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**Getting away without going anywhere**  
Creating a home away from home in a home  
**New additions to our family**  
Introducing Runco and Sonance to our premium brand lineup

Issue number nine | Summer 2012

MAGNOLIA **BEST BUY**

Magnolia | Bringing inspiration to your space™

Issue number nine | Summer 2012





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# EXPANDING THE WORLD OF PREMIUM.

THE MAGNOLIA DESIGN CENTER EXPERIENCE GOES CROSS-COUNTRY.



In a world where businesses are closing, customer service is failing, and quality products are hard to find, Magnolia finds itself in a very unique position. Thanks to superior products, exceptional customer service and an ever mindful eye on its goal of 100% customer satisfaction, Magnolia Design Centers are expanding East to give true audio and video aficionados what they truly desire, a premium home entertainment experience.

#### A home in a store that feels like home

Magnolia Design Centers literally look and feel like a home, with a dedicated theater, outdoor patio space and family room. These rooms are designed to show customers what's possible in their own homes, emphasizing how they can integrate all their different technologies together. These stores also feature two listening rooms where you can test out the latest audio gear, plus a larger showroom with the latest TVs, cables, headphones, automation gear and everything else you can imagine to turn your home entertainment dreams into reality.



Left: The entrance to the Magnolia Design Center as seen from inside Best Buy®.

Above: Jason Templeman, Director for the Magnolia Design Centers.

As you step into these new Design Centers, from the Best Buy stores they are attached to, you're immediately greeted by an outdoor great room that mimics a high-end outdoor patio, complete with a SunBrite TV, grill and projector. The room has the ability to transition from a day to a night setting with the push of a button, giving customers the unique ability to experience their patio in all types of light. Plus, you can listen to outdoor audio, watch a movie from the projector, or just relax on the outdoor furniture that surrounds a unique table height fire-pit.







**Far left:** Bryan Bucknell, General Manager, Magnolia Design Center, Richfield, MN.

**Left:** The outdoor patio as it transitions from daytime, with the SunBrite TV as the focus, to night, with the projection screen lowered for movie time.

**Near left:** The family room, first with the Vutec screen down, then with it up to reveal a 65" TV.

"There are a lot of people out there that have this passion about technology, but don't have an opportunity or a place to go find it. By expanding like this, we're going to give a lot of people really cool opportunities to enjoy technology like never before,"

**Bryan Bucknell**, General Manager, Magnolia Design Center, Richfield, MN



From there, you're invited to step into the family room and see how you can discretely add a lot of nice gear to a space, while still keeping it cozy. The room houses a 65" TV that can

be hidden behind a Vutec art screen, plus acoustic panels cover the electronics in the room for an environment that feels like a comfortable, quaint family room, until you push a button and unleash thousands of dollars worth of audio and video gear.

Moving through the family room and into the home theater, you are struck by a delight of sights and sounds. This 3D home theater rivals the best you'll find in the finest homes, with a surround sound speaker package, curved projector screen, home theater seating, starry night sky and so much more. It's the perfect place to experience the latest 3D movie with full 7.1 surround sound, while lounging back in some of the most comfortable home theater seating available.

And the best part of this home within a store, is that you can control everything using an iPad, from the lighting, to all the electronics in the room. "It makes it a lot more user friendly, and more current to the way people want to use electronics," explains Bryan Bucknell, GM of the Richfield Design Center. "We show them the full possibilities." So now you don't have to guess how something will look or work once you get it home, because you've actually experience it in a home.

#### Service, experience, enjoyment


As cool and unique as these Design Centers are, it's the service and experiences you receive that really set these locations apart. "It's all about creating an environment that exceeds what a customer desires within their own home," explains

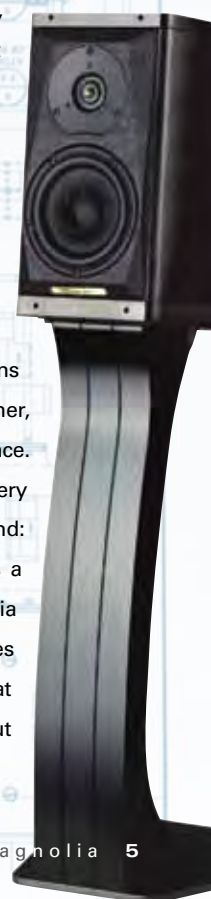
Jason Templeman, Director for the Magnolia Design Centers. "The Perimeter location is a perfect example – people look inside and see the high-end products, but it's really more around how we're able to create an experience for that customer and how we're able to connect their technology and connect how they live. We want to create a distinct experience for every individual customer that comes into that space."

"There's really nothing we can't do with regard to connecting technologies. With our engineering department, we're actually able to design specifically around the floor plans of a customer's home. We're able to design and integrate their system together," explains Jason. "Previously, customers would never even have imagined or thought about this. And that's what's special about the Magnolia Design Centers, because there's really nothing we can't do."

The Design Centers also offer some of the finest, seasoned professional sales people in the industry. "You get people that are developed and trained around the experience, trained around the ability to meet your needs as a customer, and to identify the experience that you want to have in your home. It's everyone, from our System Designers to our Custom Installers to our Project Managers that are dedicated to 100% customer satisfaction. We won't leave a job until we know you are satisfied and you are able to utilize the products and the experience that we're delivering on," explains Jason.

#### Taking care of every customer.

"The beautiful thing about Best Buy today is that there is no channel within the organization that we can't serve," explains Jason. "From the online customer to the grab and go customer, all the way to that customer who desires that premium experience. Through the Design Centers, we now have the ability to serve every single customer. And that's what's really special about the brand: through the hand-to process, a Best Buy store that identifies a customer they can't serve has the ability to reach out to a Magnolia Design Center and say, 'I have a customer that wants and desires more,' and the Design Center is able to really take care of that customer. Because at the end of the day, our brand is all about making sure that every customer's need is properly met." 





# CREATING THE ULTIMATE HOME AWAY FROM HOME AT HOME

**Main Photo:** The refuge above the garage complete with everything you need to sit back and relax.

**Right:** The house and the Garage-mahal.

**Far Right:** One of Buddy's hand-tied fly fishing flies.



For most busy working professionals, there is no such thing as the everyday 9 to 5. Between long hours at work, long commute times, and long business trips, home can quickly become a place to simply lay your head at night (if only for a few hours). So when you are home, you need a refuge, a good place to relax, kick back and enjoy. For Buddy Klinkers and his wife, Cindy, with the help of Magnolia and their integrated whole home automations system, enjoyment is just a button click away.

## Getting away without going anywhere

The Klinkers are your typical hard working couple. Long work days. Plenty of business trips. Very little free time. And when they do get time to themselves, they want to make the most of it. So when they were looking for a home in Seattle, they not only wanted a place for entertainment, but they also wanted a place where they could get away from it all, without going anywhere.

To build this refuge at home, Buddy and Cindy started by creating a very relaxed atmosphere, with a warm and calming feel, comfortable furniture and an almost cabin-like décor with memorabilia from Buddy's hunting excursions mounted on the walls.





Buddy hanging out in the bonus room above the garage with his faithful companion Ella.

**Below:** On the far side of the bonus room, a relaxing space has been created where their friends' kids can watch movies or play video games.



A separate space above the three car garage, which Buddy's friends affectionately call the Garage-mahal, mimics this feel, giving the Klinkers even more space to "get away" and relax.

Their home has become their everyday refuge, while the space above the garage has become the space where Buddy can sneak away to with his friends, or the couple can invite family and friends over and entertain. With it's long A-frame design, it's separated by the two Pioneer Elite TVs on either side of the room. One is meant for the kids of their friends, with video games and movies galore. The kids can play in that area while the adults have their own fun over by the bar – and the second TV, as they watch the latest sporting event and play a game of pool or cards.

But for Buddy, a technophile, creating a relaxing environment meant more than just having comfortable furniture and a calming design. It meant taking the vast array of electronics they owned and integrating them into a system that would be enjoyable. And for Cindy, the enjoyment of this technology was pointed at one thing – ease of use. "For us this has to be a refuge, it has to be comfortable, it has to feel good when we walk in the door and, for me, the

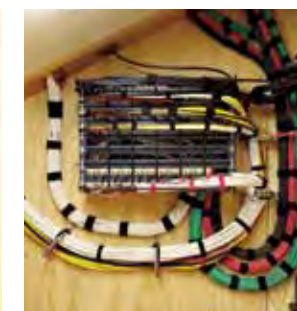
entertainment piece has to be easy. And that means one remote to rule them all. It has to be a great experience from the time we walk in the door and have people over because, if you look at the house, you'll see we built it to entertain. The last thing I want to do when I get off a plane or I'm driving from somewhere, is to get on another plane for vacation or get in another car and pack another bag. So for me, this is my vacation home, this is my refuge, this is where we entertain our friends and family. It looks good, it feels good and it's our little home away from home."

Buddy added, "Our schedules dictate that by getting home late on a Friday we don't have the luxury of going to a mountain cabin or loading up the truck. We come home on Fridays, and we have Saturday and half a day Sunday – so most of the time, we really only have time for a stay-cation." But it's not just the stay-cations that are made fun and relaxing for the Klinkers.

With the integrated Control4 system, every day can feel like a day away – because everything has been made convenient and easy.

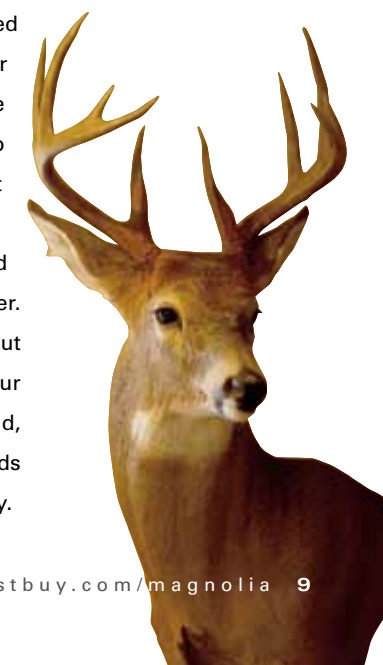
Starting with the control of the system – it is everything Cindy wanted, one remote simple. And that remote doesn't have to be your typical remote. The Klinkers can control their house, the lights, the security cameras and the home entertainment system with Control4 apps for their smartphones, iPad and even their Kindle Fire. So the technology they use most, and have in their possession the most – can run everything.

