's wife, Susie, and their two young sons. We also send our deep sympathy to the Sam Schmidt Racing Team and the other members of Dan's racing team. Dan was a fierce competitor who truly loved IndyCar racing and we were proud to have him represent our brand on the racetrack.



elite

The Return of an

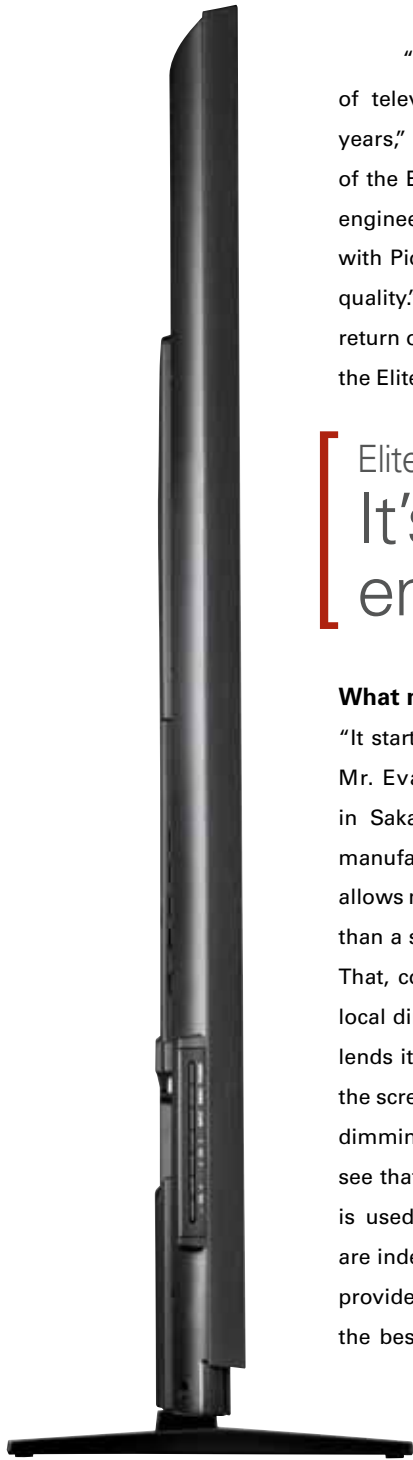
brand of TVs



A

n interesting thing has happened in the world of marketing over the past decade or so. Products and brand names that were once extinct, have come back into prominence bigger and stronger than ever. Nowhere is this more evident than in the automobile world. Brands like the Volkswagen Beetle and the Chevrolet Camaro were once icons of the American highway lexicon, just to slowly disappear from the automobile landscape. But as time rolled on, these names returned, better than ever. They leveraged the names they had created for themselves, building instant equity to the design and engineering that rested beneath their hoods.

The same is true of Elite TVs. For the past 25 years Elite has built up a loyal following of audio and video fans. The name is an icon in the audio/video industry for creating some of the finest gear you can buy. For years, Elite built plasma TVs for true connoisseurs of the video world, but in 2008, the TV side of the brand faded into the sunset like that beautiful VW Beetle ragtop of so many years ago. But like the automobile industry's return of iconic names, the Elite brand of TVs just can't be held down. And a partnership was formed between Pioneer and Sharp; the two used their equal strengths in technology and design to bring the Pioneer Elite TV back from extinction.



“The project for the re-launch of the Elite brand of television has been in the making for about 2 years,” explains Tom Evans, Associate Vice President of the Elite Brand. “We took Sharp’s expertise in LCD engineering and manufacturing and combined it with Pioneer’s expertise in picture tuning and picture quality.” This collaboration has brought about the return of a TV and a TV brand that definitely lives up to the Elite name.

Tom. “It’s a very, very compelling and unique look. The nature of plasma technology is that the panel has to always be on; in the case of LCD you have the ability, with local dimming, to literally shut areas down as content dictates. It gives the appearance of there being no content playing on the TV, it’s indistinguishable whether it’s on or off, that’s how good the black levels are. That’s one of the things we learned with the collaboration with Pioneer.”

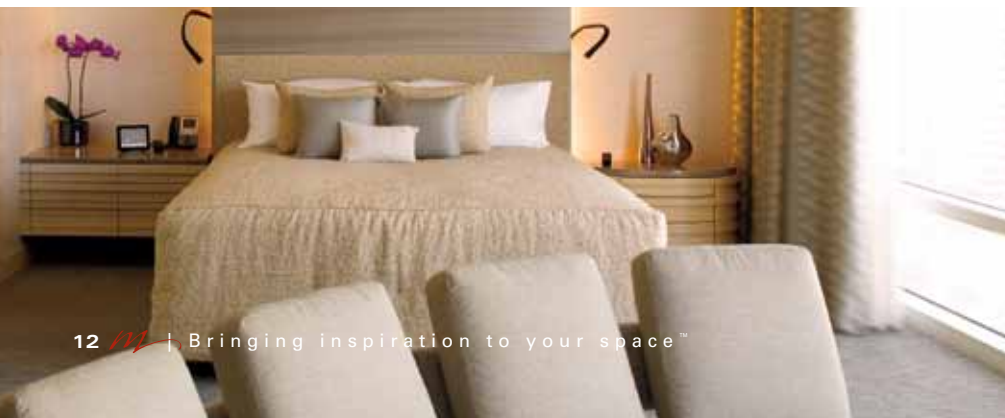
Elite TVs are designed for an individual looking for the finest quality available. It’s a luxury brand using the finest engineering, design and innovations.

What makes Elite TVs so elite?

“It starts with the engineering of the panel,” explains Mr. Evans. “It’s built in our Generation 10 facility in Sakai, Japan, which is the most advanced LCD manufacturing facility in the world.” The panel itself allows more light to pass through it, roughly 20% more than a standard LCD panel, so it assists in brightness. That, combined with full array LED backlighting with local dimming creates one amazing picture. Full array lends itself to greater uniformity of brightness across the screen as opposed to a typical edge-lit LCD. “Local dimming in this EliteTV is pretty exceptional; you don’t see that odd blocking or blotchy look when true black is used. The TV offers several hundred regions that are independently operated to shut off the pixels. This provides black levels that are arguably even better than the best plasma TVs that have been made,” explains

But the most unique technology is Elite’s exclusive Intelligent Variable Contrast or IVC. In areas where source material that is very bright within a dark scene, like fireworks on a dark sky, the relationship of black levels to those lit objects is actually better enabled by IVC because the power is able to be shifted from a dark to light area. Using power management, it boosts the contrast ratio and creates really stunning effects. The combination of IVC and local dimming for superior black levels creates an experience that really hasn’t been seen on an LCD television before. Simply place this TV side-by-side with any other set, and you’ll see the difference. There’s no halo effect that is sometimes synonymous with LCD televisions, and the overall picture, color, brightness and clarity are truly amazing.

Furthermore, these new Elite TVs allow you to adjust the picture settings to what they call “Elite





Pure.” This setting was designed to emulate the look and feel of the once famous Pioneer Kuro sets. “Kuro was the reference standard for years,” Tom Evans explains. “And even though it’s not manufactured anymore – a lot of people still use it as a reference.”

“A lot of people who look at our new Elite LCDs have commented that our black levels are better and that our contrast is much better – it’s much brighter, it pops more. The fact that we can use LCD technology to emulate what was the finest picture available – says a lot about the combination of technologies that are built into this TV.”

And the design is equally unique. There’s really no point in having a distinctive picture in a set that looks anything but distinct when turned off. That’s why these new Elite TVs offer a brushed aluminum bezel, precision mitered corners and a very simple and elegant design, something you don’t always find in a product that is built to put performance first. “The focus is on building something that has the highest picture quality,” says Mr. Evans. “It’s only about 2 inches at the thickest part. Looking at it from the front, the way the bezel is cut and set, it gives the appearance of a very

thin television.” And like the original Elite TVs, the only branding will be the simple Elite name in the center of the bezel. Plus, its design matches the other Elite A/V products – simple, smart and distinctive. This allows the entire Elite brand to play together as one. Even though Sharp is making the TVs and Pioneer is making the Blu-ray players and receivers, the two brands want all Elite products to work in concert with one another, delivering the best possible home theater experience possible.

An Elite brand for elite customers

Much like other high-end brands, the Elite TV wasn’t designed for just anyone – even though everyone might want one. Like so many other luxury products, this TV is designed for an individual looking for the finest quality available. It’s a luxury brand, using the finest engineering, design and innovations to deliver a product that exceeds what many of us could ever ask for, but that the discerning videophile demands. In a world where good is often good enough, Sharp and Pioneer have brought back a line of LCD TVs that is nothing short of elite. 

OPPORTUNITY rocks



The best cutting-edge audio & video company you've never heard of

How many consumer electronics companies do you know of that rely solely on word-of-mouth to generate sales and amass a loyal clientele? If you answered none, clearly you haven't heard of OPPO Digital — a David among Goliaths in the industry. Yet that's exactly how OPPO rolls, and they intend to keep it that way.

populated audiophile and Blu-ray forums without seeing a mention of OPPO's influence. Many forum members have commented for years on the sound and picture quality of these eloquent, yet hefty beasts. They even come with a Spears & Munsil High-Definition Benchmark Test Disc as standard, along with well thought out packaging that includes a quality fabric tote bag the player comes enshrined in — a nice touch.

Based in Mountain View, California (right in the heart of Silicon Valley), OPPO Digital takes a great amount of pride producing high-end, high-performance Blu-ray Disc™ Players featuring SACD/DVD-Audio. Past models, including the venerable BDP-83 (somewhat of a highly modifiable audio/videophile cult classic thanks to ModWright, NuForce and others), utilized such industry leading de-interlacing and scaling technologies from Anchor Bay, with their latest replacement, the BDP-93, incorporating Marvell Digital Entertainment's Kyoto-G2

video processor with Qdeo™ technology. So, what does this mean to the average consumer?

In a nutshell: This baby rocks!

Essentially, these highly rated, ever-evolving chipsets help deliver a clearer, smoother and more lifelike picture free of the noise and artifacts that otherwise degrade what you're seeing, so the quality gap between Standard DVDs or network streamed content versus Blu-ray Discs closes significantly.

