

WINTER 2017/2018

# CRESTRON RESIDENTIAL CONNECTION

## INSIDE

### TECH SUMMIT RECAP

An overwhelming success!

### EDUCATIONAL OUTREACH

A complete overview of our webinar series

### SONOS

15 minutes with Patrick 'PG' Gall

### HOME TECH AWARDS

Congratulations are in order!

**AND MUCH MORE ...**



# CHANGE CHANGE CHANGE

A LETTER FROM JOHN CLANCY • VICE PRESIDENT, RESIDENTIAL

A little over a year ago, I had a heart-to-heart with Crestron CEO Randy Klein about the company's commitment to the residential industry. After all, 80% of Crestron's approximately \$1 billion in sales was being generated through the commercial side of the business. And, it had just been announced Crestron would not be exhibiting at CEDIA. I was a bit concerned. After all, I had 23 years of experience with Crestron as the CTO of Audio Command Systems. Next thing I know, Crestron created an entirely new business unit centered on the residential market, and I'm suddenly the guy in charge of this exciting new enterprise! **Change, change, change.**

Let me just say up front, we made some big commitments a year ago at our CTP Summits and we've met those challenges, specifically to name just a few:

1. **Strategic partnerships** that bring unique value to our dealers and end-users. Sonos, Amazon Alexa, Basalte, are just a few partners we've been collaborating with.
2. **Simplification of programming.** For too long, our dealers had to rely on complicated programming that took years to become proficient at in order to deploy the simplest of residential systems. With our new Crestron Studio Residential, we can train a technician (non-historical programmer) in a two-day class providing them with the necessary tools to roll out significantly-sized systems in a fraction of the time. *Quick to learn. Fast to deploy. Easy to expand.*
3. **Value-based benefits** of being a select group of CI professionals:
  - a. We reduced our dealer base
  - b. We launched lifetime warranties for our lighting control, motorized shading and speakers
  - c. We reduced the expenditure for free ground freight
  - d. We created multiple CTP tiers (Elite, Elite Pro & Elite Platinum)
  - e. We developed dedicated, residentially focused marketing

- f. We continued investment in our design showrooms (plus the addition of a new one in Houston this coming year)

And speaking of some of the partnerships we've developed over the past year – make sure you read the articles in this edition featuring Tom Lambrecht of Basalte and Patrick 'PG' Gall from Sonos. They both are sharing some great ideas you'll want to check out.

You'll also be hearing from Doug Jacobson, Crestron's Director of Residential Technology. I think you'll be interested in learning more about Doug's role and how he envisions our residential technology evolving over the next few years.

We are also recapping our fall Technology Professional Summit meetings, which were incredible learning experiences – the responses from attendees was overwhelming. You really have to put the Summit on your schedule, as the ROI is substantial.

And finally, let me just say that in my 25 year history with Crestron, I have never witnessed the release of as many new products as we are announcing this month. I think you'll agree that we're focusing our attention on the residential market and working hard to earn your business. Change is good. Thanks for partnering with Crestron, and please enjoy our inaugural Residential digital magazine.



**JOHN CLANCY**  
**VICE PRESIDENT, RESIDENTIAL**





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# NEW INNOVATIONS INSIGHT

## PUSHING THE BOUNDARIES OF INNOVATION AND DESIGN

Crestron is always striving to push the boundaries of innovation and design. Coming soon, we have an array of incredible new products that prove just that. We are excited about these and want to give you a sneak peek. More details coming soon.



### NEW Crestron Horizon Keypads

- Beautiful and elegant design
- Gang up to four keypads
- Great, ergonomic button feel
- Four button styles:
  - Single
  - Side-to-side rocker
  - Small up-down rocker
  - Large up-down rocker
- Multi-color backlight (also used for status indication)
- Interchangeable designer trim
- Cresnet® communications



### NEW Crestron Handheld Remote HR 310

- Lightweight and beautiful design
- Extended battery life
- Nine Custom buttons designed specifically for your clients
- Automatic backlight
- inFiNET EX® connectivity – works seamlessly in your client's Crestron home



### NEW Crestron Handheld Remote TSR 310

- Lightweight and beautiful design
- 3" touchscreen display
- 93% more pixels + 50% higher pixel density = incredible screen quality
- Mic for voice control
- All controlled via Wi-Fi
- Elegant and discreet charging station



### NEW Crestron Horizontal Sheers

- Horizontal fabric vanes float between two layers of sheer knitted fabric
- Ability to provide privacy/room darkening as well as maintaining the view in a single product (as opposed to a dual roll shade)
- Uses existing QMT3® Series motor/motor architectural brackets
- Uses special fascia with fabric insert that matches the vanes
- 22 Light filtering fabrics and 10 room darkening fabrics