And that means their movies, CDs and other entertainment are just a click away. No more searching for CDs, or going and getting a DVD, putting it in and playing it. No, it's so much easier. With their 400-disc DVD player, they just choose the movie they want to watch, push a button and there it is. Because when you want to just sit back and relax, you want to just sit back and relax.



**Above:** The garage itself houses three zones of music playing through MartinLogan architectural speakers.

While the use of this system is fun and easy, the installation and design was a bit more on the tricky side. What's unique is that the main components of the system are housed in the room over the garage, detached from the home. All the equipment is there, the Control4 system, the Satellite boxes, the distributed audio equipment, a surround pre-amp, an amplifier and a local Blu-ray player. All of the signals originate from there and go underground to the house. So there are very long runs – creating a challenge to get a clear signal. "It took 2 to 3 days of labor to figure out the right solution to make the picture and sound right," explained Ryan Welch, Senior System Designer. "On paper it all worked great, but once you're out there, it can be a different story. So we sent out our best people to get it right." And get it right they did, with a system that looks good, runs great and affords Buddy and Cindy the ability to just sit back and enjoy.







“For us, this has to be a refuge, it has to be comfortable, it has to feel good when we walk in the door, and for me the entertainment piece has to be easy.”

**Above:**The family room, complete with MartinLogan front and rear floorstanding speakers, center channel speaker and sub, Panasonic plasmaTV, as well as a Control4 control panel and giant moose that keeps an eye on it all.

#### Being at home, even when you're not

Home automation isn't just beneficial when you're at home, it also comes in handy when you're away. And this benefit isn't lost on Buddy. "No matter where we are, I want to have the presence like we're home, with lights going on and off, dimming at times, so it looks lived in all the time. And I don't want to burn excess electricity, so I don't want to turn lights on and leave, and they're on 24/7 if I'm gone."

And it's not just the lights they can monitor. With their home security system with four main cameras, monitoring the house can also be done from anywhere in the world.

Buddy and Cindy had a break-in incident and wanted a high-end security camera and DVR system for the cameras. "We hadn't done cameras at the magnitude he wanted," explained Magnolia Custom Engineer, Lucas Cervi, "so we had to do some digging

to find what they wanted. What we found was the Q-nap system. The Klinkers are one of the first to get it through Magnolia. It's a network video recorder for the camera system, with hard drives and a great remote app. We found the system, set up a relationship with the vendor, and now we do them all the time, everyone wants one."

This system allows the Klinkers to access their cameras worldwide from their Smartphones. "That



**Left:**The Amish-built media cabinet in the family room, custom built to show off the McIntosh components behind glass while hiding the other components.

**Above:** Buddy and Cindy can control the entire system from their smartphones.

was the huge part for me," explained Cindy, "that was my first question, 'is there an application I can put on my phone?' None of this means anything if I can't do it from my phone or remote in some way, shape or form."

The system is surprisingly simple. With their bi-directional cameras, they can zoom and stream footage when needed. The motion sensor cameras start recording when any movement is detected, and a still photo is sent to their smartphones. Plus they can look at any camera, any time they want from their phones.

"The other piece that is nice is the peace of mind I have when Buddy travels," explains Cindy. "If for any reason I feel unsafe, I can look at the video cameras at any time and see what's going on anywhere around our house. I can look around from my phone, the Control4 console, an iPad, anywhere, and know what's going on. If the sensor goes off, I can see that it's a squirrel or something fell over in the driveway. It makes me feel so much safer, otherwise I sit and wonder. So that, to me, the peace of mind, was the best thing ever."

And for Buddy? "It's nice having that touch and feel of your home from a remote location. I can log in and check on things. We get the e-mail messages from the UPS guy or Fed Ex guy, so I know when something's getting dropped off. If something's sitting on the front porch I can have a family member or friend pick it up. To be able to remotely touch the house has been awesome for me."

#### A techy guy, his techy toys

Like most Magnolia customers, Buddy loves



The bedroom, designed for relaxation with a Conrol4 touch screen, Samsung LED HDTV and surround sound.



“If the technology is there to make life easier and simpler and to give you a little bit more freedom to go and do the things that you want to do... why not?”



**Above:** The Magnolia crew: Lucas Cervi, Custom Engineer, Ryan Welch, Senior System Designer and Jeremy Fitch, Project Manager.

The rest of the crew (not pictured):  
Lead Installer: Nick Huffman  
Programmers: Jason Poff and Carl Schneider  
Installers: Ben Krauss, Thomas Wood and Gracian Cline  
Technical Services Manager: David Barnett  
ISF/Calibration Technician: Jim Fleming

electronics. What makes Buddy somewhat unique is his knowledge of the complexities that go into these electronics. This made for a good relationship between him and the Magnolia crew that worked on his house. “It’s a lot of fun working with him – he gets it – he asks detailed and performance-based questions most people simply couldn’t understand,” explains Ryan. “It’s fun because he can also be a test bed – because he’s willing to try something new with the knowledge that it’s so new, it may not work perfectly.”

This relationship worked throughout the process, as Buddy worked hand-in-hand with the Magnolia team to get things just right. “I’m familiar with technology and technology curves, so I wanted to go with the minimalist technology, because it works, like a 400-disc changer, and wait for digital media storage to mature – and the price to come down to a comfortable point.”


Even Buddy’s media cabinet was built specifically for the products used. Magnolia worked directly with the Amish furniture company that built his media cabinet, showing them exactly where fans should

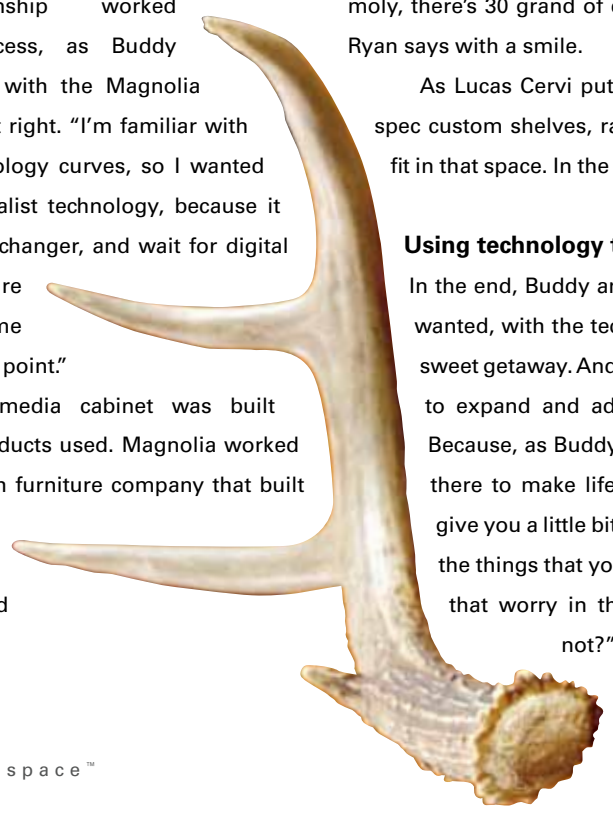
go, what sizes should be, turning a custom piece of furniture into an entertainment work of art. The glass doors on the front show off the McIntosh gear inside, while the closed doors hide what Buddy wanted hidden. “I wanted the McIntosh because it works well with the aesthetics of the house, and the other stuff works well but I don’t want to see it.”

The Magnolia team was impressed as well. “Before opening it, it looks like a real old world, classic piece of furniture. Then you open it and it’s like, holy moly, there’s 30 grand of equipment housed in here,” Ryan says with a smile.

As Lucas Cervi put it, “It’s really tight looking: spec custom shelves, racks that were cut to size to fit in that space. In the end it came out really tight.”

#### Using technology the right way

In the end, Buddy and Cindy got the home they wanted, with the technology to make it a pretty sweet getaway. And the future holds more plans to expand and add even more functionality. Because, as Buddy put it, “If the technology is there to make life easier and simpler and to give you a little bit more freedom to go and do the things that you want to do without having that worry in the back of your mind, why not?” Why not indeed. 




# BRINGING OUT THE SOUL OF A TRULY AMAZING BAND WITH SOME TRULY AMAZING HEADPHONES.

## GRATITUDE

In December of 1975, Earth, Wind & Fire released *Gratitude*, a double album composed mostly of live concert material from their 1974 and 1975 tours as well as studio tracks like the inspirational “Sing a Song”. The album topped the pop and R&B charts for three weeks. Nearly 40 years later, Monster teamed up with Earth, Wind & Fire to release the *Gratitude* in-ear headphones, and the reaction was equally as powerful.

“These are really incredible! You hear a lot of detail with these headphones... amazing separation and articulation.”

**Philip Bailey**, Earth, Wind & Fire

Designed to capture the soul that comes from forty years of award-winning music, the *Gratitude* in-ear headphones are built to reproduce the intimacy of a great live performance. After all, EWF is known as one of the greatest live bands in history. So it’s only fitting that these headphones bring out the thrill of real horns, the excitement of real drums, and the heart-stopping sound of a perfectly recorded human voice. Together EWF and Head Monster Noel Lee designed these sonically tuned headphones to recreate the dynamic range and excitement of a live concert. The driver dynamically reproduces transients and complex music harmonics with perfect clarity, so you actually experience the feeling of being there. And anyone who has been to an Earth, Wind and Fire concert knows it’s an experience you never forget. 