Okay, but what about the sound? Rest assured, the same care and attention to detail goes into the Digital-to-Analog Converter (DAC) on both the BDP-93 and BDP-95. OPPO chose the Cirrus CS4382A DAC for the BDP-93's 7.1-channel analog output. And for the flagship BDP-95, ESS Technology's SABRE32 high-performance 32-bit audio DAC was chosen, utilizing two ES9018 chips — one for 7.1-channel surround sound; the other for dedicated 2-channel stereo output. It also comes complete with fully balanced (XLR) outputs for stereo, as well as RCA. This is good news

TO BORROW A PHRASE OR TWO FROM OPPO'S WEBSITE...

"...OPPO Digital designs and markets high-quality digital electronics that deliver style, performance, innovation, and value to A/V enthusiasts and savvy consumers alike..." **AND:** "...OPPO Digital does not have any dedicated Marketing and Sales personnel. We have spent most of our energy on product design and customer service..."

It appears from much of the buzz OPPO generates online (from such sites as AudioGon, AVS Forum and Steve Hoffman, to name a few), OPPO really puts their money where their mouth is. In fact, you can't do a search on many of the Internet's most highly





OPPO Universal 3D Blu-ray Disc™ Players – the BDP-93 and BDP-95 – both include an Ethernet port, while also supporting wireless N to communicate with your home network for downloading firmware updates. Each offers two HDMI™ jacks, so you can connect one HDMI directly to a 3DTV, and the other to the HDMI input on your receiver in the event it doesn't support 3D-BD.

If you don't have a wireless network, or your Internet router is too far to make a consistent connection, both players include USB 2.0 that enables you to update firmware by downloading it from OPPO's website, copy it onto a memory drive and insert it into the USB input on the player.

for self-proclaimed audiophiles who want the highest-quality sound reproduction available, especially for 2-channel output. The SABRE32 has become the industry's benchmark since its introduction in 2009 as the world's highest performance 32-bit audio DAC. What it accomplishes is quite remarkable in that it paints a very broad musical canvas that really puts you in the acoustic space with the performers. This is an


skimp on build-quality and outsource technical support, OPPO finds a way to up the ante without upping their prices.

In addition, OPPO players are truly Universal, as they can play not only Blu-ray and Standard DVDs, but CDs, DVD-Audio, SACDs and a plethora of other formats — all starting at a price point well under half of what other same-decoding BD Players charge. Plus, the list of features for each of their BD players just seems to go on and on...

- Wireless network streaming from VUDU HD, Netflix and Blockbuster On Demand
- Supports 3D BD playback
- Dolby® TrueHD and DTS-HD Master Audio™ sound

And that's just a drop in the bucket.

When you add up all of OPPO's attributes, you have the recipe for a consistently successful company-customer relationship...something that even the best marketing cannot buy. The fact that a mere \$499 at the time of this article gains you access to a machine and its accompanying support that outperforms, outmatches and out-and-out dismays its competitors, only validates its place as a 'no-brainer' in any home theater system. OPPO may not be a household name right now, but it's well on its way.

As OPPO Digital has been predominantly an Internet-based, direct-to-consumer business in the past, a prospective buyer had only the option of ordering on faith alone, without the benefit of a demo — until now. A Magnolia Design Center is the only place you can demo one of these magnificent Blu-ray Disc™ Players. So stop in, kick back, and find out for yourself what all of the buzz is about. 

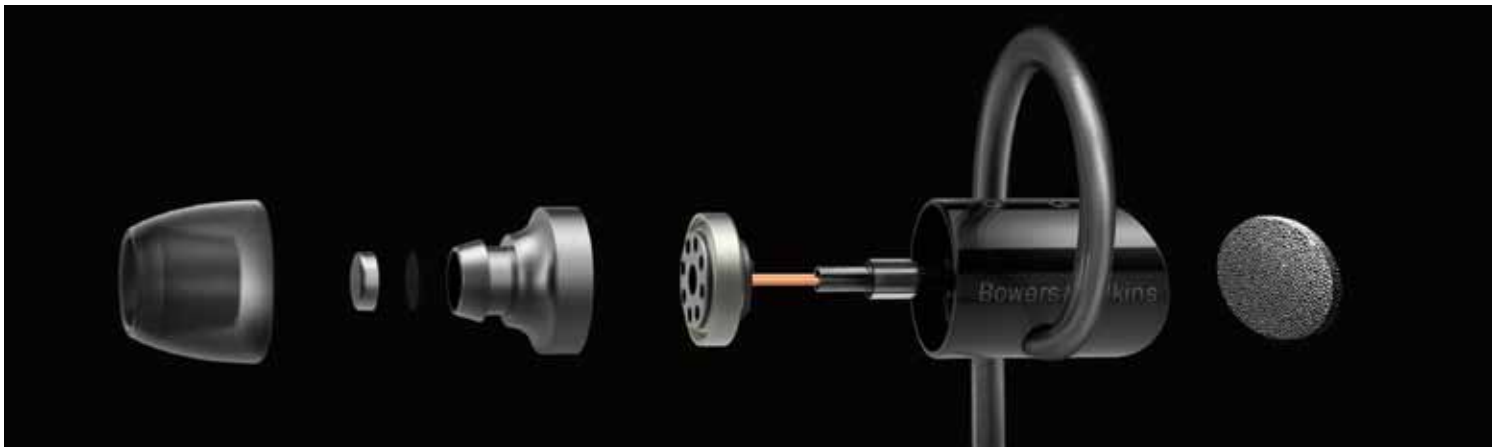
A Magnolia Design Center is the only place you can demo one of these magnificent Oppo Blu-ray Disc™ Players.

illusion only the best DACs can achieve; and with the SABRE32, one can expect nothing less than a highly involved and richly rewarding listening experience.

Detail-oriented, customer focused

When one considers the fact that we currently live in times of near-complete frugality, the price-to-performance ratio these players demonstrate borders on nothing short of spectacular, if not downright ludicrous. Add to it a first-rate customer service and support model, and you have a product that's a real-world giant slayer — bear market or not. OPPO's designers also pay close attention to their customers and the feedback they offer; even adding requested features via firmware upgrades where at all possible. So while many companies during these harsh economic times sacrifice a bit of performance on their components by using lower-quality electronics,

PRODUCT SPOTLIGHT



Bowers & Wilkins C5 In-Ear Headphones

Natural sound and advanced technology fit for your ears

If you know Bowers & Wilkins, you know it's a brand that makes speakers that not only sound amazing, but look amazing, with advanced technological innovations that clearly separate them from most other brands. The C5 in-ear headphones are no exception, with their amazingly natural acoustics and a fit so comfortable and secure you'll hardly know you're wearing them. With their unique Micro Porous Filter system, sound is open, spacious and full of rich, lifelike detail. C5 stays put thanks to the unique Secure Loop design that uses adjustable loops to hold the in-ear headphones firmly in place. The C5s are also Tungsten Balanced, so the headphones are weighted towards your ears, rather than away from them, for optimized noise isolation. Plus the C5's MFI remote and microphone make the headphones the perfect match for your iPod® or iPhone®. The C5 in-ear headphones – give yourself a concert for one.



THE ULTIMATE



There are those who love music and movies. There are those who are passionate about, even obsessed, with music and movies. There are those we like to call audio and videophiles, the crème de la crème of the passionate. And then there is Mr. and Mrs. Caputo. To call them any of these would be an understatement. Just one look at their home entertainment system, and their love of it, and you get a glimpse of this couple's one-of-a-kind obsession with the ultimate home entertainment environment.

Unique system, unique needs

Much like the birth of electricity, the Caputo's new home theater system started with a lighting strike that left the Caputo's without their customized, recording studio grade speakers and home entertainment

system. And because many of the products in that system were customized and from companies that no longer exist, replacing it with identical components would be impossible – but replacing it with identical quality would not.

HOMETHEATER REALIZED



But when you have such an amazing home entertainment system, you don't just walk into a store and begin picking out components and placing them into a room. No, the process is much more detailed, and one not to be taken lightly. For Mr. Caputo that meant calling

a number of home entertainment specialists and having them look at his current system. What he found was that his system was out of their leagues, and that only Luis Rodriguez, Magnolia/Geek Squad Home Entertainment Advisor, really understood the complexity of what he had.

From the MartinLogan CLX speakers and Descent i subs, to the perfectly designed rack, one look and you know this is no ordinary home theater system.



“What impressed me about Luis, from the moment he came in, was his understanding of what was here. He realized that the system we had in place was far beyond anything you’d see outside of a trade show or post production studio,” said Richard Caputo. “He realized that there were things that didn’t even exist on the commercial market, but were installed in my home. Other installers were clueless to that fact that those things existed.”

Because of this unique challenge, Luis had to do considerable research, not only learning about what the best gear to replace the Caputo’s existing system should be, but also learning about what the Caputos wanted to achieve from their new system. “I spent a good week just asking questions before I designed anything. First I asked about their lifestyle, what they wanted to achieve when this was done – forget about the products, I wanted to see what their tastes were,” remarked Luis.

“His attention to detail was one of the things that really drew us to him,” commented Mr. Caputo. “Luis took a lot of time to understand me and my wife and our needs, how we live and how we listen to music. He paid a lot of attention to the details, which is important on a system that’s this complicated –this stuff isn’t sold every day.”

But even with all his research and existing know-how, Luis knew he couldn’t do this project on his own. So he called in a few specialists to also go over the system: one in amplification, one in video and one in audio. That, combined with contacts with Ryan Welch, Senior System Designer for Magnolia, and he had the pieces in place to ensure the Caputo’s new home entertainment system would be the best it could be.

A recipe for home entertainment perfection


Mr. Caputo, a chef and restaurateur, along with his wife, a pastry chef, know the importance of combining the right ingredients to create the perfect dish. Creating a home entertainment system that would leave this couple more than satisfied would also require just the right ingredients. So it was no surprise that it took considerable research, and a lot of test and trial of different speakers, amplifiers, subs and other components, before Luis and the Caputos finally found a system that met all of their needs, and gave them the exact sound quality they were looking for. But when they found them, they also found audio and video perfection.