# CURRENT EVENTS



Los Angeles, CA



Palisades, NY



Ft. Lauderdale, FL

## S U M M I T S

This year's Crestron Technology Professional Summits were an overwhelming success! Our busy schedule included the following stops on the Summit tour:

**Los Angeles, CA - Oct 18-19**

**Palisades, NY – Nov 8-9**

**Ft. Lauderdale, FL – Nov 15-16**

These two-day invaluable events were packed full of new technology innovations, tech tips, best practices, product announcements and much more. NEW for this year was a product and partner showcase with some of our key partners on display for Crestron Technology Professionals to see their latest innovations and Crestron integrations. Based on your feedback we also added courses tailored to different roles in your company and some workshop formats.

The theme for this year was **Partnership, Execution and Progression.**

Over these two-day events, attendees experienced opening and closing keynote presentations, a new innovations update and five different courses based on your preferences.

### Courses that were offered:

- Lighting and Shades Workshop for Advisory and Design
- Lighting and Shades Workshop for Implementation and Support
- General Tech Tips
- Crestron Pyng® & Crestron Studio® Software Overview
- Crestron Studio - Best Practices
- Deliver Proposals & Designs Faster
- Be the "Best of the Best" Business Workshop
- Get Past End User Roadblocks Workshop

The feedback this year so far has been incredible, but don't just take our word for it:

*"I want to thank you for insisting that we attend the Crestron Technology Summit. I honestly have to say that it was far better than I had expected. More than informative, it was*

CONTINUED NEXT PAGE

# CURRENT EVENTS

CONTINUED FROM PAGE 3

*motivating and uplifting. As I mentioned to John Clancy, as business owners we don't often get the opportunity to be challenged by peers and partners in order to re-energize and inspire us. His session was particularly good at achieving that result. In addition, I enjoyed the 'overcoming roadblocks' session equally well. It was great to meet so many new Crestron employees and partners, and I am already looking forward to the next one. Again, thanks for insisting that we attend, it was clearly the right move for us."*

—Jim Brunen of SmartHome Solutions

## Other incredible comments included:

- "Well worth it"
- "I should have brought my entire team"
- "Insightful & Informative Classes"
- "Great meeting all the partners and their product lines"
- "I did not know what to expect, glad I came"
- "John Clancy's class rocks"
- "Loved meeting CTP's from other regions"
- "Very nice to see Crestron Award winners on stage"
- "Are you kidding me, over \$10,000. In prizes?"
- "Nice to see all the new products, keep 'em coming"
- "Sign me up for next year"
- "Unbelievable experience, glad you talked us into going"

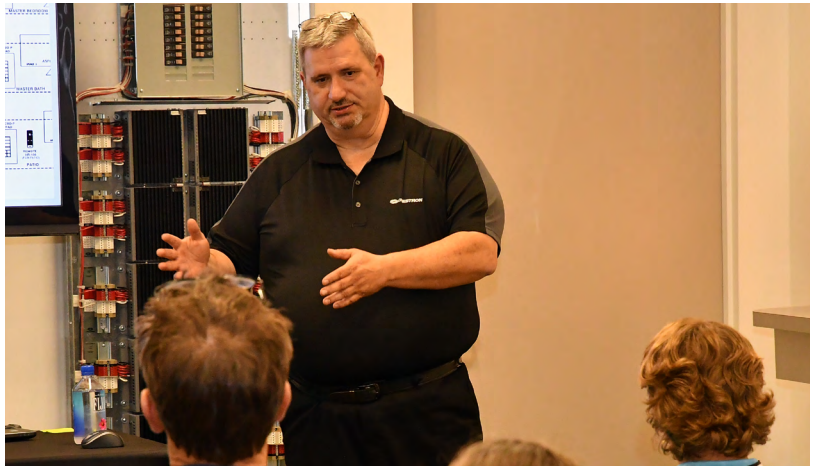


## VIDEOS AND PHOTOS

Whether you attended or not, don't take our word for how successful it was — [WRAP UP VIDEO](#)

Check out all of the great scenes and latest images — [SUMMIT PHOTOGRAPHY](#)





# EDUCATIONAL OUTREACH

An Interview with  
**AMI WRIGHT**

Director of Residential Programs



## How Much is an Educated Staff Worth?

We sat down with **Ami Wright, Director of Residential Programs** to discuss the Crestron Webinar Series and the impact it is having on Crestron Technology Professionals.