# PROJECTING INTO THE FUTURE OF HOME THEATER

Some players in the home theater game just get it; they have the unique ability to forecast into the future and somehow see what's possible in the technology industry. Then, they take that ability to innovate and create a new level of personalization for the customer. This is the story of Runco.

Runco International was founded in 1986 by Sam and Lori Runco, but got its start in 1972 when Sam Runco introduced the Cinemabeam - the first projector to allow a video image to be projected onto a surface much larger than anything previously possible. This was a first in a long line of firsts for Runco.

Throughout the 90s, Runco would make several leaps forward in home theater projection that would revolutionize the large screen entertainment industry. For instance, the company introduced the world's first aspect ratio controller, which proved to be one of the most significant achievements in the history of home theater and the video industry. The ARC-IV system became the reference system not only for Runco, but the entire video industry. Fast forward about a year, and it would be the first to introduce the CRT (or picture tube) projector. And while Runco's main focus was on painstakingly improving state-of-the-art home theater projection, it didn't just stop there; it also had a steady hand

in software players as well, introducing the LJR II Laser Disc Player — the very first player to feature Dolby® capability, as well as THX® certification.

But it wasn't until 1995 that Runco's most significant achievement came to

light: the development of DLP® technology. In an exclusive partnership with Texas Instruments, Runco would be the first video projection company to offer a wide range of products based on TI's revolutionary Digital Light Processing technology, and would continue to enhance the capabilities well into the modern era of high-definition displays.

Throughout the 1990s, Runco would make several leaps forward in home theater projection that would revolutionize the large screen entertainment industry.

Runco International offers customization to your exact room or dedicated home theater specifications. Runco projectors, flat panels and display options are designed and built to enrich the entire viewing experience, no matter what the venue. That's why you'll find Runco in some of the world's finest private screening rooms.







Nowhere is this more evident than with two of Runco's latest flagship projectors: the QuantumColor™ Q650i and LightStyle™ LS3 Projectors. Both are currently available for demonstration at a Magnolia Design Center, and are at the pinnacle of leading-edge thinking and design.

## QUANTUMCOLOR Q650I PROJECTORS

The Q650i pairs energy-saving LED technology with proprietary InfiniLight™ lampless LED illumination (which reportedly uses 70% less power than lamp-based projectors) to provide an infinite light source that creates the widest color gamut ever available in home theater projection. Add to that the exclusive SmartColor™ hue compensation curve and gamut mapping for highly accurate fleshtones, and you have an incredibly high-performing projector worthy of the best home theaters.

## LIGHTSTYLE LS3 PROJECTORS

For the more value-minded, there's the LS3: combining DLP and Runco's SuperOnyx™ technology with ConstantContrast™ and ViVix™ proprietary digital video processing to achieve deep black levels and contrast well above 10:000:1. And with its ISF™ calibration suite, it achieves optimal performance in various rooms and lighting conditions, such as day and night calibration memory settings, individual sharpness and noise reduction controls, programmable image memory selection keys, built-in test patterns and a dark room-optimized remote. It is, quite simply, a projector that gives you more of everything, only for a lot less.

### They're flat, but oh so dimensional

Not one to ignore the demands of home theater enthusiasts everywhere, Runco set its sights on the highly competitive world of flat-panel displays with the best-in-class Vistage™ line. As a Magnolia feature display, the Vistage V-63 (the 63 representing inches diagonally) sets itself apart from the cookie-cutter crowd in a big way. The entire front of this display is comprised of solid glass, creating a better viewing performance when on, and a more uniform finish when off, as there are no surface uniformity issues common with the acrylic or plastic types used by many HDTVs.

**ARTIST SERIES: T-LEE DESIGN**  
An example of the Vistage Series FinishPalette™, simply known as TL-Flow, courtesy of T-Lee Design. The world-famous design firm uses recycled materials such as leather for much of their artwork, and will even work directly with you to create your very own, one-of-a-kind design.



### Ah, the finishing touches

With all of Runco's firsts and innovations, it's no surprise that Runco has one more unique feature you'll find no place else – FinishPalette™. FinishPalette allows Runco owners to customize the rear of their flat-panel displays and the cover of their projectors. This unique design process allows for a level of personalization that reflects one's own individual style while complementing nearly any décor.

For the LightStyle™ Series of projectors, you have your choice of 25 single color and even more duo-color options— you can also provide your own artwork and colors. And the paintwork is luxury automobile quality, with a high-gloss finish and exceptional color accuracy. The end result transforms the ordinary into an extraordinary representation of your own unique style and taste.


For your flat-panel TV, Runco offers an optional, customizable veil, made from a rigid, sturdy substrate that attaches perfectly to the rear of the display, giving the appearance of a one-of-a-kind piece of art. Owners have the ability to match their individual style

and décor with such options as fine leathers, metals, woods, exotic fabrics and more, offering the perfect accent to your TV and to your room.



In addition, Runco features other very unique customization offerings, including FrameGallery™ and SilverSheen™ display framing and mirror options, which provide exactly what you'd expect: a choice of handcrafted custom frames, along with the option of adding a true mirrored surface for your flat-panel display.

### Hollywood approved

Runco International is also a favorite among industry professionals, adorning some of the finest home theaters in the world. Even an acclaimed film director has given Runco rather high praise for both the Runco projector and the flat-panel TV he uses for his own personal viewing. So if Runco is good enough for the Hollywood elite, imagine what it can do to throw open the door to imagination and a certain level of opulence in your home. 



# INTRODUCING SONANCE



DESIGN-DRIVEN  
ARCHITECTURAL AND  
LANDSCAPE SPEAKERS  
THAT ARE MEANT TO  
BE HEARD, NOT SEEN.

In 1982, Sonance co-founders Scott Struthers and Geoff Spencer asked their client to point to the precise spot on the wall where they wanted their speakers placed. And with one swing of a hammer, sent shock waves through the audio world. At that moment, they hadn't just invented a new way to hang speakers in the home, they'd invented a whole new category. Shattering the mold of how we receive audio, Sonance continues to look for the next wall to smash, offering innovations that architects, custom installers and design-sensitive audiophiles all recognize as truly breakthrough.

At Magnolia, we offer the Sonance Cinema® Series, Visual Performance Series and Landscape Series, allowing you to bring exceptional audio that's heard, not seen, to your entire home and garden. The Cinema Series supports your home theater with everything from subwoofers to complete surround sound packages, delivering a range of speakers to fit any installation, including walls, ceilings, on shelves or even in entertainment furniture.

The Visual Performance Series delivers legendary sound quality in an elegant design. Using micro-trim grilles, they feature just 0.2 inches of trim, attaching magnetically to the speakers. They can be painted to match the surrounding surfaces – so all you hear is the audio, with nothing else competing for attention. And because they are available in three shapes and three sizes, finding one that fits perfectly into your space is never an issue.

Then Sonance takes its designs outside with the Landscape

Series. These robust outdoor speakers can withstand nearly anything Mother Nature has to offer, with a look that blends seamlessly into their surroundings, concealing them in your space.

Sonance's innovations in the world of architectural speakers are nothing short of amazing, but what's perhaps the most amazing thing about these speakers is the sound. Hiding speakers in a wall or ceiling doesn't matter much if the sound doesn't match the design – and with Sonance you get audiophile grade sound that's nothing short of exceptional. In fact, for audiophiles, it's the sound that sells the speaker, the integrated design just comes as a huge bonus.

At Magnolia, we're very proud to have the inventors of the architectural speaker in our family of brands. We invite you to look for the next issue of *M* Magazine as we'll take you even deeper into the world of Sonance. From an in-home installation to a tour of their headquarters in San Clemente, California, with a group of Magnolia employees, we'll show you just what goes into these amazing speakers.

Sonance at Magnolia, it's a match made in audio heaven. With Magnolia's top-of-the-line technical design, and Sonance's uncompromised performance and aesthetics, you get the best of both worlds for a home entertainment experience second to none. *M*





# Cal's THE AND BAR

Cal's Classic isn't your ordinary bar/restaurant – no, it's so much more. As Jeff Chandler, founder and owner of Cal's, put it, it's an “and bar.” It's a sports bar, AND a great neighborhood bar, AND a family friendly place, AND a great restaurant. And that “AND” idea carries further than just the feel of Cal's, it carries to the audio and video system in Cal's as well.

## Mirror, mirror on the wall...

When you walk into Cal's, you're immediately struck by this feeling of warmth. The atmosphere is unique, and you feel like you've walked into a classic brick structure that was built 50 years ago with a timeless look mixed in with modern features. You can see the kitchen with its wood pizza oven, silver pots and pans that hang over the chef's heads, and a stylish bar that invites you in to stay for one or two. Above the bar are two giant mirrors that are meticulously framed in gold. At first glance you're struck by the detail that's been put into every aspect of this place, and then you see your favorite sporting events playing from inside the mirrors on eight TVs, and your already drooping jaw drops a bit further. Remember, this is an “and bar”. Therefore, the focal point mirrors couldn't just be mirrors, they're also home to four TVs each, with the ability to play multiple content.

With the desire to make Cal's anything but ordinary, founder and owner Jeff Chandler wanted something different. “One of my pet peeves,” Jeff explains, “is going into a place and seeing a TV hung up on a wall with the cords hanging down, stuff behind the TV, and the look that it's just an afterthought. I thought – it's too bad you can't make the TVs a décor item. So we had the idea to put the frames around them – and then we thought – when it's off what if it were a mirror?”







**Left:** The main bar area, with two giant mirrors that house four TVs each, hidden inside.

**Below:** The fireplace room, complete with a wall-mounted flat-panel TV and a dedicated music zone for when the room is closed off for private parties.



**Above:** Booth taps: you choose the amount, then pour your own.

And that's where Magnolia came in. With the construction crew designing and building the new restaurant, completing this TV mirror required a reliable partner who could design and install it. "We needed the technical part," Jeff Chandler explains. "And after talking to a few other companies, Magnolia was the perfect choice."