To anchor the system, two pairs of MartinLogan CLX speakers were placed in the four corners of the room – two in front, two in back. Something you’ll see in the finest professional movie system designs, but almost never in a home. As Peter Soderberg, Western Regional Sales Manager for MartinLogan, upon seeing the system put it, “He’s done it right – he’s gone to the extreme of having perfectly matched corners, and as a result he’ll have a more coherent, cohesive sound when he’s watching a movie.”

Combine that with a MartinLogan Stage center channel speaker and five MartinLogan Descent i subs, one for every speaker, and you have a system that’s guaranteed to blow your mind. Now you need power, welcome 5 Krell 400E amps, a Krell 707 3D-enabled processor, Krell 555 3D-enabled Blu-ray player and a JVC DLA-X9B 3D projector. The 707 and 555 weren’t even on the market when this system was built, making the Caputo’s home the first residential space to have them – one of a kind indeed. And the projector? “I went out to CEDIA in October of last year, and when I saw the JVC DLAX93D projector, I said we gotta go with it,” Luis said. “And with the strong relationship Mr. Caputo and I had built, he trusted that it was the right way to go.” Again, the Caputo’s were the first to bring this projector home, for a truly one of a kind home theater system. And finally, for perfect 2.35:1 movie format, a Panamorph lens was added.

Controlling the system is equally cool, the Caputos simply use the Control4 app on their iPad, making enjoying the system one-button simple.

But putting this system together wasn’t as simple as pulling some products off the Magnolia floor shelf. No, this system required a lot more from Luis and Ryan. Together they needed to work with Krell, a product Magnolia currently doesn’t offer in their assortment, to get the Caputos the amplifier they



“Every little thing needs to be detailed, the whole system is only as good as its weakest link.”

This Page: No ordinary rear speakers. By using MartinLogan CLX speakers in all four corners, with Descent i subs, the Caputo's have created the ultimate surround sound experience.

Opposite page:
Top: A MartinLogan lovers dream system surrounds the 2.35:1 Stewart screen.

Middle: This JVC DLAX9 3D projector with Panamorph lens creates the perfect 2.35:1 theater ratio movie experience.

Below: A cap on the top of the MartinLogan Descent i allows the subwoofer to be easily tuned.



most desired. Just one example of how with Magnolia, if you want it, they'll get it. The MartinLogan CLX speakers are custom order, and the other Krell products and JVC projector were special requests granted simply because of the incredible nature of this system.

From there, two of the top installers from the Magnolia Design Center in Seattle flew out and began building the system. After three long, 18-hour days, with the Caputos providing breakfast, lunch and dinner, the system was complete, and, oh, what a system it is.

The experience, realized

Creating a system for the ultimate audio and videophiles is no small feat, and one that takes time, persistence and a keen eye for every detail. It's this level of detail that needed to match the level of detail the Caputos expected from their system.

The other unique thing about this process was Mr. Caputo's understanding of audio and video. While most clients have a great understanding of what they want, and a pretty good understanding of the details, Mr. Caputo had both traits down in spades. And his vision, though detailed, was very clear and one that was met through and through. "This system is very articulate – it's about asking the instrument to be in the room with us. We're listening to it for the resonant factors of the vibrations of that instrument," explains Mr. Caputo. "I expect that when I close my eyes, that the cello I'm listening to is right there. I expect the kick drum, from what I understand as a drummer, to be real and realistic. The acoustic guitar, the acoustic base, I'm looking for those items to be there, basically for the equipment to get out of its own way and realistically become the instrument, the note or the vibration that instrument creates that we know is music.

"Maybe because as a musician growing up, being surrounded by instruments and music I have a fondness and a very sensitive ear to certain things. But the little things bother us – we want things right and it needs to be accurate." That's why the components that were selected for this system were chosen not only for their superior quality, but also for their ability to work in tandem with each other. This allowed the Caputos to get the sound and video they most desired. "Every little thing needs to be detailed, the whole system is only as good as its weakest link," explains Mr. Caputo.


"So if any little detail is overlooked, then the whole thing could be compromised."

But it's not just Mr. Caputo's passion that shines through, his wife, Kerri, has an equally intense passion for music and movies. Simply mention the experience of a live concert to her, and she comes alive with stories and a passion that is deeply real. "There is nothing like being down in the front at a concert," she says with a smile. "You feel the energy – it's incredible! That's some of what you get here, you get that reproduction of being there – and there's nothing like that energy. That energy combined with bass – that's why I love power, and I like any kind of speaker that's going to give me that reproduction of that thumping you feel. I love it!"

And like her husband, the desire to feel like you're there resonates with her as well. "Acoustic and live music is like you're sitting right in front of them – for me it's all about that concert experience – it's what I love."

A new system, a new relationship

Although projects like these can take considerable time, take considerable effort and always seem to have their ups and downs, one of the wonderful things that nearly always comes from them is a relationship. When sitting down with Luis and Mr. and Mrs. Caputo, it was clear that a friendship had formed. There was mutual respect between the three of them, and an openness and honesty that only true friends can have. "Luis has been a good representation of the brand," said Mr. Caputo. "He's easy to work with, he listens and he delivers, he keeps his word and that's huge." He went on to say, "It's a nice thing when people take care to not just sell a product, because that's just a sale of goods, but when there's a genuine concern that when they put something in they want you to be not only happy, but comfortable with it. I'm respectful of that care."

And it's that care, that passion and that relationship that helped Magnolia build the ultimate home entertainment space for a couple whose passion for all things music and audio runs deep. As Mrs. Caputo put it, "This is what we love, we don't travel, we stay home and garden, we like our horses, we love our music, and we like to entertain." And when you're entertained in this space, you better sit down, because the audio and video experience is sure to knock you off your feet. 

The system, realized:
4 MartinLogan CLX speakers
MartinLogan Stage center channel
2 MartinLogan Voyage in-walls
5 MartinLogan Descent i subs
Krell 555 Evolution 3D Blu-ray player
5 Krell EVO400E mono block amps
Krell EVO707 3D preamp/processor
Control4 control system
JVC DLA-X9B 3D projector
Panamorph lens
Stewart 2.35:1 screen
DirecTV DVR
Mac Mini
Mac Airport Express
Oppo BDP83 Blu-ray Player
5 Mid Atlantic quad fans
Furman IT reference line conditioner
Atlona 4x4 HDMI matrix switch
Audioquest Type 4 speaker cable
Audioquest Vodka HDMI 1.4
Audioquest King Cobra XLR
audio cable



This Page: The solid Maple rack system that houses some of the finest audio and video components. On top are two monitors that display the Caputo's security system.

Top: Mr. Caputo, a chef by trade, a musician at heart, laying down some beats on his drum set.

Below: Just part of the team that pulled it all together. From left to right: Luis Rodriguez, Magnolia/Geek Squad Home Entertainment Advisor, Richard Caputo, home owner, Nate Hunter, Field Services Market Manager, Peter Soderberg, Western Regional Sales Manager for MartinLogan.



HDBaseT™

One Cable, Countless Connections

Remember how HDMI™ simplified your home entertainment center? There was less clutter than the exceedingly complex and ever-growing web of cables and wires you had before, and using your A/V receiver as a hub gave you convenient control of all your components. Now imagine a connection that will simplify your entertainment even more and expand access and control to all areas of your home. What's virtually impossible now will not only be made possible, but affordable and easy to implement. And it's right around the corner.

It's called HDBaseT. The technology delivers video, audio, Internet, power and control all through the same connection. It's not a new cable, it's a revolutionary new protocol developed by Valens Semiconductor. HDBaseT utilizes a standard Cat 5 Ethernet cable to simultaneously carry full 1080p HD (including 3D) video, uncompressed multichannel audio, high-speed Internet, various control signals and even 100 watts of power to your devices. This all-in-one connectivity is known as 5Play™. And the connection doesn't just deliver content, it networks the different entertainment areas of your home. By connecting, networking and powering, HDBaseT will turn all the entertainment options in your home into a single entertainment ecosystem accessible from every room. And Magnolia will be there with the expertise to bring it to life for you.

Problems solved

In today's ever-expanding world of digital content, data and entertainment technologies, current connections can't keep up. HDBaseT will provide one simple link that brings it all together — all of your entertainment can still run independently, but the universal compatibility HDBaseT brings to the table makes it possible to do more than ever before. "It solves so many problems we have with today's entertainment interconnects — with one tool" says Mark Scanlon, Senior Manager of Connected World Experiences at Best Buy®. "With HDBaseT, think of all of your problems as different screws. And now you're holding a screwdriver."

Besides 5Play connectivity, the other advantages of HDBaseT are just as groundbreaking. First of all, by utilizing a common Cat 5e cable, just like the one connecting your computer or router to the Internet today, the technology provides an affordable and customizable solution for nearly any application. And since many businesses and homes are already wired for Ethernet, HDBaseT is simple to implement. Second, the cable can be run at amazing lengths of up to 328 feet (100m) with no signal loss. Devices can also be connected in a daisy-chain fashion for a total run of up to 2600 feet (800m). By comparison, a quality connection via HDMI cable typically maxes out around 50 feet (15m). Third, HDBaseT is rated to carry 100 watts of energy; that's enough to power a 40" TV. With these unprecedented capabilities, you can mount a TV almost anywhere without the need for an electrical outlet nearby or certified electrician to install wiring. If it's an Internet-connectable TV, you're already set up to surf as well. That's the beauty of HDBaseT: one cable does it all.

Potential unleashed

Let's say you have your DVR in the bedroom programmed to record your favorite cooking show. You're watching the latest episode before you hit the hay, and ooh it's a good one. You decide the pasta primavera and peach cobbler just made tomorrow's dinner menu. Unfortunately, because the program is recorded on that particular DVR, right now you can only watch the episode in the bedroom. But, if your home had an HDBaseT network, you could play back the entire show right in your kitchen to watch step by step as you prepare the meal. Better yet, if your water boils over or your neighbor stops by unexpectedly to borrow a cup of sugar, you can pause or rewind at a moment's notice and pick

"Never in my life have I seen pre-release technology perform so well.

We beat the snot out of it...we had to go to extreme measures way outside of the (indicated) specifications to get it to fail."

Mark Scanlon, Sr. Manager of Connected World Experiences

up right where you left off, because your remote control signal is also linked. With HDBaseT you don't just get an A/V connection, but total control as well — from any room in the house.