**You have to be excited about how successful the webinar series has become.**

**AMI:** As director of residential programs, I've had the privilege to lead this initiative to create and deliver new webinar content every week. I am grateful for the consistent turnout and honest feedback from our Crestron Technology Professional community. They are incredibly busy and their commitment to Crestron is demonstrated when they make time to give 45 minutes of attention to a live session or watch a recording in the office, car or even at home.

**Where do you see the program evolving to?**

**AMI:** Our goal is to create the best win-win relationship and grow together as business partners. Our industry is dynamic and we are committed to dealers who take ownership in being a professional and being the best, which takes constant effort. We review all the comments and pass them on to the relevant teams - whether it's engineering, support, sales, marketing, etc. We're listening. We're here to offer support. And most importantly we're right alongside our dealers striving to differentiate and deliver the ultimate experience.

**How are you engaging the audience?**

**AMI:** Our webinar instructors present using webcam to add a personal touch and increase engagement so you can see there is a human being committed to educating our tech pro

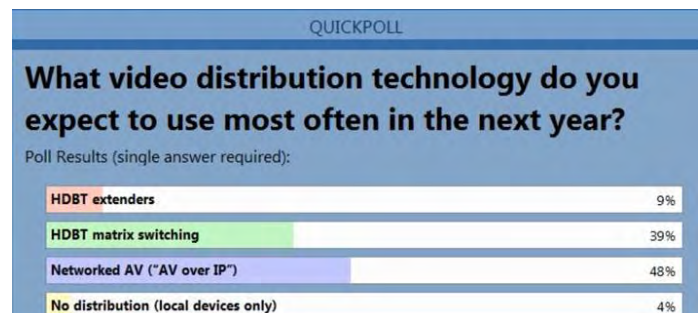
community. We also conduct live polls and share the results during each session, so attendees can see what perspectives their peers have. We share that insight with Crestron management as an additional point of real-time research.

Links to view webinar recordings are included in our weekly training email sent every Tuesday. Stay tuned for a new webinar archive website launching soon!

**Are you measuring that engagement?**

**AMI:** Over 2,000 questions have been submitted from the webinars. With so many questions, our monthly Technology Q & A webinar series was born to provide a method to take a deeper dive into the most commonly asked questions.

At the end of each webinar attendees submit a four-question survey and the feedback is shared throughout Crestron management and field teams. One attendee used a tip learned from Bryan Celli's Showroom Stories webinar and it increased a project size an additional \$70,000 as a result.





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4K60 4:4:4 HDR  
NETWORK SECURITY  
NO LATENCY  
ENCODER/DECODER  
1 Gb ETHERNET



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AUDIO DSP  
USB 2.0 ROUTER  
HDMI® SWITCHER  
VIDEO WALL PROCESSOR

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# EDUCATIONAL

**29** Number of webinars completed

**OVER 3,000** Attendees to the live sessions

**120** Average number attendees per webinar

**1,500** Views of recorded sessions

The question we hear a lot, "why are you guys producing so many webinars?" The simple answer is, "because you asked for them."

**"Educating your dealers with this frequency and level of detail without requiring three days in a classroom is just BRILLIANT! A technology company using technology properly is exciting!"**

*Jason Roberts, Spectrum Technology*

Webinars are an incredible vehicle if used correctly. After we finished our first round of Regional Crestron Technology Summits, many attendees commented that they wished they could have had more bodies in the room. They had team members who couldn't attend but who would have really benefited from the classes we were providing.

We subsequently held a webinar for each of the six Summit classes and they were so well-received; many of you asked us to keep them coming and to add more topics. So we decided to commit and be consistent and educate and connect with our residential Crestron Technology Professionals on a weekly basis.

We also wanted to create a medium for you to ask questions directly to our subject matter experts (SME's) and give us real-time feedback. We have nine categories of technology solutions - from lighting, shades, DigitalMedia™, speakers and more. So webinars have been an effective way to provide nuggets of information about our broad product offering. They are a great supplement to our extensive classroom training courses held in our offices worldwide.

## THE BENEFITS OF ATTENDING OUR WEBINAR SERIES

- Increase your knowledge base and expertise to become more successful
- Access content that's tailored to your job role from sales, design, installation, programming, support and business management
- Get the latest info on a topic as well as a "Weekly What's Happening" update about all things Crestron



# OUTREACH

- Gain insight from real-world stories from our SME's
- Get real-time answers to your questions
- Provide feedback to Crestron
- Maximize time and resources by having access from anywhere and anytime

## A LOOK AT AND LINKS TO SOME OF OUR MOST POPULAR WEBINARS

### DM NVX for Residential

Crestron DigitalMedia is the standard for AV distribution. Learn about the added value that DM® NVX technology delivers in residential applications as the most powerful, flexible, scalable and secure video solution over standard 1Gb Ethernet. Whether it's a simple setup to the largest mega projects you will gain a technical overview and best practices for design and implementation.