"What attracted us to Magnolia was the brand name recognition, their quality, and the fact that they've been around for a long time. They're a local company, and they have a good reputation." But it wasn't until Jeff talked to Marino Correia, Magnolia Commercial Integration Account Manager, that he was positive Magnolia was the only choice. "Marino demonstrated a clear ability that he knew exactly what to do; he gave us all the confidence in the world that we would be

taken care of. Being backed by a good company with a good name, we felt completely comfortable. It was a pretty easy decision."

And the final look is nothing short of amazing. What makes these TV mirrors even more attractive is that whether they're on or off, it doesn't take away from the décor. Off, the bar looks like a classic bar you'd hang out in with old friends. While on, you feel like you're in a modern sports bar you'd visit to catch the latest big game. But with this "AND bar" motif, it was important to Mr. Chandler that they didn't get pin holed into just a sports bar or a tavern feel, "we wanted it to mean a lot of different things to a lot of different people depending upon how they wanted to use us." This mirrorTV design does that in spades.

#### Can I get some audio with that?

The audio in Cal's was also well thought out. Although a fairly open space, Cal's is made up of several dedicated areas, so Magnolia put in five sound zones allowing each area to have its own volume control and music. Now each zone has the ability to have its own feeling and vibe. The bar can be a relaxing locale to chill in, or it can be a lively gathering space. The fireplace room can play its own music, which is ideal for when it's closed off for private parties. And the soon to be opened outdoor patio, with its TVs, fire pit and outdoor heaters, (it is Seattle, after all) can play music that gives patrons the feeling of hanging out around a campfire with friends. So the audio not only can play different music for each location – but it can also play the same music throughout the restaurant.

"Sound is really important to us," explains Jeff. "It really shapes the atmosphere of the restaurant. But we didn't want it to be prominent, we wanted it to be hidden, and we certainly didn't want to go overboard."

To accomplish this, Magnolia created a simple rack system that worked off of a universal remote control, giving it ease of use and portable control with the two URC remotes. Now the managers can adjust the volume or audio sources depending on noise levels in the rooms, or customer needs. The staff at Cal's also has the ability to use music from an iPod, a CD, or music through their cable provider.

It was also important to give this "AND bar" some flexibility in the way they could use the gear. "The way we used the commercial grade speaker and the amplifiers — some restaurants just go into a store,





**Left:** The entrance to Cal's with its computer monitor that lets you post a picture of yourself online to your social networking friends.



**Below:** The bar as the lunch crowd starts to settle in.



**Above:** The rack system is hidden in a closet with a clean layout for easy use.

**Left:** A TV in the men's room: because missing a second of the game is not an option.

What makes these TV mirrors even more attractive is that whether they're on or off, it doesn't take away from the décor.

buy some speakers and throw them in. This system is rock solid, the outside patio can have different music, the bar, the fireplace room, restroom area — they can all be unique,” explains Marino Correia. “There are five zones total, and the system allows them to be extremely flexible.”

This flexibility is mirrored by ease of use. “We can tune it to one room, or we can turn it down in specific areas. If there is more activity in the bar we can turn that up, create more of an environment. It’s been extremely easy to use. The guys that installed it did a great job of labeling everything so it’s easy to recognize where things are,” explains Deshawn Langford, General Manager of Cal’s. So in the end, it’s functional, easy and discrete.

#### Service is key...

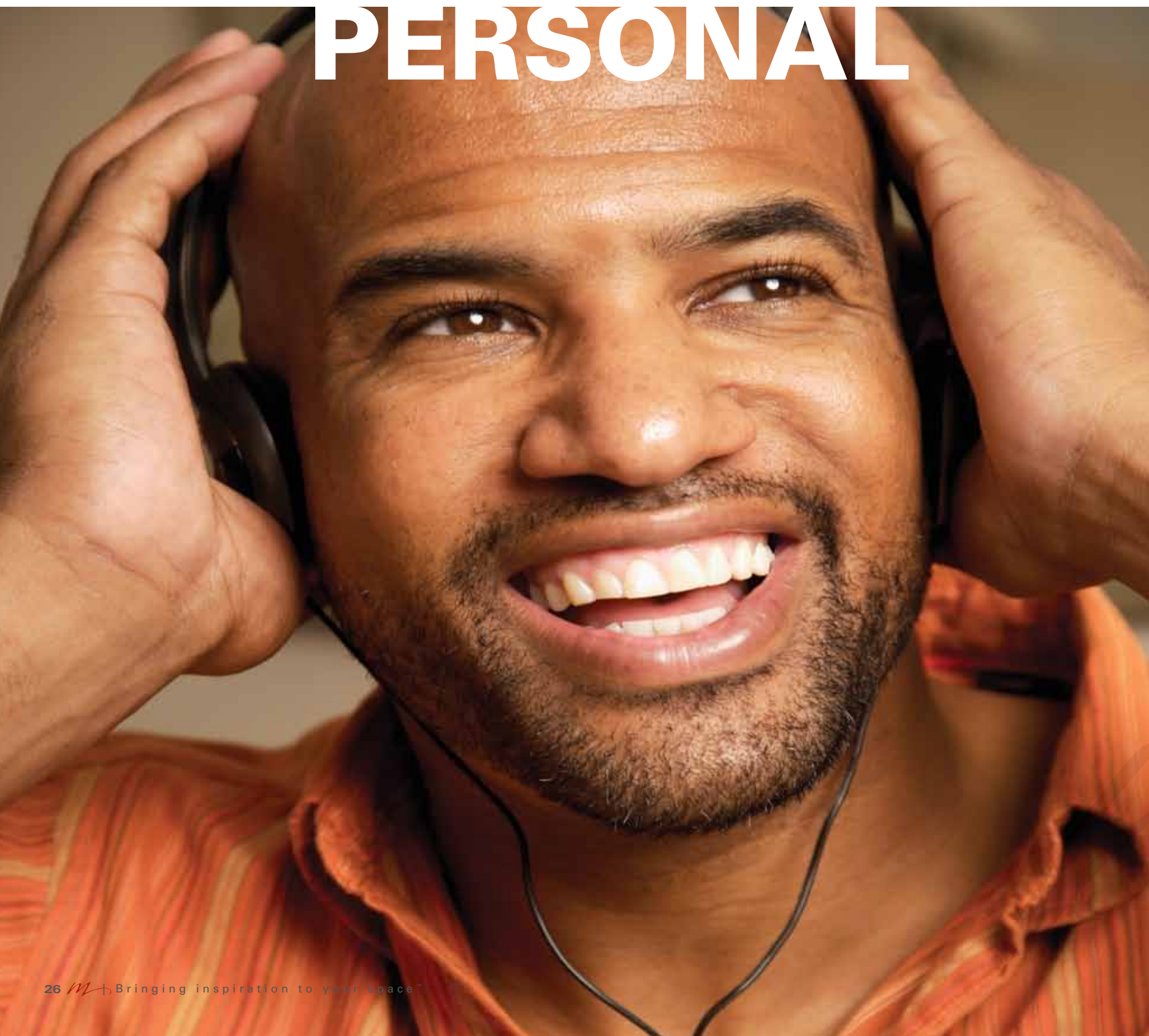
In the restaurant business, service is key. It’s key in the audio/video world as well, and this philosophy wasn’t lost on Jeff Chandler.

“Magnolia’s been really good to us. With Marino, we can call him on a Friday night and he’s here in 20 minutes. The value I place in a great brand name, great reputation, with them being local, it’s all part of it. If we would have gone with somebody who would have undercut their bid, they probably wouldn’t respond on a Friday night; it’s been good.” Good, indeed. As Cal’s makes its name in Seattle, this “AND bar” is certain to be *the* place for good food, AND great service, AND a comfortable atmosphere, AND one really slick audio and video setup AND... *m*



PORTABLE AUDIO JUST GOT A WHOLE LOT MORE

# PERSONAL



With the incredible growth of portable audio, there is more demand than ever to get just the right sound from your handheld audio devices.

One of the simplest ways to get the audio experience you're looking for is with the right headphones. Headphones today come in endless shapes, sizes and price ranges to fit nearly any need. From in-ear, around-the-ear, on-ear, noise-cancelling and wireless, if you have a need, Magnolia has a solution. Because at Magnolia we offer only the finest headphones from the top names in the audio industry, like AKG, Sennheiser, Audio-Technica, Bowers & Wilkins and more. Plus, as headphone popularity has grown, more audio brands, like MartinLogan (with headphones coming to Magnolia soon), are entering this space, driving quality up as competition for your ears increases.

At Magnolia, we understand that everyone's headphone needs are different. That's why we're giving you the opportunity to experience headphones the way you would at home or on the go, with the help of our Headphone Experience Display. It allows you to try out different types of headphones while listening to your own music. It's fun, it's easy and it ensures that when you walk out the door, you're happy, and your ears are happy. So take some time to explore the different types of headphones, then come in to your nearest Magnolia and experience them for yourself. One listen, and you'll be hooked.





# THE HEADPHONES



BOWERS & WILKINS C5

## IN-EAR HEADPHONES

These small, lightweight dynamos have come a long way in a very short period of time. Known for their easy portability, with their petite size perfect for tossing in a purse or pocket, in-ear headphones were great in all aspects but two, sound quality and comfort. Fortunately, this has changed. In-ear headphones now deliver all the power and fidelity of their bigger brothers, including new advancements in noise-cancellation. And for comfort, different sized ear tips - included with many of these headphones - allow the user to get a customized fit. This is great not only for better sound performance and in-ear comfort, but also for athletes who want an in-ear headphone that will stay put during strenuous activities. One of the more unique advancements in the in-ear market comes from Bowers & Wilkins with their C5 headphones. These little beauties offer what Bowers & Wilkins calls the Secure Loop design which uses an adjustable loops to hold the headphones firmly in place. The C5s are also Tungsten Balanced, so the headphones are weighted towards your ears for optimized noise isolation. It's advancement like these that make in-ear headphones more and more desirable by all music lovers.