Maybe one night the kids want to play a video game together, each from their own respective bedrooms. With lag-free video, audio and control capabilities, an HDBaseT connection makes it possible. If you decide to join in the action for a few rounds on your big-screen in the den, just pick up a controller and go for it. When you decide it's time to concede and catch the late show, you'll be able to make the switch on your TV while the kids go back to their game uninterrupted. It will be as easy as changing the channel is today — even if your game system is in a different part of the house entirely. Instant access from anywhere — it's all part of the convenience HDBaseT will provide.

The easily expandable and cost-effective nature of HDBaseT also make the technology an obvious choice in the future for commercial applications, from small businesses all the way to large-scale systems like hotels and airports. Imagine you want to open a sports bar and you plan to have two dozen TVs placed throughout the establishment. You want the ability to adjust programming based on the best matchups and customer favorites at any given time — some days you'll be showing eight or more


different channels among all 24 screens, some days you'll be featuring the same big game on every TV. Today, this is a costly and cumbersome undertaking. With HDBaseT, the installation process becomes faster and much more cost-effective, while the resulting system is more manageable and easier to control. Furthermore, you would get the benefits of Internet and easy expansion that do not exist in today's systems. Let's say you have a fantasy football crew visit on a Sunday afternoon; you could devote one screen to live streaming stats from the Internet in a matter of seconds. If you decide to add 4 more screens next year, you're already set up to do so. HDBaseT will make it possible, and Magnolia Commercial Integration will be here to help make it a reality.

Performance unmatched

In our independent tests, we have put HDBaseT through the virtual ringer, pushed it beyond its supposed limits and it has pulled through with flying colors. Backed by a consortium of three major

manufacturers — LG, Samsung and Sony Pictures — and embraced by industry leaders in connected home technologies like AMX and Crestron, HDBaseT is poised to revolutionize the way we connect to the world around us.

The technology is currently undergoing compliance testing to achieve interoperability certification, slated for completion in March 2012. This certification will ensure compatibility among a wide range of components and devices manufactured by different companies. Once the certification and Power Over Cable (POC) standard is finalized, expect to see the HDBaseT logo begin to appear on all kinds of devices from TVs and A/V receivers to computers and tablets.

For A/V enthusiasts who would like to get a head start, there are several products already on the market, including a handful of HDBaseT extenders, adapters and switches. Because the technology is adaptable and backward compatible with HDMI, you can start small with one or two applications and continue to add components to your network incrementally as the HDBaseT chipset becomes more widespread. To get a jump on your future and start making the impossible possible, visit a Magnolia Audio Video store or a Magnolia Design Center today. 

United States Patent Office

3,032,688
Patented May 1, 1962

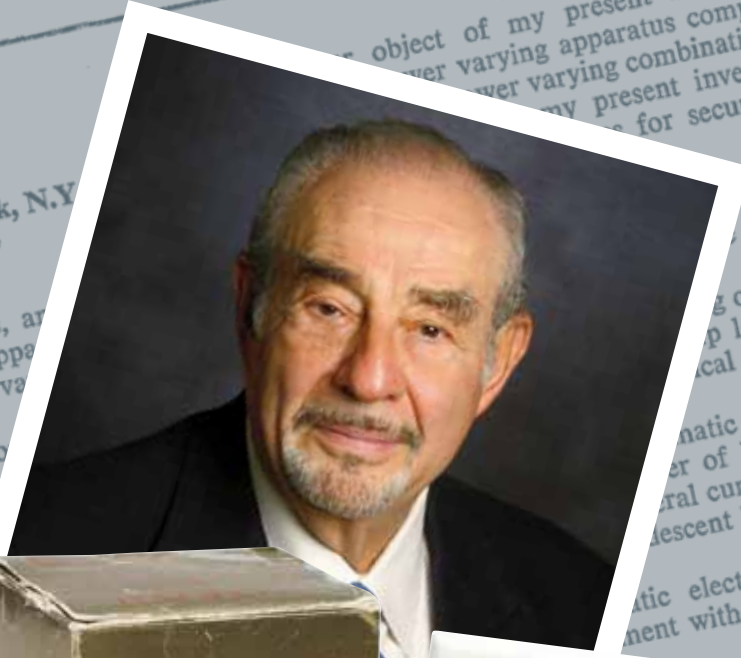
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3,032,688
DIMMING DEVICE
Joel S. Spira, 180 Riverside Drive, New York, N.Y.
Filed July 15, 1959, Ser. No. 827,232
6 Claims. (Cl. 315-272)


This invention relates to dimming devices, and particularly relates to novel circuits and apparatus for selectively dimming electric illumination or varying electrical power to a load.
In accordance with my present invention a diode or rectifier element in conjunction with an inductor or autotransformer, in switching the dimming or power control, is used in homes

2

object of my present invention is to provide a dimmer varying apparatus composed of a novel circuit and apparatus for securing with



This page: A man and his tools. Mr Spira, his original patent for the dimmer in 1959, the spare bedroom in Brooklyn where he invented the dimmer, the first dimmer Lutron brought to market - "Capri"; and his inventor's notebook.



In 2010, Joel S. Spira, the founder and Chairman of the Board of Lutron Electronics Company Inc, donated product samples representing a half century of innovation to the Smithsonian Institution in Washington DC. This event honored Mr. Spira as a great American inventor and founder of the global lighting control industry and reinforced his lifework in bringing about an evolution in the very manner to which humanity experiences light. But Spira did more than just invent a technology that would provide the control of lighting for much of the world – his inventions would also save billions of dollars a year in electricity globally, reducing the amount of light bulbs in landfills dramatically and therefore producing an incredibly positive effect on the environment.

in the spare bedroom of his Brooklyn, New York apartment Joel S. Spira patented his invention and his dream became reality. A new industry, lighting control, was born. Two years later Mr. and Mrs. Spira became the founders of Lutron Electronics Company Inc., which they would use as the platform to pioneer the entire lighting control industry, including thousands of new inventions beyond just the original “Capri” Solid State Dimmer. In fact, 50 years later, Lutron is the proud owner of over 2,700 patents, specifically in the field that Lutron had pioneered, lighting control.

Mood lighting

To Spira, layers of light set to the appropriate levels could be, in itself, beautiful, inviting – even flattering and

Lutron gives birth to the lighting control industry.

A light bulb goes off - Spira gets inspired

Starting in the mid 1940s, as a young man in the Navy, studying nuclear physics during World War II, Joel Spira was fascinated to the point of passion with the aesthetic manipulation of light, its physics and both its psychological and emotional effects. Spira believed that if people were able to control their lighting environment, that there would be a fundamental improvement in everyday life. He first witnessed the control of lighting in theatrical settings, but quickly understood that the large, expensive, terribly energy-inefficient rheostat or autotransformer dimmer technologies he saw there could never be adapted into everyday life. Seeing these technologies as unacceptable, Spira was convinced that there had to be an easier way to manipulate light in a simple and intuitive manner. Then, on July 15, 1959,

romantic – adding an entirely new sense of depth and dimension to the spatial experience. On the flip side, Spira also witnessed how the application of the wrong lighting levels, which often included light which was far too bright, was actually depressing to the human psyche. This “wrong” light often decreased productivity, was uncomfortable, and in fact could cause headaches, nausea and put people in a bad mood. Spira envisioned a whole new type of lighting ambiance that could be applied to every home or building, appealing to the senses in a very personal, emotional and experiential manner; one which would lead to a happier, more content, and more productive environment.

Spira also believed with control, one could “focus in” on the optimal light appropriate for a specific task or activity, creating a much more versatile space.

Ultimately, he wanted to get more out of a room or space with the application of “lighting scenes,” a term borrowed from the theatrical roots of dimming. In this application, each room would have two to four different lighting scenes, for various desired visual atmospheres, designed to inspire a mood for an activity. A practical example of this would be the area of a house where you have your kitchen table. With the light dimmed low, you could create a romantic mood for a special dinner with your spouse. Whereas when the room is being used for a family meal, the light would be brought up a bit higher. And for the times when the kids are at the table doing homework, or you’re using the table to pay the bills, full light might be most desired. Three unique moods or scenes created for one room per the task at hand – something that wouldn’t be possible without lighting control.

Light + reflection = color

Color is nothing more than the manner in which the brain perceives light reflecting off of an object and into the eye. And with the right light, the most optimal light, color and texture can become more brilliant and vibrant, more “true.” In other words, colors can be “brought to life” through light, enhancing the beauty

