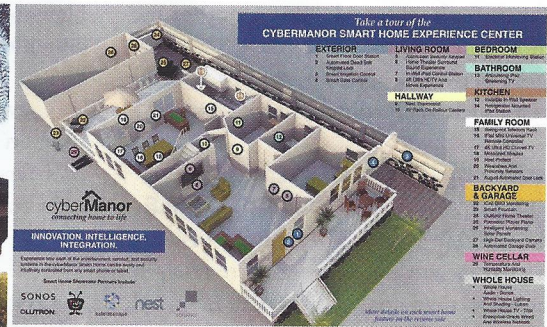




Open House Event Offers Blueprint for Showcasing Home Technology

CyberManor's Gordon van Zuiden educates clients and trade partners with a detailed tour of his showroom plus takeaway literature. **BY JASON KNOTT**



Gordon van Zuiden has technology mapped out and detailed for visitors to his CyberManor show “home.”

IF YOU'RE IN A QUANDARY on how to use your showroom to educate customers, look no further than the recent event held by CyberManor in Los Gatos, Calif. It might be the blueprint on how to host an educational event for clients, trade partners and prospects.

The company held a special open house event that drew 150 trade partners and clients to its Smart Home Experience Center. There, company president and CEDIA board member Gordon van Zuiden presented a detailed tour to tout the inner workings of a fully connected home.

The level of detail in guiding attend-

ees throughout the “home” was not only meticulously planned but also gave attendees a solid takeaway educational document. First, van Zuiden created a special two-page handout that gave attendees a map of the Experience Center. The map pinpoints 29 specific points of technology to take note of and it is divided into nine different areas (exterior, living room hallway, bedroom, bathroom, living room, kitchen, backyard/garage, and wine cellar), plus whole house technology.

Technologies that are identified include the Nest thermostats, A/V rack, 4K Ultra HD TV, invisible speakers, automated

deadbolt keypad lock, and many more.

The second page of the handout really dives into the details, running through the functional highlights of every device. For example, the description for the Sonos whole-house audio systems says: “There are 8 independent zones of audio in this home. All audio zones can be independently controlled for music selection from services such as Pandora, Spotify, Google Music or a privately owned music collection. Volume control can be adjusted for each zone and multiple audio zones can be paired together.”

The whole house TV/TiVo description reads: “One centralized TV recorder stores all recorded TV for viewing at the TVs throughout the home — in the living room, family room, upstairs or outdoor theater. In addition, the centralized recorder provides tuners so each TV can watch their own show independently.” (*Go to cepro.com to download the two-page brochure PDF*) ▶▶