**ADVANTAGES:** Small, lightweight, extremely portable



AUDIO-TECHNICA ATH-W1000

## OVER-THE-EAR HEADPHONES

If you believe that bigger is better, than over-the-ear headphones might be the right solution for you. Typically occupying a larger stance over your ears, these headphones help create a quiet field around your ears, whether the pair you're using is noise cancelling or not. This allows you to take in all the nuances of your audio without the disturbance of outside noise. Their large size also allows for larger drivers and more bass – a great benefit especially when you're using them to watch movies. Plus they typically feature a more cushioned headband and pad around the ears, for added comfort during long listening sessions.

**ADVANTAGES:** Greater cushion for greater comfort. Larger drivers and more bass.



BOWERS & WILKINS P5

## ON-EAR HEADPHONES

On-ear headphones are just like the name says, they sit on your ears creating less space between your ear and the speaker, without having the discomfort that can come with some in-ear models. These headphones are designed to keep all the audio intact for clean, dynamic sound. And while sitting on your ears creates some noise isolation, these headphones also allow you to keep a sense of your surroundings when listening to your favorite music or movies, because the outside world isn't completely closed off. Plus, because they often have a flatter design, most models feature a fold-flat design, for easy storage and portability.

**ADVANTAGES:** Clean sound while still giving you a great sense of your surroundings, foldable.

## NOISE-CANCELLING HEADPHONES

Noise-cancelling headphones are designed to reduce ambient noise. This is done by creating an "Anti-noise" that effectively cancels out the unwanted ambient noise in a room, allowing you to listen to your audio with more clarity at lower volumes, creating less fatigue on your ears. These headphones are perfect for anyone who travels a lot, whether it's by train, plane or bus, or anyone who just wants to escape the world around them to enjoy their personal audio. In fact, these headphones can even be used without playing any audio at all, to create a silent atmosphere – so you can work, relax or just catch a few Z's. Plus, certain models offer what's typically called a talk-through function. This allows you to push a button on your headphones cord silencing your audio and turning off the noise-cancelling function, while still eliminating the greater background noise so all you hear is the person your chatting with.

**ADVANTAGES:** Better clarity at lower volumes for less ear fatigue.



AKG K495NC

## WIRELESS HEADPHONES


Wireless headphones are great for those who want to watch their favorite movie or listen to their favorite music at home without disturbing those around them. The wireless aspect allows you to move around with ease, doing other activities without getting tangled in cords. With new innovations in wireless technology, the quality of sound is actually very impressive, while the transmitters they come with often double as docking stations for recharging the battery needed to run these headphones. In all, they typically give you a range of a few hundred feet, allowing you to dance to your favorite music around the house, or go from sitting at the edge of your seat for a movie, to hiding behind it when things get a little scary.

**ADVANTAGES:** Freedom to roam, without disturbing others or getting tangles up in a cord.



SENNHEISER RS170

## The Choice is Yours

Choosing the right headphones can be difficult. After all, they come in countless sizes, shapes, and designs, with different sound quality and functionality. Fortunately, at Magnolia, you can test and try out all the different kinds of headphones while listening to your favorite music – so you can hear what's best for you, while listening to what you like best. So stop in to your nearest Magnolia today and check out the new Experience Display, you'll find yourself enjoying your Smartphone, MP3 player or stereo system in a whole new, personal way. 



# HEARING IS BELIEVING



## CREATING A SOUND REVOLUTION WITH THE **MARANTZ REFERENCE SERIES**

When the Marantz audio company was founded in 1953, perhaps no single figurehead was as integral in revolutionizing high quality sound reproduction than Saul B. Marantz, himself. He insisted that peerless industrial design was equally as important as achieving superior performance; and that mindset would play an essential part in scaling his designs for mass production.

Fast-forward to today. It is with this same passionate pursuit for audio excellence that has bred the Marantz Reference Series, and the three stereo components featured here: The Marantz PM-15S2 integrated amplifier, SA-15S2 CD player and the TT-15S1 vinyl disc player.

The premium, state-of-the-art integrated amplifier and CD player each sport luxurious black anodized aluminum cosmetics and cutting-edge audiophile-grade circuitry, and are a reflection of Marantz's decades-long tradition of providing the listener unequaled musicality and sheer sonic excellence. And for the analog lover who treasures the intimate interaction and 'you are there'ness of the vinyl experience, the well thought out turntable/tonearm/cartridge combination offers an evenhandedness and resolution unrivaled by its competitors.

### **One powerful performance after another**

The PM-15S2 integrated amplifier is designed from the ground up to deliver a powerful, rich and utterly satisfying musical performance, with a soundscape that reveals minor details and subtle nuances of music. In essence, it is a carefully crafted piece of equipment that falls in line with Marantz's time-honored tradition of engineering amplification that best captures music at its very soul.


### **Digital to analog, without skipping a beat**

The SA-15S2 CD player combines several significant technical accomplishments, with an unwavering focus on extracting every last bit of information from all of your CDs. The audiophile-grade components have been re-voiced for greater speed and harmonic balance, and the linear power supply anchors an outsized toroidal transformer to provide the voltage stability and freedom from noise necessary to reproduce a near-flawless, analog-like performance.

### **Vinyl love**

Designed by Marantz and Germany's Clearaudio, the TT-15S1 vinyl disc player is an industry-leading design for those vinyl enthusiasts looking to get the best from their collection. The combination of high-density, low-resonance acrylic platter and plinth, ceramic bearing, a thoroughly isolated motor, tight-tolerance tonearm and non-fatiguing, highly involving moving magnetic cartridge make for an unforgettable vinyl-spinning event.

### **We three kings**

When combined as the heart, soul and bloodline of a digital and analog stereo system, they are each, quite literally, intended specifically for music lovers and audio enthusiasts who aspire to an elevated listening experience, at a price point that is more approachable than its performance would suggest. But don't just take our word for it. The only way you can experience what they achieve together is by stopping into your nearest Magnolia store for a demo. Because hearing truly is believing. 



# CREATING THE WOW FACTOR



Flying into the Reno, Nevada airport, you get the sense that you're flying into a small town that's hiding more behind the curtain. After all, Reno is the biggest little city in the world. And if it's your first time in Reno, you might not be sure what to expect as you drive into a town that feels like nearly any other

small city in America – with its quaint shops, interesting restaurants and cool, casual vibe. Then, boom – you enter the Reno you see on post cards, bright lights, big casinos and you're instantly transformed into another world.

The same could be said when you first see the home of Kevin Johnson, in the foothills of the Sierra Nevada mountains. As you drive to his house, you instantly get this sense of awe as the mountains rise up into view. Then you pull up in front of Kevin's home, and you're stuck by one amazing place. But it's not until you walk inside, and see how Magnolia has decked this house out with over 20 TVs, a complete 3D home theater, and a commercial-grade networking system, that the "wow factor" really comes to life.

## Things that make you go "wow"

Kevin Johnson, a restaurateur and former nightclub owner, knows a thing or two about creating an entertaining space. And he wanted to bring this same feeling into his home. "Being in the nightclub industry, I had the best projectors, best stereo equipment, the best turntables, all that stuff. I love music – so I just wanted to have that same feeling in my house." That meant creating an environment that would be as inspiring when you walk in the front door, as it is when you enter the home cinema. Even the kids' bedrooms couldn't be taken for granted. And this home does that. You can barely turn your head without this feeling of "wow" striking you in one way or another.

## Let the fun begin

In most homes, the kitchen is where everyone gathers for parties and get togethers. But in the Johnson's home, everyone seems to migrate to the home cinema. One step inside and you quickly understand why. With it's clean, theater look, you can't help but be drawn in by the JVC X9 3D projector and two 50" plasma TVs that are mounted on either side of the 133" projection screen. Two rows of stadium seats line the center of the room, while a full bar is housed in the back – with the rack system neatly tucked behind a retro popcorn machine.



**Above:** The home cinema in all its glory: two 50" plasma TVs, a 133" cinema curve screen, a JVC X9 projector and a Bowers & Wilkins 7.2 surround sound system. And the Johnson's can control it all with the Control4 app on their iPad.





The kids' rooms also have the latest electronics, creating the ultimate space any child would love to call their own.

#### But what about the children?

The incredible electronics in this house aren't just for Kevin, Brittini and all their friends – the kids have plenty of room to play as well. Each of the children's rooms feels more like a decked out dorm room or studio apartment than a kid's room – with their trendy furnishings and fun décor. The rooms also have the latest electronics including wall mounted flat-screen TVs – creating the ultimate space any child would love to call their own.

Just outside the kid's rooms is a bonus room, and what a bonus it is for the kids. The room consists of an air hockey table and another flat-panel TV with a video game system. You might call this the kid's equivalent to the home theater. It's where you'll find the kids gathering during parties, having a good time and just enjoying themselves.

Left: The kids, having fun in the bonus room, complete with a 60" Panasonic TV and Definitive Technology Mythos soundbar.



The theater originally had some rather old equipment, including two tube-TVs built into the wall next to the screen. Magnolia created special brackets to house the flat-panel TVs to hide this space and also replaced all the audio equipment in the room, installing a Bowers & Wilkins surround sound system to bring the video experience to life.

It's a comfortable space where you'll find Kevin, his girlfriend Brittini, their kids and countless others enjoying everything from a movie, to a sporting event, and everything in between. "We like to entertain in there because of the three TVs," explains Brittini. "We're big football fans, so during the football season, we'll put on three different games. That's what I like."

For Kevin, it's all about bringing movies to life. "I like to have the full surround sound experience with the

best of what I can afford to make it a true theater. For example, you'll hear a knock in one speaker and you're like 'what the heck, is someone here?' Sometimes it freaks me out."