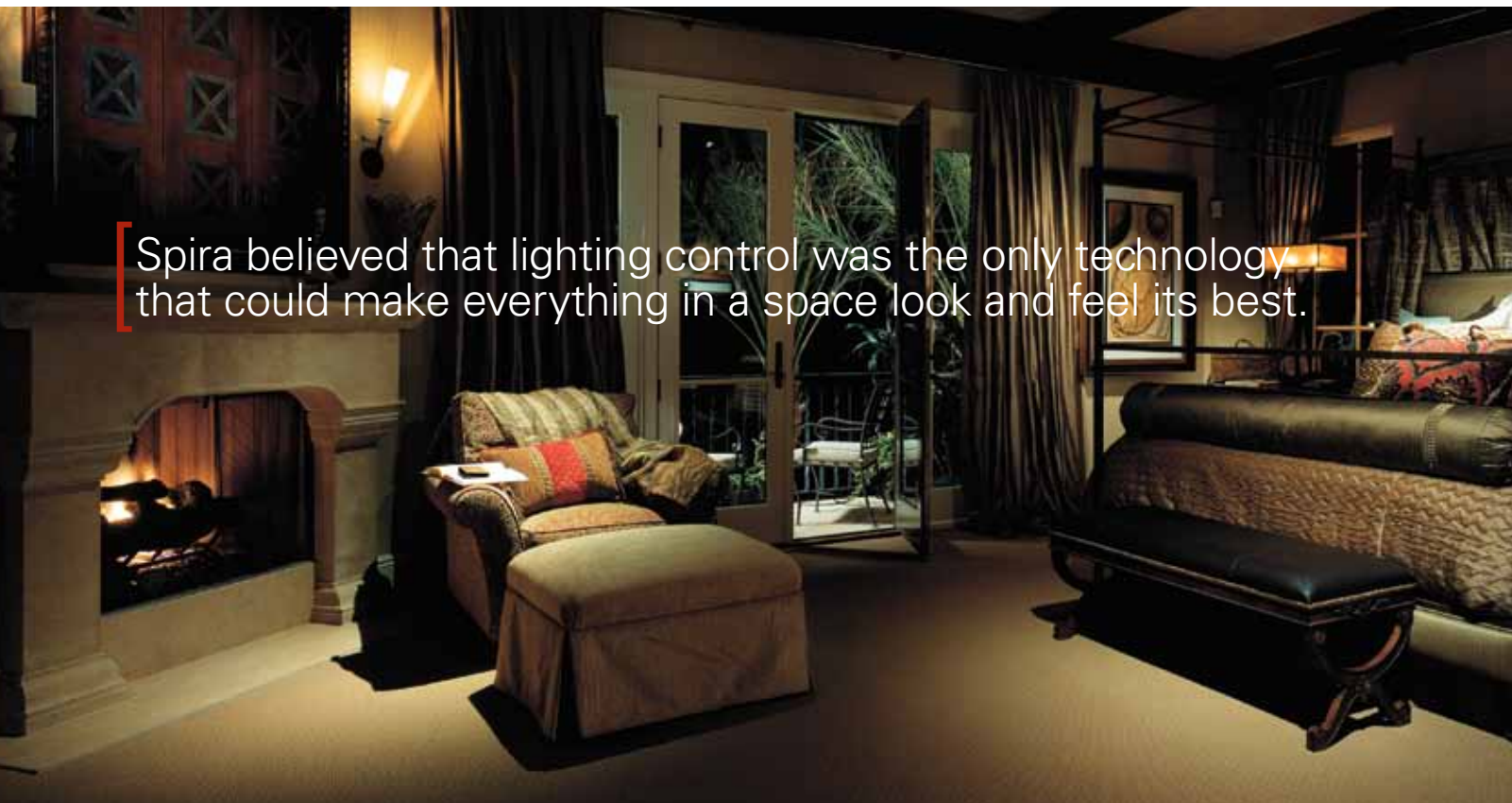
of every object in the space, from the wall color to the cabinetry to the furniture - all while creating a warm feeling and calming ambiance. Spira believed that lighting control was the only technology that could make everything in a space look and feel its best. Why purchase high-end interiors, beautiful art work or use fine paint colors if you are not going to enable the home and all that is in it look the way it was intended to look. We’ve all witnessed a paint color or fabric choice that looks one way in the showroom and entirely differently in our home. Therefore, lighting scenes become an art form, akin to “painting with light” where the light is your paint and the space is your canvas. By using light properly, it increases the value of everything in the home as well as the home itself, bringing out the “best” in everything that is illuminated - adding style and drama, while creating a pleasant feeling.

Energy savings without sacrifice

The most significant tenet to Spira’s vision for why the average person would be compelled to control their lighting was that he believed he could not only bring the world a simple, compact way to control lighting – but that, due to his study of transistors and, specifically,

Below: Whether inside or out, the use of lighting control can bring the right mood to any space.

Spira believed that lighting control was the only technology that could make everything in a space look and feel its best.



thyristors (solid-state semiconductor devices), he could build a product that actually saved energy, saved money and dramatically extended the life of a light bulb, during the “dimming and control” process.

Furthermore, it would be a logical transition for the perspective customer, as everything else electronic in their home already had some type of “level control” options. As an example, no one would live with just a “super hot” and “super cold” switch as the only two choices for water temperature. These extremes are not at all popular, as, most of the time, people desire somewhere in the middle. This is exactly how Spira envisioned the extremes of “full bright light and off” as the only choices for lighting. He viewed lighting control and the “somewhere in the middle levels” as the logical next step for comfortable lighting.

In addition, and most importantly, lighting control represented a method of saving energy that actually enhances life – as opposed to asking you to sacrifice something. In today’s marketplace, nearly every product that offers some method of energy savings also offers some element of sacrifice that one must make in performance, control or power. Take hybrid cars for example – a very smart and


environmentally conscious choice. But with that choice comes a car with less power and agility. Conversely, with lighting control you actually gain comfort, convenience and beauty while saving energy – there is no sacrifice! You lose nothing, you just gain savings.

The paradigm shift is only getting started

As impressive as Lutron has become and as broad as the lighting control industry is, the “transformation” from the oldest unchanged electric device in the home – the light switch, to the adoption of lighting control technology – has taken a great deal of time and has still only scratched the surface of its potential.

With exciting products like RadioRA2 and Sivoia QS Wireless battery-powered automated shading – boasting a completely retrofit based, wireless lighting, shading, power and temperature control system solution, the technology has never been easier to implement. RadioRA2 can be controlled from a variety of intuitive keypads, sensors, a time clock application or even from your iPad®. Therefore, it has become cool and trendy to save energy with lighting control. Plus the technology now fits seamlessly into everyday life, with simple, scalable network integrated, RF, retrofit solutions. The costs have come down while quality has remained extremely high; therefore, the barriers and the excuses, are slipping away. And with companies like Magnolia offering a showroom environment where these technologies can be experienced first hand, as well as professional installers to make implementation even easier, using lighting control solutions is more feasible than ever.

50 years and counting

After 50 years of innovation and a very successful business, Lutron continues to lead with a proud legacy of helping to save the world’s environment, reducing CO2 emissions, while improving the atmosphere of everyday life for millions of people worldwide. Magnolia, also a proud supporter of all things energy efficient, is excited to be a retailer of Lutron lighting control solutions. With everything from window blind control to lighting control, Magnolia and Lutron can bring a whole new environment to your home that was once impossible, in a way that’s good for the environment, your home and your psyche. 



Above: Lighting control also means controlling the natural light that enters a room. This window blind control panel represents Lutron’s ability to allow you to control all the light in your home with the push of a button.

WATERFRONT



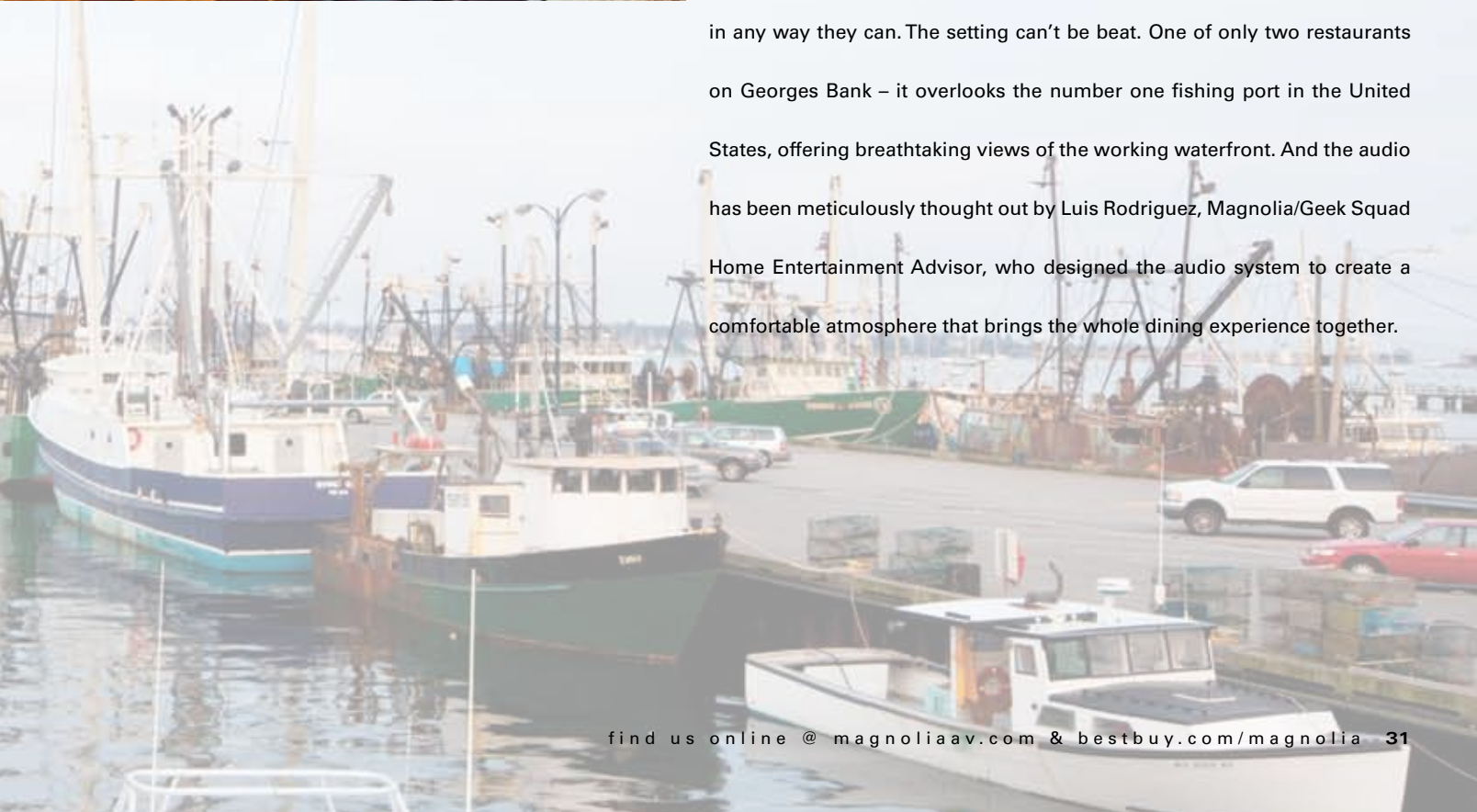
Overlooking the number one fishing port in the United States, the Waterfront Grille offers breathtaking views of the working waterfront on Georges Bank.



Setting the tone for a great night out.

When you think of your favorite restaurant, what comes to mind? The food? Of course. The service? Certainly. The setting and location? You bet. The music? Probably not. But audio is a big part of the dining experience, and one in which we often overlook, until it is overlooked.

Thankfully, the Waterfront Grille in New Bedford, Massachusetts took everything into consideration, including audio, when the restaurant opened in 2008. The food is absolutely amazing; with seafood that comes right off the boat straight to your table (try the scallops, you won't be disappointed). The service is top-notch, with a friendly staff happy to help in any way they can. The setting can't be beat. One of only two restaurants on Georges Bank – it overlooks the number one fishing port in the United States, offering breathtaking views of the working waterfront. And the audio has been meticulously thought out by Luis Rodriguez, Magnolia/Geek Squad Home Entertainment Advisor, who designed the audio system to create a comfortable atmosphere that brings the whole dining experience together.