### State of Crestron Programming Today

Want a clearer picture on the state of Crestron programming today for residential applications? Attend this comprehensive session to gain an understanding of the value of these software tools: Crestron Pyng®, Crestron Studio, D3Pro®, SIMPL Windows, SIMPL # and the third party application PD Adapt. You'll learn what to use where and why and determine the best fit for your company.

### Pyng Major Release — Summer 2017

Get a comprehensive overview of this exciting, highly anticipated, major update to Crestron Pyng® software. This new release elevates the user experience to an unparalleled level while making integration even easier for you as a Crestron Technology Professional. Topics include: Sonos® speaker support, Alexa™ software support, Ingesting load schedule from online configuration tool, Touch Screen User Experience.

### Crestron Showroom Stories — Session 1

New monthly series targeted for owners, salespeople, marketing & operations staff. Learn from real-world stories about how to make it easier and faster for your clients to choose Crestron and increase the value of their projects. Bryan Celli, Crestron NYC Showroom Manager, provides examples of what works, how best to incorporate demo experiences, and tips to overcome objections.

## THEY SAID IT

**"I have background with another brand for the last six years in sales, design, installation and programming but never experienced support like I get from Crestron. The constant knowledge sharing from webinars makes me more inspired and motivated."**

*Sally Cruz*

*Westcoast Audio Video Gallery*

**"Good to be involved with the Showroom Stories webinars. Keeps me focused on sales and new ideas."**

*Tony Ellis*

*Innovative Audio, Inc.*

SEE NEXT PAGE FOR COMPLETE REPOSITORY OF ALL CRESTRON WEBINARS

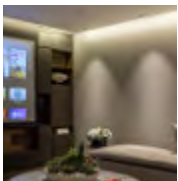


**3/22/17 Originally Aired**  
**New Innovations Update**

Doug Jacobson, Charlie Derk,  
 Evan Ackmann

Get a comprehensive overview of Crestron's new technology innovations launched over the past six months and a sneak peek of what's coming soon. *Topics covered:*

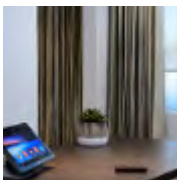
- User Interfaces
- DigitalMedia
- Shading Solutions
- Lighting & Climate Controls
- Residential Crestron Studio & Crestron Pyng



**3/29/17 Originally Aired**  
**See the Lighting Possibilities**

Evan Ackmann

Learn the ins and outs of Crestron lighting control solutions. Whether you've been using Crestron lighting regularly, tried it out a couple times or are completely new to our products, you will walk away with a whole new perspective. See how we stack up when designing, installing, programming and servicing and see how it all comes together to save you time and maximize your profits.



**4/5/17 Originally Aired**  
**Get Your Shades On**

Charlie Derk

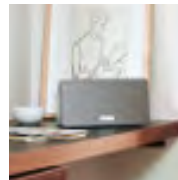
Motorized window treatments are one of the fastest-growing categories in our business. Discover the Crestron difference and get a complete product line overview including hardware, fabric and tools and resources. Learn best practices for success with shading solutions from a sales and technical perspective.



**4/7/17 Originally Aired**  
**New Horizon for Crestron Pyng® & Studio**

Evan Ackmann, Jason Oster

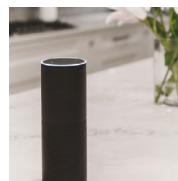
The Crestron Pyng® platform and Crestron Studio® software have had tremendous innovation over the years. Learn the different approaches for delivering a world-class home technology system that can scale to any size. See how you and your client benefit from easier design and fast deployment of Crestron solutions including lighting, shades, climate, cameras, AV and more.



**4/12/17 Originally Aired**  
**Crestron Sonos Integration**

Nick, Rian, Doug Jacobson

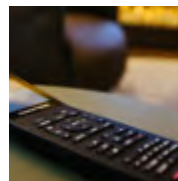
Crestron is the only partner who can launch the Sonos® app from within our native environment. Get a brief update on the Sonos product and learn how the integration works from both technical and sales perspectives.