But in the end, for Kevin, it all comes back to one thing, "I want the wow factor. People come into my house and they first think, 'wow, big house.' But I want them to also say, 'wow, this is really sweet.'"

#### Rack 'em up

Another great place to have a little fun is in the billiards room. Complete with three wall-mounted Samsung 46" LED TVs, run by 3 separate DirecTV boxes, this room allows you to watch three different shows at once. It also houses a juke box, Golden Tee video game system and a couch for just sitting back and relaxing. It's just another example of how Magnolia and Geek Squad® transformed an ordinary room into a "wow" room where you feel more like you're in a fancy pool hall than a home.







The master suite consists of two surround sound systems. One in the main room, with a 65" Panasonic plasma with a Bowers & Wilkins 7.1 surround sound set-up. Kevin's "man cave" (seen on the picture to the right), consists of a 70" Sharp LEDTV and a MartinLogan surround sound system.



### One sweet master suite

The master suite has the feeling of a 5-star luxury hotel room, with everything you could ever want, all in one room. Beyond its Panasonic 3D plasma TV with Bowers & Wilkins surround sound system, it also features a bonus room that's become a sort of man cave for Kevin. A huge video game buff, this room houses a 70" Sharp LEDTV with a MartinLogan surround sound system. If you're counting, that's 2 surround sound systems in the master suite alone. This extra room gives Kevin the perfect place to get away from it all and enjoy some music, movies or play some PlayStation 3.

### Bringing the inside out

The grand backyard hasn't been left out of the "wow" theme. Beneath huge pines you'll find an amazing outdoor space that features a built-in grill with a SunBrite all-weather TV mounted on the wall behind it. Outdoor speakers play the Johnson's favorite tunes as family and friends have plenty of space to enjoy the great outdoors with tennis, basketball, a fun cupcake-shaped playhouse as well as a firepit. It's a fun entertainment area with a starry night ceiling that's made up of actual stars. And to further bring life to the outdoors, Kevin plans, with the help of Magnolia, to put rock speakers throughout the backyard – so no matter where you are in the space, you can hear music, without seeing where the sound is coming from.



The Billiards Room houses three Samsung 46" LEDTVs running 3 different DirecTV boxes, so they can watch what they want, when they want.



### Control at the touch of a button

A huge part of this install was convenience and ease of use. "This place needed to be upgraded and I was mainly trying to get access from one thing, an iPad or smartphone," explains Kevin.

That upgrade came from their Control4 system. With a house of this size getting the content you want without having to travel from one room to the next to find it is key. With Control4, the Johnson's can control all their entertainment with their iPad or smartphones. It's one-touch simple, and no matter which room they go to, that simplicity and convenience goes with them. "We want it to feel like a Las Vegas hotel," Kevin ads, "the places we stay have single buttons you hit that do multiple things around the room." Magnolia is familiar with automation in Las Vegas hotels as our article in M7 demonstrates. And it's this feel that has the Johnson's looking forward to more in the future with Control4, controlling their

thermostat, lights and window shades, putting their home in the palm of their hands.

Another important part of this project was the security system. 16 high-tech Panasonic cameras were installed. These small cameras are huge on coverage and quality. With their discreet appearance, ability to zoom and rotate, and the fact they work with Control4, these cameras give the Johnson's the feeling of security in an easy-to-use system.

But the cameras do more than just offer security, they help the Johnson's keep an eye on their children. With such a large house, Kevin and Brittni can check to see if their kids are up watching a movie or playing somewhere in their house when they should be in bed. It's one-button quick to make sure they're fast asleep, giving them the comfort to sleep well themselves.





**Above:** The Johnson's incredible outdoor space, complete with a SunBriteTV, Panasonic security camera and outdoor speakers.

**Top:** Kevin chillin' at his restaurant, The Chocolate Bar.

**Bottom:** Just part of the crew that brought the wow to the foothills of Reno:  
 Justus Wick: Geek Squad Special Agent,  
 Jacob Fausett: Network and Security,  
 Brandon Willmott: Home Entertainment Advisor,  
 Cameron Woods: Network and Security.  
 Tony Bavaro: Geek Squad Control4 Specialist (not pictured)

### Bringing it all together

Not only is the house a huge "wow", but the work that went into creating this masterpiece of sights and sounds was equally awe inspiring.

When Kevin's restaurant, The Chocolate Bar, had some electronics needs, Tim Goldman, VP of The Chocolate Bar, reached out to Best Buy®, Magnolia and Geek Squad. And while the timing was quick, they pulled it off, and started a relationship with Tim, working on two more Chocolate Bar locations.

So when Kevin was moving into his new home, Tim recommended using these guys to update his home. "I was going to use the same person I used before – but I wasn't crazy about them," Kevin noted. "I like Best Buy a lot, it's one of my favorite stores."

"We wanted a company that would be there for us for a long time too," Brittini added.

And although this team had done some really amazing installs, and a countless number of large jobs, the Johnson house would prove to be the biggest job this team from Nevada had ever undertaken, and a true effort of the whole team. "In the beginning of the project we had our whole northern Nevada team out here running wires just to get things where they needed to be," explains Brandon Willmott, Home Entertainment Advisor.


To incorporate the networking for the Control4 system and the home security system, members of the team spent as much as 4 to 5 hours under the house in one day, ducked into crawl spaces and working in spaces that spanned the entire length of this massive house.

And to ensure the quality would be up to the standards that the Johnson's desired, business class equipment was used, so no matter where they are in this house, they will have more than enough networking strength. It's really a robust network that the team worked with Best Buy for Business to acquire, showing the strong relationships between multiple Best Buy brands to ensure the customer's needs are always met.

This same collaboration was shown as the Nevada team leaned on System Designers at Magnolia's corporate headquarters



to make sure all the products would work well together and that everything integrated perfectly with each other. "Without them – this doesn't happen," Brandon said. They also provided blueprints for the job with complete wiring diagrams of each room, with what products were to go where. Most of the diagrams even went as far as to show what products went into what inputs. And it's all ready for upgrading when the Johnson's want to add lights, window blinds and the thermostat to the system, so re-wiring and new cables won't be needed later on down the road.

"I liked it – it's cool," Kevin said in his mild mannered way, "I'm friends with these guys now, so I just call them up and say I need help with this or that and they always come out and take care of it." From the best of the best, to the sheer size, quality and design, the Johnson home is an electronics dynamo, with products, team work and design that left the Johnson's very happy, and their guests thinking one thing: wow. 



# CREATING A HOME FOR YOUR HOME THEATER



“We want people to trust that this is a modular system and an investment that’s going to last a lifetime.”

Salvatore Carrabba, Founder and President of Salamander Designs



In the early 1990s, audio/video enthusiast Salvatore Carrabba set out to find quality furniture to house his ever-changing sound system. “I had separate components and I needed a flexible piece of furniture that was going to satisfy my changing needs, because at that point I was changing out gear all the time and everything was different.” He became frustrated with the low-quality designs and lack of options he saw on the market. A resourceful college student working toward a double-major in Business and Sculpture, Sal was bound and determined to bring home a functional and flexible stand, even if he had to build it himself. And that’s precisely what he did.

He designed and built his first shelf system right in his school’s sculpture studio. After creating quite an impression on friends and family, he realized he had a unique concept that may appeal to others as well. In 1992, he founded Salamander Designs, launching a line of advanced, customizable electronics furniture that broke the mold of the one-size-fits-all approach. 20 years later, his original design, called the Archetype System, is still available and Salamander Designs is now a leader in electronics furniture, designing and custom building everything from audio racks and TV stands to wall mounts and home theater seating. Customers can personalize their own solutions by choosing from a wide range of sizes, configurations, finishes, materials and accessories.

Based in Connecticut, Salamander Designs proudly makes all of their customizable furniture in the USA. They employ the use of high-quality materials for beauty and strength to withstand the test of time. Their designs combine the simple elegance of modern styling with meticulously engineered features that allow you to get the most out of your electronics. Each piece is built to order, ensuring customers get exactly what they want and enabling the company to operate in a very unique way. By utilizing a common set of parts, each piece can be designed to your specifications, assembled in the Connecticut factory and shipped to you in just a few days.

The furniture is modular, making it inherently flexible and customizable. Cabinets can be configured in widths from single to quad and built to customer specifications, including doors, shelves and feet to meet their needs. For example, the cabinet pictured on the left is the Berlin Quad 247 from the Chameleon Collection™, but you can order it in smaller widths, with a center channel speaker opening, or even as a corner unit.

Salamander also offers a host of options to get more enjoyment out of your home theater. If you want to be able to control your components through closed cabinet doors, you can opt for an IR repeater system that retransmits remote signals inside. Accent lighting can be added at any time to backlight your TV or highlight any part of your cabinet. Integrated TV mounts, media storage and even power conditioning can all enhance and personalize your experience. If you want home theater seating, Magnolia can help guide you through all of Salamander’s customizable options from style and materials to motorized reclining and cup holders.



## CHAMELEON COLLECTION



Barcelona



Berlin



Corsica



Elba



Geneva



Hampton



Oslo



Sonoma



Venice

### It's what's inside that counts

While some furniture may look nice in a store, cheap construction, design flaws and other inherent limitations become readily apparent after you get them home. Cabinets that use laminates and particleboard are prone to breaking, bowing and warping over time. Cheap materials can also lead to impurities in sound quality. Salamander systems are built to last and engineered to perform. The furniture is built solid to the core using what Sal refers to as “honest materials”—real wood, steel and aluminum—for both aesthetic appeal and superior sound damping. By deadening the vibrations rather than resonating and distorting them, your audio remains clear, clean and pure.