Truthfully, nobody goes to a restaurant just for the music – but the wrong music, wrong volume, wrong genre, can send a patron packing just as quickly as an undercooked piece of fish. As Justin Braun, Manager of the Waterfront Grille, put it, “From a guest perspective, I think the music is just a subconscious factor. If anything, when you go home from a restaurant you never say, ‘Oh wow did you hear the background music?’ It’s the type of thing where if you notice it, it’s probably wrong.” So when owner Kevin Santos took an abandoned building that had been burned to the ground, and rehabbed it into one of the most popular restaurants in New Bedford, he took nothing for granted, including the audio and video.

Turning to Home Entertainment Advisor Luis Rodriguez, Santos wanted some TVs, a PA system and an audio system that was easy to use and that every employee could learn without much trouble. It seems like a simple ask, until you realize the scope and size of this seaside restaurant. Beyond two large main eating areas, the Waterfront has an outdoor patio that faces the fishing port, an upstairs area for private parties and private dining, a smaller Tiki Bar for drinks and appetizers, as well as a fully stocked main bar area. With each of these locations requiring its own unique audio and video solutions, this was no small task.

To get a better understanding of how to outfit the Waterfront Grille, Luis, with the help of some friends and his fiancée, spent some time going to their favorite restaurants and watering holes, paying added attention to the audio systems they



not only heard, but could see. Was it too quiet, too loud, the right timbre, in the right location? They discovered what they liked and what they didn't like and Luis incorporated all of this "research" into the Waterfront Grille.

Making sure nothing sounds fishy

Starting with an overall vision, it was important to meet Mr. Santos' desire to keep it all easy to use. So Luis broke this multi-level, multi-room restaurant up into zones, much like one might do in a home. Incorporating the Sonos multi-zone sound system, he gave the host or hostess the ability to control each zone of the restaurant independently, from music volume to genre, so the audio can be customized to best satisfy restaurant patrons. For example, a bachelorette party comes in for dinner, and they want to have some fun listening to 80's music. With the touch screen Sonos controller, the hostess, or anyone on the staff, can take that area

of the restaurant and play 80s music, while playing jazz in other parts of the restaurant. Even better, if a patron comments that the music is too loud in an area, they can quickly and easily turn it down. As manager Justin Braun put it, "I've never had that setup in any restaurant I've worked at before, it's always been centrally located and sometimes you have to get on the phone with somebody and say, 'OK turn it up a bit, no down a little', and you play the phone game. So just having the control and the ear on it at the same time is really helpful."

The audio system was also designed so that every section had a dedicate A/V rack, "because if you only have one central rack, and the power goes out, the whole restaurant goes down," explained Luis. "I didn't want that - so I made them all separate, so if one goes down, the rest of the system can still work."

Above: This simple Sonos touch screen remote offers complete control of the volume and genre of the music in any zone in the restaurant.

Left: The bar was outfitted with two mounted Samsung flat-panel TVs and adjustable 70-volt speakers in the open eaves. On the patio, outdoor speakers were installed into the rafters, allowing the focus to be on the views, not the electronics.





Top: The JBL EON portable speaker has a built-in amplifier, allowing easy placement throughout the restaurant for singers and bands.

Middle: The private dining area with its own PA system offers the perfect setting for parties, wedding receptions and business meetings.


Bottom: The Tiki Bar has its own entrance from the restaurant—allowing for its own unique audio and video system consisting of JBL speakers and a Samsung flat-panel TV.

Around the bar, Luis installed outdoor speakers due to the open eaves and the dust that can collect on speakers in that environment. “I wanted something that was easy to clean and that can get wet in case a patron splashes a drink.” These speakers are also 70-volt, so the volume on each one can be changed individually, allowing the speakers by the bar to be a bit quieter, because the bartenders are interacting with patrons, while the speakers by the tables are a bit louder. It was a bit of a test-and-try procedure that they worked to get just right.

Another aspect that was important was the PA system. Not only did Mr. Santos want the private dining area to have a solid PA system, but with bands and singers occasionally performing, he wanted a system that could extend throughout the restaurant. To accommodate this need, Luis first wired the entire restaurant so that if there were a singer in one corner, they could be heard either throughout the entire restaurant, or just in that particular eating area. He also provided a JBL portable speaker with a built-in amp that performers could use anywhere throughout the restaurant. All they need to do is plug in a microphone and their CD player or mixer, and they’re ready to perform. Simple solutions to complex problems like these made this install a success.

Lastly, the consistency of the brand of speaker was very important to Luis. “I like to keep it consistent with one company – not only for aesthetics, but also so they’re all timbre matched. You don’t want to be in one room, then move to another and hear the same song differently. It’s one consistent sound no matter where you are in the restaurant,” Luis explained.

All the right ingredients

For Magnolia, creating an inviting atmosphere for this seaside restaurant was a reflection of what they do every day for their commercial and residential customers: create an entertainment environment that’s easy to use, enjoyable and first class. And unlike most of the systems Magnolia designs and installs where the audio and video is at the forefront of the space, the audio and video in the Waterfront Grille is simply a background element—but it represents Magnolia’s desire to always consider every detail, and exceed the needs of its clientele. So if you’re ever in New Bedford, and you’re looking for a great dining experience, stop into the Waterfront Grille. And if you don’t happen to notice the audio and video system that surrounds you, then you’re welcome – we’ve done our job well. 

PRODUCT SPOTLIGHT



PLAY:3 by Sonos

Small. Wireless. Whole home audio.

Described by Sonos as the smaller, sexier, tuck in the corner and blow out the roof, all-in-one player, the Sonos Play:3 lets you stream your entire music library, music services and radio stations to any room in your house. Delivering digital music with HiFi sound the Play:3 uses 3 state-of-the-art digital amplifiers individually coupled with 3 speakers, plus 2 dedicated mid-range drivers and a single tweeter to deliver amazing sound to any room in your home. Built as a smaller version of the Play:5, the Play:3 is perfect for your den, kitchen, bedroom, bathroom or any place you want amazing audio. Plus, you can easily add additional Play:3s and enjoy true multi-room music. And with the free Sonos Controller apps for Android, iPhone and iPad, you can put control of your Play:3 as well as the music on the Internet and on your computer, right at your fingertips. (The Play:3 is also available in white).



give the



While it's always better to give than to receive, whichever end of the gift-giving spectrum you're on, know that a gift from Magnolia is going to make someone very happy. It's just cool, fun stuff that makes an exceptional gift for every occasion – from the holidays to birthdays to anniversaries to that special "any day." So unlock the world of high-tech home entertainment for that someone special in your life, and introduce them to products and a brand with the expertise to help them fully understand and appreciate the gift they've been given. Because it's not the size of the gift, unless that size is 80" of LED beauty.



MARTINLOGAN ELECTROMOTION™ FLOORSTANDING SPEAKERS If you've always dreamed of owning a pair of MartinLogan electrostatic speakers, but found the price to be a bit out of reach, these speakers are the ones for you. Featuring both Electrostatic and compact Folded Motion™ thin film transducer technologies, you get incredible sound for both 2-channel music and dynamic multi-channel home theater systems. (ELECTROMOTION)

BOWERS & WILKINS PANORAMA SOUND BAR Perfect for smaller rooms, or places where adding surround speakers isn't feasible, the Panorama transforms your TV into a powerful home theater system, making movies, music and games sound better than ever before, all from just one streamlined speaker. And the best part, unlike other sound bars, the Panorama includes two built-in subwoofers, so there's no need for any additional speakers. (PANORAMA)



exceptional



[a] PANASONIC 55" CLASS VIERA 3D PLASMA 1080P HDTV (55.125" measured diagonally). This 3D TV uses what's called the Frame Sequential Method, the same method used in Hollywood's 3D films for an exceptional level of reality. It also converts 2D images into 3D images in real-time, and offers VIERA Connect, giving you web-based gaming, social networking, streaming movies and so much more. Plus it's Wi-Fi ready and includes a wireless LAN adapter. (TCP55VT30)

[b] SHARP 80" CLASS 1080P LED HDTV (80" measured diagonally). If you're looking for an enormous viewing area, but don't want a projection screen, look no further than this Sharp 80". Breathtaking picture quality, streaming video capability, and more than double the screen area of a 55" Class TV. That's one huge gift that proves good things do come in large packages. (LC80LE632U)

[c] SAMSUNG 32" CLASS 1080P LED HDTV (31.5" measured diagonally). Want a smaller TV with all the features of the big boys? With this TV, you've got it: visually stunning LED picture quality, Auto Motion Plus 120Hz, 5,000,000:1 Dynamic Contrast Ratio and Samsung Smart TV for connecting to the Internet, plus easily search for movies, TV shows, explore Samsung Apps, chat with friends and more. (UN32D6000)

[d] URC REMOTE CONTROL
Say goodbye to that stack of remotes cluttering up your coffee table. The MX450 is easy to use and set up with customization capability for up to 18 devices on 3 main pages with up to 8 pages for each device, plus up to 8 pages of favorite channels. It's your whole home theater system controlled by one remote – perfect! (MX450)

[e] PANASONIC 3D-READY BLU-RAY DISC™ PLAYER Beyond its incredible 3D viewing capabilities, built-in Wi-Fi with access to VIERA CAST online content and a host of other features, this Blu-ray player allows you to turn your HDTV into a Skype™-enabled TV, with the ability to even record Skype video mail (Skype video camcorder required). (DMPBDT310)

[f] SAMSUNG 3D BLU-RAY DISC™ PLAYER
For those looking for a Blu-ray player that looks as great as it performs, look no further than the BD-D6700. Not only do you get all the latest features like built-in Wi-Fi and Samsung Smart TV™, but you also get a great looking player that will fit in perfectly with your other components. (BDD6700)

[g] SHARP 3D BLU-RAY DISC™ PLAYER
Not only do you get Full HD 1080p 3D video, but you can also wirelessly stream movie content from Netflix® and YouTube® or stream music from Pandora®, all with the included wireless dongle. In addition, you can play Blu-ray 3D™, DVD, CD Discs, JPEG images, MP3 audio files from a disc, USB or even stream right from your network via DLNA®. (BDHP75U)

[h] PIONEER ELITE 3D BLU-RAY DISC™ PLAYER Designed to elevate the home theater experience with unrivaled picture and audio quality, the BDP-52FD provides improved loading times, wireless capabilities, and audio and video streaming from Pandora®, YouTube®, and Netflix®. So if you're looking for elite audio and video, look no further. (BDP-52FD)

BOWERS & WILKINS ZEPPELIN AIR Looks great, sounds even better. The Zeppelin Air features Apple® AirPlay technology, which allows music to be streamed wirelessly from your Mac® or PC to the Zeppelin Air. You can even bypass the computer entirely, and stream high-quality audio directly from your iPhone®, iPad® or iPod touch®, all without the need to dock the device. (ZEPPELIN AIR)



[a] **PIONEER ELITE MUSIC TAP™ AIRPLAY® MUSIC SYSTEM** Get high-quality audio via AirPlay – which allows you to play your favorite music wirelessly from your iPhone®, iPod touch®, iPad®, or your Mac® or PC that is running iTunes®. It also allows you to view the album art and metadata on the full-color 2.5" screen. Plus, it has a vTuner® for accessing thousands of Internet radio stations, built-in Bluetooth®, and an integrated dock.