**4/26/17 Originally Aired**  
**Crestron Amazon Alexa Integration**

Dan Quigley, Doug Jacobson, Toine

Crestron is the only Amazon Alexa partner that offers an extensive level of customization to deliver the most intuitive Voice User Interface (VUI) experience. You will see and learn how the integration works from both technical and sales perspectives.

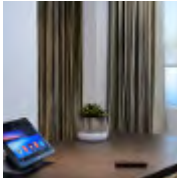


**5/3/17 Originally Aired**  
**Crestron Showroom Stories Session 1**

Bryan Celli

NEW monthly series targeted for owners, salespeople, marketing & operations staff. Learn from real-world stories. In this session Bryan will explore the power of a showroom, showing the integrated by design difference, explaining the value of DigitalMedia for homeowners, working with anti-technology clients and converting designers to Crestron shades and lighting.

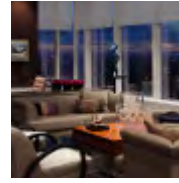




**5/10/17 Originally Aired**  
**Succeed with Shades – Sales & Design (including CDT)**

Charlie Derk

Attend this NEW seminar to learn how to become more successful with Crestron Shading Solutions from sales, design and business development. Topics covered include: how shades fit into your business, benefits for you, end users and design/build professionals, selling to different audiences, managing expectations, design – figuring out the right solution & choosing fabrics, using CDT to quote/order, best practices for receiving, installing and follow-up techniques.



**5/31/17 Originally Aired**  
**Maximizing Crestron Marketing Resources**

Michael Short

Over the past year we've significantly enhanced and grown the residential marketing resources available for our CTPs. In this session you will not only gain an understanding of what's available, but how to access the materials and best practices for utilizing the tools to build your brand, enable your salespeople and generate more sales opportunities. Topics covered include: overview of Crestron Marketing strategy and brand guidelines, available resources including images, videos and literature, opportunities for case studies and press coverage and custom marketing requests.



**5/17/17 Originally Aired**  
**Technology Q&A Session 1**

John Clancy, Doug Jacobson

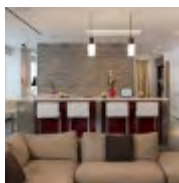
NEW monthly series! John Clancy and Doug Jacobson will review and discuss important questions received from previous webinars and others received from the CTP community. This first session will cover critical questions about: DigitalMedia NVX, User Interfaces, Lighting and Crestron Pyng® & Crestron Studio.



**6/7/17 Originally Aired**  
**Let's Talk Business – Q&A with John Clancy, Session 1**

John Clancy

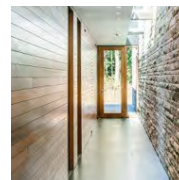
This is the first webinar of our new series designed to help you become a more prosperous Crestron Technology Professional from the business perspective. Running a technology services business requires keeping up with constant changes in technology, building solid business processes, consistently delivering for clients and creating sustainable business growth. John will share three best practices based upon his 25 years of industry experience and then we will answer business questions submitted in advance by attendees. Submit your question when you register. We'll answer as many as we can during the session.



**5/24/17 Originally Aired**  
**Crestron Studio – Residential Sample Systems**

Jason Oster & Gary Spraker

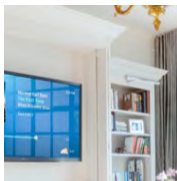
Learn how to use these new Crestron studio resources to save time and be more effective designing and deploying systems. Get an in-depth explanation of the new tools available for you. Two sample residential system projects will be covered from specification, project documentation and programming perspectives. A variety of user interfaces including touch screens, keypads and remotes around the house for control and monitoring.



**6/14/17 Originally Aired**  
**Technology Q&A Session 2**

Doug Jacobson, John Clancy

Review and discuss important questions received from previous webinars and others received from the Crestron Technology Professional (CTP) community. You'll receive in-depth answers and commentary from the engineering perspective and from someone who ran a successful technology services business for over two decades.



**6/21/17 Originally Aired**  
**Crestron Showroom Stories**  
**Session 2**

Bryan Celli

Learn from real-world stories about how to make it easier and faster for your clients to choose Crestron and increase the value of their projects. Learn how to elevate your game in a variety of scenarios with homeowners, interior designers, architects and builders. Receive a tip sheet with a proven list of questions you can immediately put into practice.



**7/26/17 Originally Aired**  
**Crestron Showroom Stories**  
**Session 3**

Bryan Celli

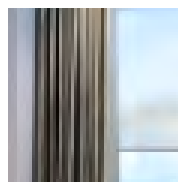
Learn from real-world stories about how to make it easier and faster for your clients to choose Crestron and increase the value of their projects. Bryan Celli, Crestron NYC Showroom Manager, provides specific examples on how to overcome objections in a variety of scenarios with homeowners, interior designers, architects and builders.