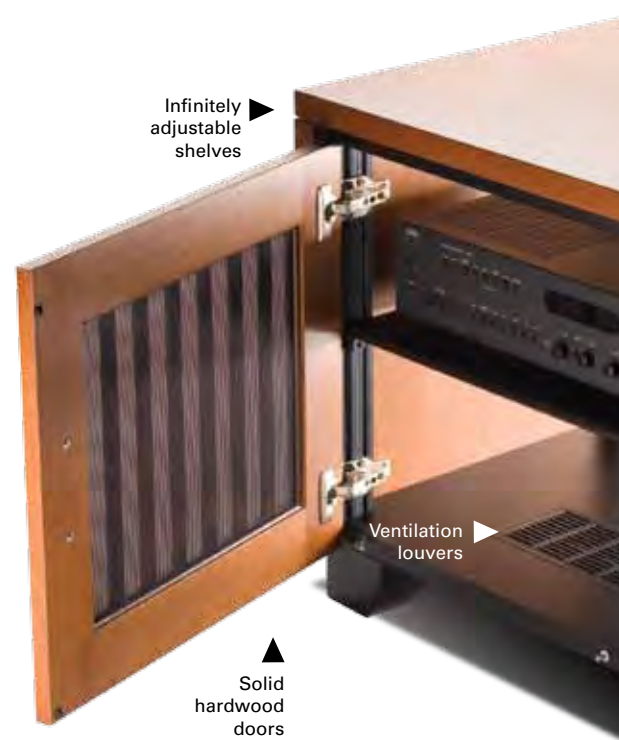
Let's take a look inside the Salamander Chameleon Collection. With numerous style and finish options to blend in seamlessly with your décor, and the ability to adapt to your changing needs, it really lives up to its name. From the inside out, every detail is smartly designed and artfully integrated for the perfect mix of form and function.

Just look inside the doors and you'll see the frame. Made from strong, flexible aluminum, the framework is designed to handle movement and support the weight of even the heaviest components. If you look just past that and inspect the inner side panels closely, you won't see any peg holes or shelf supports hindering the integrity or appearance of the wood. That's because Salamander's “infinitely adjustable shelves” attach directly to the frame, allowing them to be positioned precisely where you want them. This ensures your components will not only fit properly, but that they also get proper ventilation, and the shelf placement is pleasing to the eye.

This next feature is so small you'd barely notice it, but the difference it makes is huge. Aside from ensuring a soft, quiet close every time and cushioning unintended slams, the soft-close door damper helps protect the finish on the solid hardwood. Also, by damping vibration and creating a slight gap between the door and the frame, it eliminates any potential for buzzing or rattling, which is especially important when using the cabinet to house speakers.

At Magnolia, we understand how crucial proper ventilation is to maintaining the performance of today's components. They can generate a lot of heat. To ensure they live a long and happy life, it is important to give them room to breathe. Look closely at the bottom of the cabinet. You'll notice the built-in ventilation louvers, which are specifically designed to facilitate air circulation and proper ventilation even when your cabinet doors are closed. This is known as passive ventilation. Customers with components that generate an excessive amount of heat can also opt for an active cooling system, which employs dual fans and a thermostat to ensure the warm air is removed and fresh air is drawn in.

When it comes to cables and connections, we look for two things: easy access and clean presentation. Most cabinets on the market can perform one or the other, but not both. They are either fully enclosed, making the task of adding, removing and servicing components next to impossible, or the back is open and accessible, but the proverbial rat's nest of cables and wires spills out for all to see. Thankfully, Salamander Designs noticed this, too, and they did something about it. Their back panels are completely removable. Unlike other cabinets, the Salamander back panel is non-structural, meaning it can be removed without affecting stability. Front doors can also be removed without tools, making all your components



Infinitely adjustable shelves

Ventilation louvers

Solid hardwood doors



The Chameleon Collection is available in single, twin, triple and quad widths and can be customized in a multitude of different configurations.

easily accessible from both sides. Once all your components are connected, cable management features allow you to route all of your cables securely and inconspicuously, so they stay out of sight and out of mind.

### Commitment to the environment

The Salamander Designs company slogan, “Defining Original”, is evident not only in the furniture they make, but embodies everything they do. In keeping with this philosophy, the company is passionate about their Green Operations initiative. They are always searching for new ways to lessen their impact on the environment. To keep its carbon footprint small, the factory now uses only energy-efficient


standards. Sal told us “we build for life, not a landfill. Somebody that bought Archetype 20 years ago could buy something that is totally compatible and they could expand that system today.”

### Realizing your dreams

Whatever vision you have in your head, components you have in your system, or décor you have in your home, Magnolia can customize a Salamander Designs solution for you. We've been working with them since the advent of their Synergy cabinet line in 1998. Visit any of our Design Centers to get a closer look at the quality and features of the cabinets and seating. Need some help deciding what's right or discovering the possibilities in your home? Talk to us about setting

## Every detail is smartly designed and artfully integrated for the perfect mix of form and function.

fluorescent lighting and utilizes high-efficiency motors throughout. All furniture bearing the Salamander name is created from sustainable materials and built to last. The wood comes from managed forestry programs, furniture framework is made from recycled aluminum, and any necessary composite materials must adhere to strict air quality

up an in-home consultation. We can create a plan for your space and your furniture will be custom-built, factory assembled and shipped to you, all in as little as three days. We can even set up your system and connect it for you. So, don't just put your electronics on a shelf. Let us help you build a dream home for your home theater. 



# FINALLY, A TV REMOTE BECAUSE IT'S ATTACHED

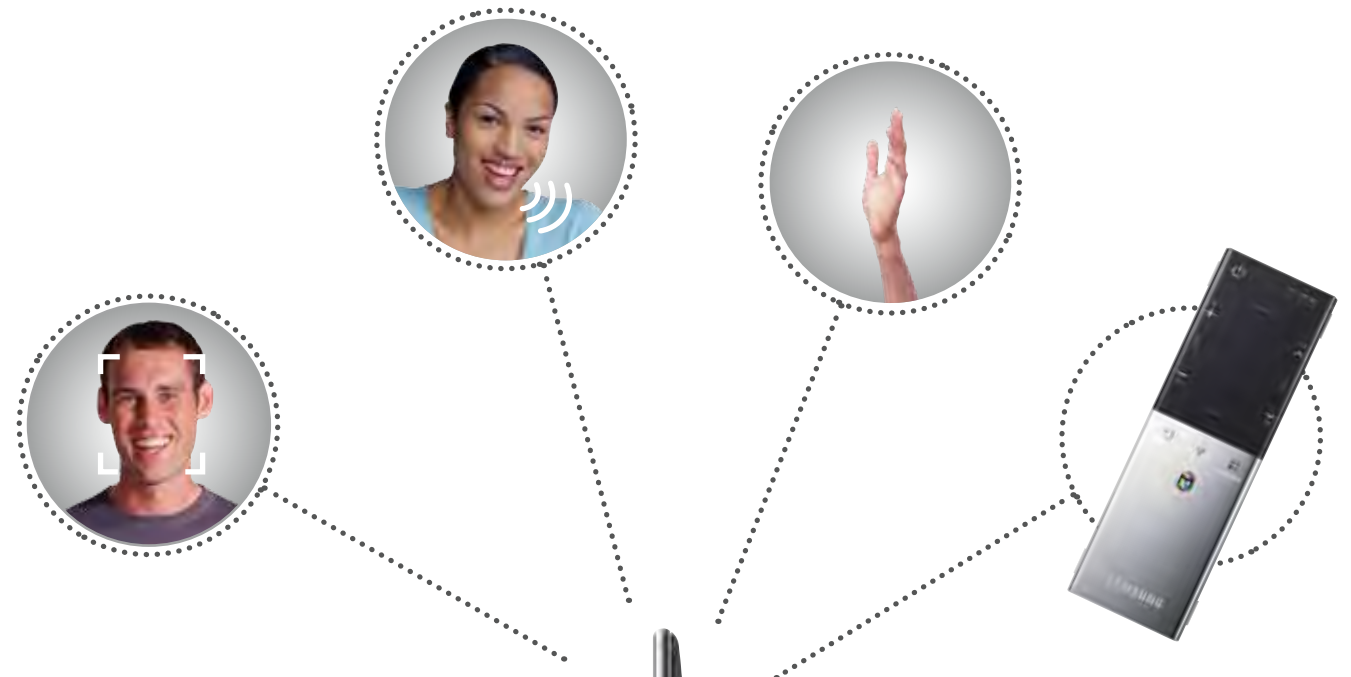
# YOU CAN'T LOSE...

# TO YOU.



Say "hello" to your new TV, or just give it a friendly wave, because controlling this all NEW Samsung HDTV isn't just in the palm of your hand, it is your hand (and your voice).

Smart TVs just got a lot smarter with the new Samsung ES8000 LED and E8000 plasma HDTVs. Interact with your TV like never before with voice control, gesture control and facial recognition. Tell your TV what to do, or use your hand as the mouse to navigate through a host of apps and online content. Add to all that one amazing Smart Touch remote, plus a host of Samsung Signature Services, and you have one really smart, Smart TV.



## FACE RECOGNITION

Unless you're on the FBI's most wanted list, being recognized is usually a pretty nice thing. With the integrated camera, this TV recognizes your face, and the faces of up to five people in the room, then logs you in to your personal profile. It's like customizing the TV to whomever is watching it. Plus the camera also works as a Skype camera, allowing you to communicate with friends and family all over the world.

## VOICE CONTROL

"Hi, TV." That's all you need to say to put your voice in control of this Smart TV. Navigate menus, get to your favorite channels, browse web content and more by giving simple, intuitive commands to your TV, no remote needed. And they say the art of communication is dead.