[b] **ROTH AUDIO TUBE AMPLIFIED DOCK FOR IPOD** Designed for use with the Apple iPod, a laptop, CD player or any portable audio device, the Roth Audio MC4 is more than just a simple MP3 player docking station. The vacuum tube output offers warmth and dimension that envelops you in sound and immerses you in the performance of your favorite music. Speakers sold separately. (MC4)



[c] **BOWERS & WILKINS MM-1 COMPUTER SPEAKER** MM-1s are true hi-fi speakers, shrunk to fit on your desktop. So they don't just look great – they sound amazing, transforming your computer into a superb hi-fi stereo sound system. They also stream audio directly from your computer via USB, converting the signal from digital to analog internally, so you'll always get the best possible audio quality, independent of the computer output. (MM-1)



Apple® products not included.

The best gifts come in the loudest packages.

AKG Q460 HEADPHONES From the Quincy Jones Signature Line, these headphones let you connect to your favorite music from nearly any portable audio or video player with the dynamics you'd expect from AKG. The lightweight, comfortable design blocks out most ambient noise, allowing you to enjoy hours of dynamic, balanced, reference-quality sound. Plus its inline remote can control several music playback functions of the iPhone®. (Q460)



MONSTER MILES DAVIS TRUMPET IN-EAR HEADPHONES Enjoy clear, vivid sound with these in-ear headphones inspired by the music of Miles Davis. The ultraneer field driver delivers vibrant audio, while the SuperTip ear tips ensure sound isolation and a comfortable fit. Includes 2 carrying cases. (129656-00)



SENNHEISER WIRELESS HEADPHONES When the world around you demands it's quiet, and you want to blast your favorite music or watch a movie, slap on these wireless headphones. Offering Dynamic Bass Boost and Surround Sound simulation mode, music and movies really come to life. And with a range of up to 260 feet, you won't feel tethered to one spot. (RS170)



SONOS PLAY:5 ZONEPLAYER The Play:5 combines a ZonePlayer and a speaker, all into one – allowing you to play all your favorite music from your computer, Internet radio stations, iTunes and more, right from this single unit. Add additional Play:5s and create a whole home audio system. Plus, you can control it all with your iPhone or iPod touch. (PLAY:5)

Putting the family back in



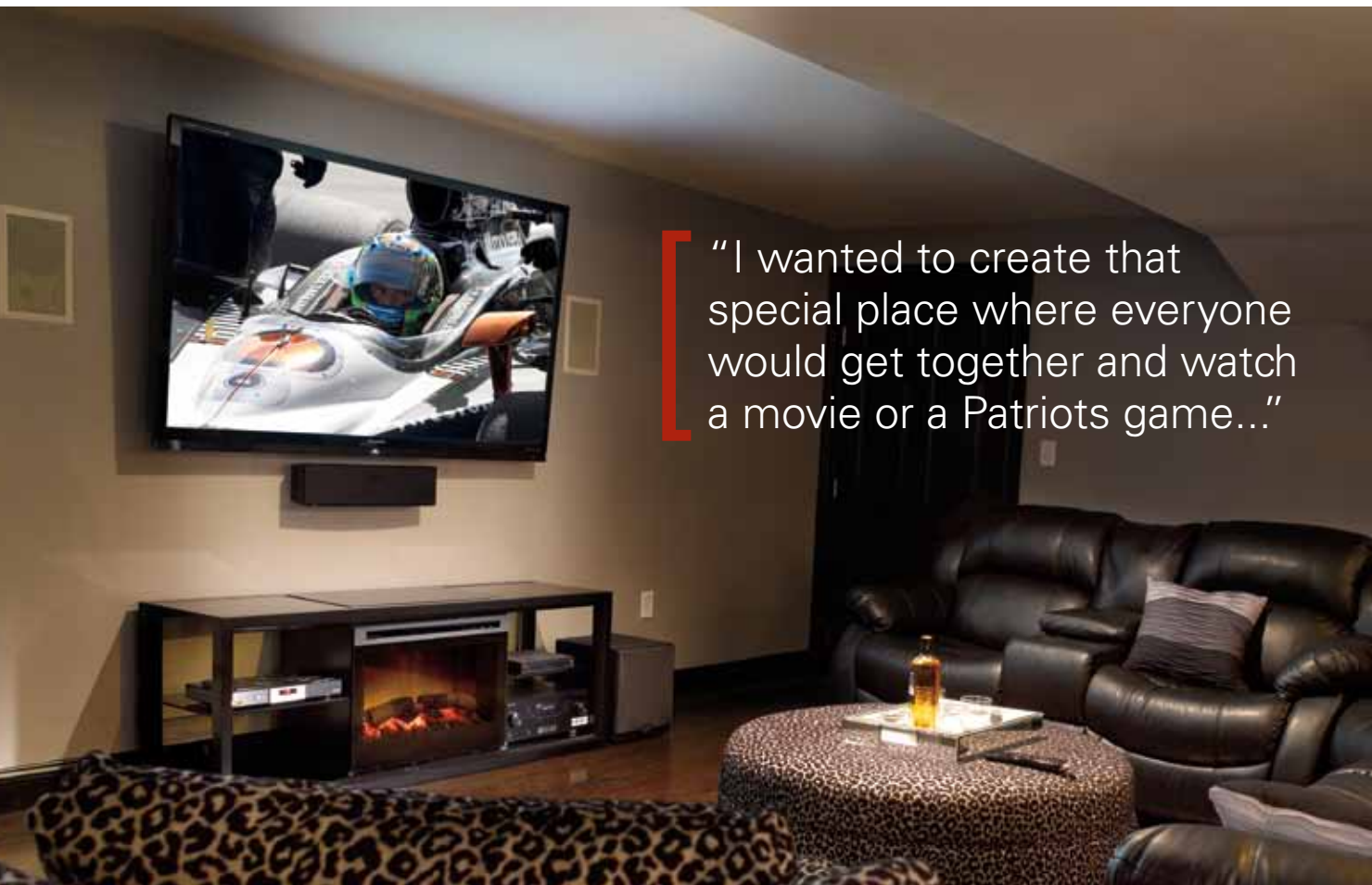
to the FAMILY ROOM

Between work, school and family activities, life can get pretty hectic. In this on-the-go, do it all today life we all try to live, down time is the only thing we don't make time for. Life, for most of us, can be anything but relaxing, as the insanity of daily activities can turn our homes into utilitarian buildings where we go to do the necessities of life. The kitchen becomes the mess hall where we shovel what we can into our bodies to make it through the day. Our bedrooms are no more than places to sleep – if we have time for that luxury. And our “family” rooms become places rarely occupied by the family. So for the Krowski's, a couple that puts a lot of stock into the ideal of family, creating a space in which they could bring everyone together became less of a nice to have, and more of a must have.

Creating the perfect family space

We all have a room in our home that we call the family room. It's typically a casual space with perhaps a TV and a couch where the family is meant to relax and enjoy some quality time together. The trouble is, if you're like most families, this room becomes a catch all for the day's activities. You'll find some members of the family grabbing a bite to eat here, some doing homework there, some watching a show, and some just running in and out while they do this,

Left: The family, Jack, Julian, Jaden and Jorja, enjoying the family room.



“I wanted to create that special place where everyone would get together and watch a movie or a Patriots game...”

that and of course the other. To combat this, Joseph Krowski Jr. wanted a separate room that could actually be this family space, and a Man Cave to bring together friends on the weekends. “I wanted to create that special place where everyone would get together and watch a movie or a Patriots game, or I could have the guys over to watch UFC,” Joseph explains. “We just wanted to create a special atmosphere that distinguished it from the traditional family room. So what I needed was the technology to match – I didn’t want it to just be a TV viewing area, I wanted to create that home theater look and feel.”

The room is, by all accounts, a huge success. Not only is it a place where the family gathers to play video games or watch movies, but it has also become *the* place to go for those outside the home as well. “During football season it’s become a gathering place for friends and family, they love it,” Joseph explains with a smile. “Sunday has fallen into the routine where people automatically show up bearing food and drink and we gather down there and watch the games or the family watches movies.”

Adding a bit of wow

As a family that likes to entertain, the Krowskis brought in a contractor to finish their basement into what one could call a Fam Cave (family room/man cave). One side was built to look like a bar and a lounge, the other side was to be the family home theater system. As Mike Pinto, Magnolia/Geek Squad® Home Entertainment Advisor put it, “He had the wow factor for the look of the room – I just wanted to provide him with enough wow factor in the components.” A big part of that wow was adding a 70” SharpTV. But it wasn’t just about putting in a bigTV, it was actually strategically chosen due to the room’s limitations. – a low ceiling caused by some duct work landed right where a projector would go – and that meant the projector would be too low to use in the space. And do they like it? Just ask Joseph. “The picture, the performance of the television are absolutely phenomenal!”