**6/28/17 Originally Aired**  
**State of Crestron**  
**Programming Today**

Doug Jacobson, Jason Oster

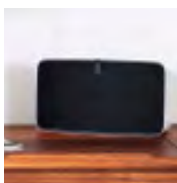
Attend this comprehensive session to gain an understanding of the value of these software tools: Crestron Pyng®, Crestron Studio®, D3Pro®, SIMPL Windows, SIMPL # and the third party application PD Adapt. Learn what to use where and why and determine the best fit for your company.



**8/9/17 Originally Aired**  
**Live Demo of CDT:**  
**Design & Quote Shades**

Charlie Derk

Attend this NEW webinar to learn how to more effectively design and quote shades with the Crestron Design Tool (CDT). This will be a live demo showing different example projects and provide tips and tricks as well. Please note the new time for our Wednesday webinars.



**7/5/17 Originally Aired**  
**Crestron Sonos Strategic**  
**Partnership Launch**

Doug Jacobson, Jason Oster,  
 John Clancy

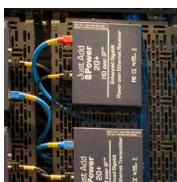
Get updated on Crestron's partnership with Sonos from both the business and technical perspectives. Hear what's been working successfully, provide some best practices and share where we are headed with Crestron and Sonos.



**8/16/17 Originally Aired**  
**Technology Q&A, Session 4**  
 (No recording)

Doug Jacobson, John Clancy

John Clancy and Doug Jacobson review and discuss important questions received from previous webinars and others received from the Crestron Technology Professional (CTP) community. You'll receive in-depth answers and commentary from the engineering perspective and from someone who ran a successful technology services business for over two decades.



**7/19/17 Originally Aired**  
**Technology Q&A – Session 3**

Doug Jacobson, John Clancy

They will review and discuss important questions received from previous webinars and others received from the Crestron Technology Professional (CTP) community.



**8/23/17 Originally Aired**  
**Crestron Pyng Major Release, Summer 2017**

Jason Oster, Doug Jacobson

Get a comprehensive overview of this exciting, highly anticipated, major update to Crestron Pyng. This new release elevates the user experience to an unparalleled level while making integration even easier for you as a Crestron Technology Professional. Topics include:

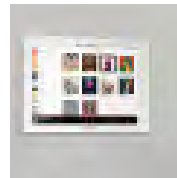
- Sonos support
- Alexa support
- Ingesting load schedule from online configuration tool
- Touch Screen User Experience Updates
- Device replacement
- REST API



**9/13/17 Originally Aired**  
**Technology Q&A – Session 5**

Doug Jacobson, John Clancy

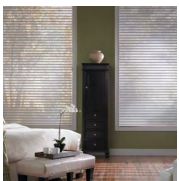
John Clancy and Doug Jacobson review and discuss important questions received from previous webinars and others received from the Crestron Technology Professional (CTP) community. You'll receive in-depth answers and commentary from the engineering perspective and from someone who ran a successful technology services business for over two decades.



**9/20/17 Originally Aired**  
**Streaming Music & Sonos for Commercial**

Sonos, SOUNDMACHINE

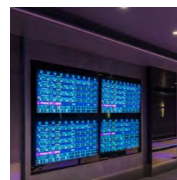
In this Crestron partner webinar you'll gain a comprehensive overview of how best to utilize Sonos solutions in commercial spaces ranging from restaurants and bars, hospitality, retail and business offices. Usage rights and licensing including ASCAP, BMI & SESAC licensing fees will be discussed. Additionally, you'll learn about SOUNDMACHINE, Custom Channels and a recurring review incentive program.



**8/30/17 Originally Aired**  
**Crestron Showroom Stories Session 4 - Shades Focus**

Bryan Celli, Charlie Derk

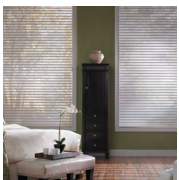
Learn from real-world stories about how to make it easier and faster for your clients to choose Crestron and increase the value of their projects. Bryan Celli, Crestron NYC Showroom Manager, provides specific examples on how to overcome objections in a variety of scenarios with homeowners, interior designers, architects and builders.