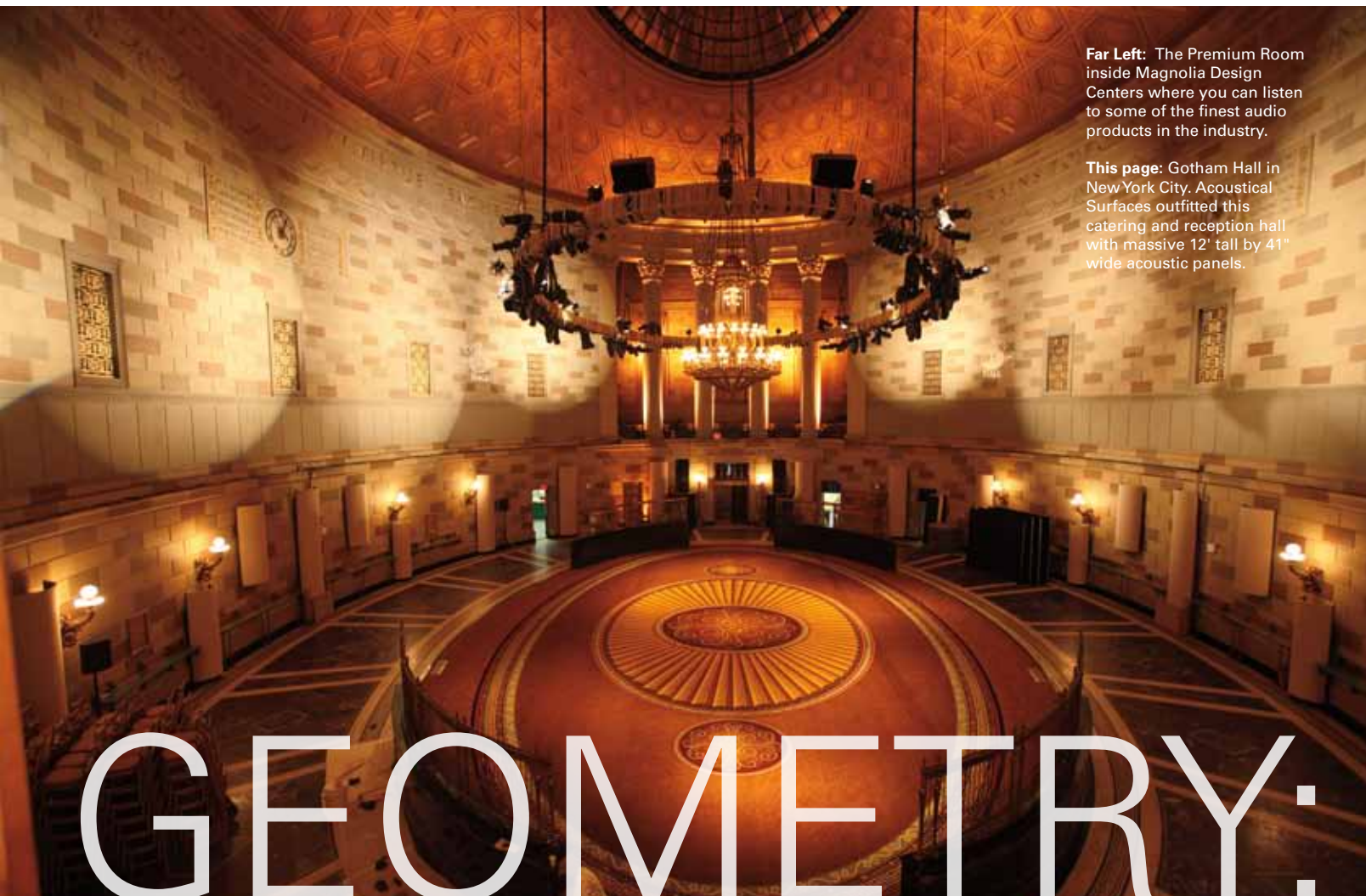
## GESTURE CONTROL

It's been part of the video gaming world for a few years and now, thanks to Samsung, it's also part of your TV. The gestures of your hand allows you to access your favorite movies, sports, apps and other Smart Content. Use your hand to control TV functions by swiping the air in front of the TV to navigate, and closing your hand to select content. It's smart, it's easy, it's fun.

## SMART TOUCH CONTROL

While a remote control may be nothing new, the remote that comes with these Smart TVs is nothing short of amazing. The new Smart Touch Control is a fully functional touchpad, allowing you to control multiple services and devices together. It even has a built-in microphone that you can use to give your TV voice commands, perfect for situations where there is a lot of background noise.





**Far Left:** The Premium Room inside Magnolia Design Centers where you can listen to some of the finest audio products in the industry.

**This page:** Gotham Hall in New York City. Acoustical Surfaces outfitted this catering and reception hall with massive 12' tall by 41" wide acoustic panels.

# ACOUSTIC GEOMETRY:

C R E A T I N G   S H O W R O O M   S O U N D ,   I N   A N Y   R O O M .

When you walk into a Magnolia Design Center, you hear some of the finest audio products available today. And when you sit in the demonstration rooms, you're hearing this equipment at its very best. So what makes these spaces so ideal for audio? Two words: acoustic treatments. You may not notice them, you may even think they're just pieces of art, but acoustic treatments are the geometrically-shaped wall fixtures and panels in the Premium Room, Dedicated Theater, and Family Room inside Magnolia Design Centers that help ensure the premium audio gear Magnolia offers in these spaces performs at its very best. But these treatments aren't just for our in-store environments, these same acoustic products are now available to improve the sound in your home. So now, the experience you get at home can be just as amazing as the experience you had at the store.

The company that manufactures these products, Acoustical Surfaces, Inc, is no stranger to the world of acoustics. With over 30 years of experience, they have acoustically treated everything from restaurants, airports and casinos, to the walls of Gotham Hall in New York City. And for the past year, they have been working with Magnolia, offering their Acoustic Geometry products. So, we sat down with their President, JR Anderson, and Director of Retail Sales, John Calder, to get the lowdown on this brand, and its unique and amazing product line.

**Why are acoustic treatments important to a room?**

**John:** Quite simply, sound bounces off of flat walls. So the sound that comes out of your speakers bounces off the walls and re-combines with the direct speaker sound in a destructive way. With the special materials and shapes we use in our acoustic treatment products, the sound geometry in your rooms gets changed for the better. It's all about applying the proper balance of diffusion and absorption, creating the best possible listening environment no matter what room you're in.

**JR:** If you have great speakers and poor power, you have poor sound. If you have great power, great speakers and poor cables, you have poor sound. So now we're creating the finishing touch within the environment with great acoustical treatments.

**John:** The speakers Magnolia offers are very high-end and highly regarded – but to make them perform at their best, you need the acoustics to match.

**Your "Acoustic Wall Art" panels in the Design Center Family Room basically look like a piece of art, what makes these acoustic panels special?**

**JR:** First we use an acoustically transparent fabric. This fabric goes through a special printing process that prints high-resolution UV digital images onto the fabric. The frame is made of customized metal and it houses the high-performance acoustic core inside. It's that core — that we make out of recycled products — that absorbs sound, reducing sound waves in the room.

An additional feature is the ability to remove an inside center section if you want to cover an in-





### Are acoustic treatments difficult to install?

**JR:** We really try to simplify things. Using our acoustic treatment products, with standardized performance characteristics, coupled with plans that we've created for most typical room configurations that show where the treatments should go, you can duplicate a really good acoustical environment in nearly any room.

And for a lot of what we offer, most people can install it themselves. The treatments in the Magnolia Premium Room are no harder to install than hanging a picture in your house. We provide all the hardware – wall anchors, screws and wall cleats. It's all included

It's one of the few things we offer that you don't need to plug in, but the difference they make might just blow you away.

wall speaker with the panel – this makes the speaker completely disappear without changing its sound. Plus, most panels can be customized. Whether it's using original art, or a picture of your family or your dog, we create a really nice piece of art that's also an acoustical absorber.

### What differentiates the Acoustic Geometry brand from other brands?

**JR:** A number of things. Part of what makes our acoustic products unique is that we create environments that sound good anywhere in the room. In the past, audio rooms in general were often over-engineered, so just one listening position in the room sounded good. We want to make the entire room a great listening environment so everyone gets the same high-quality experience.

We also offer over 5500 products, so we can service every single acoustic need that exists. Doors, windows, ceilings, you name it. We have the ability to soundproof to a degree that nobody else in the business can. So while we're greatly improving the in-room acoustical environment, it's important to note that there is a wide range of noise control solutions we offer as well.

Also, our products have higher performance results than other companies. We search out unique core materials, many of them being recycled materials, because we want to leave a low environmental footprint.

Overall, we combine form, function, ease of use and affordability. We're really the best of all these worlds.


in the package. And even though we try to make it as easy as possible, if somebody wants to do something extraordinary or custom, we can do that, too.

### Tell us about the products you offer in the Magnolia Design Center locations.

**JR:** Acoustic Geometry is the brand of products we offer inside Magnolia. Our goal in the stores is to make these rooms acoustically as good as the speakers, Blu-ray players and receivers that Magnolia sells. Everything in these stores is high end – and we're bringing in the high-end acoustics.

But it's also really important that the customer can easily duplicate the environment they've experienced in the store, at home. So everything you see on the walls at a Design Center is for sale: whether it's the art, treatments, front wall assemblies, lighted ceilings, if you see it, you can buy it.

### **A high-end technology brand, without any wires or plugs**

Acoustic Geometry is a brand with a story much like many of the high-end brands we sell. The company behind it has a long history and is one of the best at what they do. And for anyone who has, or is thinking of getting a new home theater system or speaker package, one of the quickest, easiest, and most affordable ways to bring that system to the next level, is with the right acoustics. It's one of the few things we offer that you don't need to plug in, but the difference they make might just blow you away. 



**VIEW CART**  
( 1 ITEM )



m a g n o l i a A V . c o m

Our in-store experience is now available online.

Visit the all-new, totally redesigned, re-imagined and re-inspired magnoliaAV.com. Shop the latest in audio, video and home automation. View inspiring installations that encompass the best of what Magnolia can do in your home. Plus, explore the showroom feel of our Magnolia Design Centers in all their glory. Now you can experience the ultimate in home entertainment, online and everywhere you go.