For the audio, Mike wanted to be sure he got it just right. As he put it, “The TV may be something they swap out over time just based on technology needs, but the audio is the most crucial part, whatever I put in there, especially if it’s an architectural speaker, is going to be




there for the life of the house. There's never a day when you wake up in the morning and say, 'Hey, I'm going to upgrade my in-ceiling speakers.' Once they're in there and they sound great, you keep those forever. So I really put an emphasis on the audio portion of everything." To accomplish this, Mike installed Speaker Craft in-wall and in-ceiling speakers with a MartinLogan center channel. It's all powered by a Pioneer Elite receiver and controlled by a Harmony One remote to create a very clean, simple, yet powerful home theater.

Working together to make things right

When building a system like this it's a lot of give and take, but when you have the trust of a customer, it makes the process so much easier. Clearly, Mr. Krowski trusted Mike Pinto, and that trust went a long way in creating a spectacular home theater. As Mr. Krowski put it, "We love our home entertainment – so Best Buy® is part of our family. We go there quite a bit and have gotten to know the employees. We went there and told them what we were looking for, and they hooked us up with a Magnolia consultation – which the fee goes

to whatever you buy. We knew we were going to buy something, so that to us was a no brainer. They sent Mike out, and what I really liked and was impressed by was that he worked with our point person at the store and they all coordinated together. Mike made recommendations for the sound system and worked with our general contractor, so by the time we went to the store and made a few modifications to the order, it was all laid out for us perfectly."

Mr. Krowski went on to say, "I leaned heavily on Best Buy and Geek Squad – I could not have put together the package without them. I probably would have spent more if I would have tried to do it independently of them. I was really impressed that they weren't trying to sell us the most expensive product in the store, they tried to sell us the product that would fit best for what we were looking for in that space."

And in the end, that space is just what the Krowskis were looking for; a room to bring the family together, a Man Cave for Joseph and his friends, and most importantly, a place where anyone can go to relax and forget about the craziness of life. 



Shawn O'Neil, Geek Squad Home Theater Double Agent who did the installation with Mike Pinto, Magnolia/Geek Squad Home Entertainment Advisor, enjoying the fruits of their labor.





The evolution of
the soundbar:

Big sound from a single speaker.

*I*t's been said before, it will be said again: it's the audio that makes video all it can be. And in a world of high-definition 3D images, it seems like video is outpacing their audio partners in innovation and sheer awe. But as ESPN's Lee Corso would say, "Not so fast my friends."

There's actually a lot more going on in audio than meets the eye, or ear as it may be. Technologies are changing and improving, and nearly every high end system can put you right in the center of the action or in the front row of a concert. All you need is a nice center channel speaker, two fronts, two surround sound speakers and a sub – and boom, surround sound home theater audio at home. But what if you don't have the desire, or room for a big, bulky surround sound system, yet you still want all the benefits. That's where the soundbar comes in – 5.1 surround sound from one speaker and a sub.

With breakthrough technologies and years of research, the soundbar has come a long way, and is becoming more and more accepted into people's homes. The benefits are clear: they're simple to install, convenient, and they don't require what can be as many as 5 to 9 separate speakers with the wires to run those speakers to create a surround sound experience. In concept it all sounds great – but how does the audio from soundbars stack up?



Bowers & Wilkins avoided the soundbar for years, until it's engineers discovered just how amazing they could make one sound. Now the Panorama is Bowers & Wilkins' top selling speaker.

5.1 surround from a 1.1 system

Historically, soundbars were better in concept than reality. They simply acted as a slightly better speaker to replace the speakers that came in your TV. At first a surround sound experience wasn't even an option. But in time, the obvious quality loss you would have noticed from "stepping down" to the soundbar experience slowly faded away. In fact, they have become increasingly popular for all budgets and room types. And because most high-end sleek and thin TVs have a sound that is equally as thin, the soundbar has become the simple and convenient way to add audio that equals the video you get from these amazing TVs.

every element of a 5.1 system in one long box; a center channel speaker, right and left fronts, plus right and left surrounds. Take the Panorama from Bowers & Wilkins, though it might be a single unit, it's in no way just one speaker. It houses six separate speaker channels all with their own class D-amplifiers. Panorama features a dedicated center channel, two built-in 3.5" subwoofers, two 3" midrange speakers, four 3" surround speakers and a 1" aluminum dome tweeter. Then Bowers & Wilkins angled these units in such a way that they create a sound field that reflects off the walls and back to the listener. And voila, you have amazing 5.1 surround sound from one single speaker unit.

Much like the 3D image that enters your room from your new 3D TV, soundbar surround sound is equally as awe inspiring.

And with the advent of companies like Definitive Technology and Bowers & Wilkins putting their hats into the soundbar ring, there has been amazing growth in the quality and acceptance of these speakers. For years most top tier brands avoided making soundbars due to the negative stigma they had earned. But now with higher end brands in the mix, using their research and expertise, soundbars actually do what they once only dreamed they could, create 5.1 surround sound.


Look behind you, wait, where'd the speakers go?

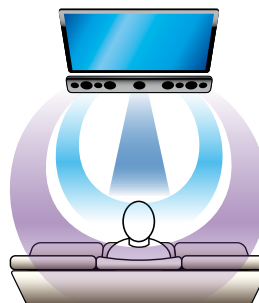
To experience a soundbar is to appreciate one. When you look back to see where the sound of that explosion or helicopter or crowd came from, you're sold. The true surround experience is yours in all its glory. Much like the 3D image that enters your room from your new 3D TV, soundbar surround sound is equally as awe inspiring – and you don't need those fancy glasses to enjoy it.

But how does such a simple speaker create such an amazing sound?

It may seem like magic that a simple one-box speaker could create such an amazing sound. And if you don't believe in magic, then it just seems impossible. But the truth is, these simple little speakers aren't so simple at all. The latest soundbars incorporate nearly

So when you're ready to turn any room of your home into a theater, look no further than the sheer ease,

convenience and quality of the soundbar. And when you're ready to experience just how amazing the sound is for yourself—come in and visit your nearest Magnolia showroom. With several soundbars set up and ready for you to enjoy, we'll help you find the right "simple" audio solution for your home. 



To create the surround sound experience, soundbars use dedicated front, center and rear speakers that are precisely angled within their single long, tubular frame.

PRODUCT SPOTLIGHT



Okki Nokki Record Cleaning Machine



Bring your vinyl back to life

Like shining your silver flatware, or polishing that classic sports car, keeping your vinyl looking and, most importantly, sounding it's best takes some TLC. Thankfully there's the Okki Nokki Record Cleaning Machine. It takes your vinyl records and brings their sound back to the original fresh, clean sound that made you fall in love with vinyl in the first place.

The Okki Nokki consists of a heavy-duty motor/turntable and vacuum system encased in a compact aluminum chassis. The motor function provides for ultra-quiet forward and reverse operation. When used with the supplied goat hair cleaning brush, the forward/reverse turntable motion allows for extremely effective groove scrubbing. Once cleaned, the record can be vacuumed using the aluminum suction arm. The residual dirt and fluid is then removed by suction and transferred into the internal liquid reservoir, which has a sensor that will shut off the machine when full. The result – vinyl that will transport you back in time to when music was analog, and the sound was as pure as gold.

The Okki Nokki is available by special order at our Magnolia Design Center locations.

THE NEW WAY TO CONTROL YOUR HOME THEATER

Smartphone apps, they've turned our cell phones into multi-functional machines that can do just about anything. Whether it's playing games, watching TV, taking pictures, surfing the web or finding our way to Grandma's house, making phone calls is often an afterthought when it comes to these all-in-one beasts. In the home entertainment world, mobile apps have also added another feature to this list – remote control. The phone has always seemed like the perfect replacement for the remote, and with today's new technology it truly is. Here are just a few of our favorite apps that turn your Smartphone into a multi-media controlling machine.

Control4® MyHome App

Now, wherever you are in your home, as long as you have your Apple® iPhone®, iPad® or Android-enabled mobile device, you have complete control of your Control4 home automation system. Control your lighting, temperature, music, movies, energy, security and so much more with this simple to use app. Imagine your friend's faces when you turn up the music and dim all the lights with your phone.

DirecTV App


If you're a DirecTV subscriber, the DirecTV app lets you set your home DVR right from your phone, wherever you may be. Say you're working late and are going to miss your favorite show, simply use the app to set your DVR and you won't miss a thing.

Denon Remote App

Denon's app lets you control all of Denon's Network '11/'12 Series A/V receivers and Network music systems. Take control of your home entertainment with four separate screen modes that provide access to everything from audio tuning to the networking and switching capabilities of Denon's new receivers. With this app, your phone just became an integral part of your home entertainment experience.

Sonos Controller

Control all of your music, in every room, from your Apple® iPhone®, iPad or Android-enabled mobile device. Manage your iTunes library, online music services, shows and podcasts, plus hundreds of thousands of radio stations from around the world. Play a different song in every room or play together in perfect synchronization, while adjusting the individual volume of each player. It's whole home audio in the palm of your hand.

And the best part, no more looking for this remote or that remote. As long as you have your phone with you, you have your remote with you. And with new remote apps being built every day, nearly every high-end entertainment system is sure to offer a way for you to control their device through your phone. So if you're in the market for some new home theater products, and you're interested in the coolest, hippest way to control it, ask your Magnolia Sales Pro if it's app remote ready, you'll be appy you did. 



SMARTPHONES. SMART PLANS. ALL IN ONE PLACE.



Visit your local Best Buy® store or
Best Buy Mobile™ phone specialty stores



Carriers and phones vary by store. See a Mobile Phone Specialist for details. BEST BUY, the BEST BUY logo, the tag design, BEST BUY MOBILE and the BEST BUY MOBILE logo are trademarks of BBY Solutions, Inc. All other trademarks or trade names are properties of their respective owners. © 2011 BBY Solutions, Inc. All Rights Reserved.

Bowers & Wilkins



Engineered for the finest moments

PM1 There are times when only music matters. When you want to forget the world and simply lose yourself in sound. The PM1 was designed for these moments. Its carbon-braced tweeter, Kevlar bass/midrange driver and Matrix™-braced cabinet combine to make everything else seem insignificant. It might just be the most refined small speaker we've ever built.

Listen and you'll see.

www.bowers-wilkins.com/pm1