**9/27/17 Originally Aired**  
**Crestron Showroom Stories – Session 5 (Developers)**

Bryan Cell, Casey Collins

**Monthly Series:** Learn from real-world stories about how to make it easier and faster for your clients to choose Crestron. This week Bryan Celli, Crestron Sr. Showroom Manager will have two special guests. Casey Collins, Director of Business Development, will provide specific examples on how to work with developers and builders and overcome objections in a variety of scenarios. Additionally Crestron partner, New York Technology Company, will provide an overview of solutions for pre-configured turn-key building networks, door boxes and paging products ideal for MDUs and community developments.



**9/6/17 Originally Aired**  
**Advanced CDT – Crestron Design Tool for Shades**

Charlie Derk

You asked, we're listening. Join this Advanced training on the Crestron Design Tool (CDT) for designing and quoting shading projects. This will be a live demo showing more advanced tips and examples for those already familiar with the basics of CDT.





**10/4/17 Originally Aired**  
**DM NVX for Residential**

Kevin Iselli

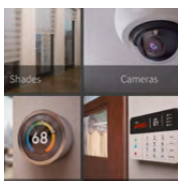
Crestron DigitalMedia is the standard for AV distribution. Learn about the added value that DM NVX delivers in residential applications as the most powerful, flexible, scalable and secure video solution over standard 1Gb Ethernet. Whether it's a simple setup to the largest mega projects you will gain a technical overview and best practices for design and implementation.



**11/01/17 Originally Aired**  
**CRESNET Best Practices**

Rich Sasson

Learn about proper system design specific to CRESNET both in terms of wiring, quantity and types of devices per node, and power. We'll cover some of the most common tech support questions we get involving CRESNET. Additionally, you'll get some best practices for INFINET EX® and Ethernet and WiFi® connectivity.



**10/11/17 Originally Aired**  
**Technology Q&A, Session 6**

John Clancy & Doug Jacobson

John Clancy and Doug Jacobson review and discuss important questions received from previous webinars and others received from the Crestron Technology Professional (CTP) community. You'll receive in-depth answers and commentary from the engineering perspective and from someone who ran a successful technology services business for over two decades.



**11/22/17 Originally Aired**  
**Crestron Pyng® & Studio Overview**

Jason Oster

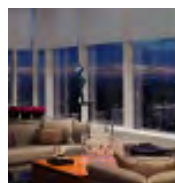
If you missed this class at a regional Summit or want a refresher, sign up for this webinar to get a comprehensive overview on Crestron Pyng and Crestron Studio. Learn how Crestron Pyng is the ideal platform for environmental control. See what's possible today, how easy it is to configure and scale and how it works in perfect harmony with Crestron Studio for audio and video.



**10/25/17 Originally Aired**  
**Crestron Showroom Stories Session 6**

Bryan Celli

Learn from real-world stories about how to make it easier and faster for your clients to choose Crestron and increase the value of their projects. Bryan Celli, Crestron NYC Showroom Manager, provides specific examples on how to overcome objections in a variety of scenarios with homeowners, interior designers, architects and builders.



**11/29/17 Originally Aired**  
**New Innovations Update**

Doug Jacobson

If you missed seeing this at a regional Summit or simply want a refresher, attend this "what new" webinar. Get a complete overview of all our new products and software features across multiple Crestron categories for the Residential market. This includes Crestron Pyng and Crestron Studio, DigitalMedia, Shades, Remotes, Keypads and more. This will cover the latest and greatest Crestron innovations and what you can expect to see in the near future.

 **GO TO ALL WEBINARS**

# WE'VE MADE THE COMPLEX SIMPLE

ALL-NEW RESIDENTIAL CRESTRON STUDIO



LOADED WITH NEW FEATURES AND SYSTEM IMPROVEMENTS, THE NEW STUDIO MAKES IT SIMPLE TO CREATE INTUITIVE TOUCH SCREEN OR MOBILE DEVICE INTERFACES, ADD COMPONENTS, REMOTE CONTROLS AND CREATE CUSTOM LIVING SOLUTIONS – ALL WITHOUT COMPLEX PROGRAMMING. NOW YOU CAN DELIVER CONSISTENT, INTUITIVE CONTROL IN MINUTES.



**QUICK TO LEARN**



**FAST TO DEPLOY**



**EASY TO EXPAND**

Gone are the days of needing high-level programming for the simplest of system deployments. Virtually anyone on your team can learn Crestron Studio Software in just two days and get to work creating custom controls that thrill your customers every time, in less time.

Over 1000 students have already completed Crestron Studio Software training and sessions nationwide are filling up fast. Reserve your spot now at [crestron.com/cti](https://crestron.com/cti).



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# TECH TALK

An Interview with **DOUG JACOBSON**  
Director of Residential Technology



We sat down with **Doug**  
to talk about **Crestron technology**.

**Tell us about your background with Crestron and your current role.**

**DOUG:** After I graduated from Bucknell University (BSEE and MSEE) I joined Crestron as an applications engineer, but for my first year I programmed custom solutions for our Crestron Technology Professionals. I moved to engineering about 15 years ago.

For the past year, I've been the Director of Residential Technology and am responsible for our strategic product vision in the residential market. This includes understanding our competition, keeping abreast of new technology, and ultimately identifying new product opportunities that make sense for us to pursue.

**Since the Residential market was spun off as a separate business unit, what commitments did you make to the Crestron Technology Professionals and how have you fulfilled them?**

**DOUG:** Our number one goal was to let our Crestron Technology Professionals know we are serious about the residential market. We had pulled out of CEDIA that year and some might have taken that as a sign we had lost interest. But that was never our intention and we needed to make sure our Crestron Technology Professionals understood that. So we highlighted things like:

- How we tripled the size of our Crestron Pynq engineering team
- How we completely revamped our QE team and built a dedicated residential testing lab
- How we added people in key roles focused solely on the residential market
- How we added a team dedicated to crafting great user experiences (UX)
- How we redesigned our device-driver program to improve third-party device support
- How high our standards of reliability are and how rigorous our end-of-line testing procedure is
- How we are poised to deliver exciting new products in the coming months and into the next year.

**Tell us a little about these exciting new products!**

**DOUG: TV PRESETS** This will solve one of the most basic pain points our Crestron Technology Professionals encounter today: providing their customer with a visual list of TV channels to choose from. Currently this just takes too much time, and it's an error-prone process. Worse, when providers change their lineup or add/delete channels it may require a truck roll.

To remedy this we have licensed channel lineup data from a premier third-party service. Crestron Technology Professionals simply enter in their customer's zip code and the service provider and the channel lineup is filled in automatically. And it's always kept up-to-date with no intervention needed.



**NEW CRESNET® KEYPADS** We listened to our Crestron Technology Professionals and started from scratch when designing our newest keypad line. The result are beautiful keypads befitting of the best homes in the world. Button feel has been engineered to provide satisfying yet quiet feedback, and custom trim pieces enable an unlimited number of design options.

In addition, we have designed a completely new installation process that makes it easy to get perfect alignment when ganging keypads together, and we've added multi-color backlighting to further match the home's décor.

**NEW HAND-HELD REMOTES** Remote controls are something end users interact with every day. As such it's so important that they feel great in your hand, look stylish, and of course work every single time. These new remotes are without question the best we've ever made in all of those respects.

**PYNG VIDEO SUPPORT** When Crestron PynG was first released at CEDIA® 2014 tradeshow it was a major milestone for Crestron: a whole-home control system that could be installed and commissioned quickly and without a laptop. All that was needed was an iPad® tablet and the Crestron PynG® app. And since that launch we have continued to increase the reach of PynG, including support for both wired and wireless devices, audio distribution support, and native Sonos and Alexa integration.

And coming soon we're excited to be adding video support to Crestron PynG. From Day One our vision for Crestron PynG was always to enable control of the entire home, and with this release we'll deliver on this goal. We think this will empower our Crestron Technology Professionals to deliver a great user experience to their customers in record time.

**DM 4KZ** With the recent adoption of "HDR" video, the bandwidth needed to distribute 4K has increased. The DM® 4KZ products will add support for 4K HDR and allow our Crestron Technology Professionals to update existing DM customers' homes without changing the existing DM infrastructure (i.e. chassis and cabling can stay).

#### **Final thoughts?**

**DOUG:** Our Crestron Technology Professionals sell Crestron to their customers because they recognize it's the best, most reliable, and most tightly-integrated solution on the market. And through our product-development efforts over the past year and continuing into next year, we're making it clear they have a dedicated partner in Crestron.

What I've talked about here is just a taste of what we're working on back in the lab. I'm excited for what the future holds for Crestron and our partners in the years to come. ■

Our number one goal  
was to let our  
Crestron Technology  
Professionals know  
we are  
serious about the  
residential market.



# TECHNICAL UPDATES AT A GLANCE

We try our best to keep you up-to-date on the latest changes and updates to our products and technology. We're pleased to present a selection of the latest Crestron technical and product updates.



## CAEN Enclosures

How to Avoid an Onsite Inspection Rejection



## July Residential Technology Update

Purchase Sonos products direct from Crestron  
Faster delivery of Harmann&Forbes shades  
New online tool to help navigate Crestron manual repository

## August Residential Technology Update

Amazon Alexa 'Global Scenes' released  
Crestron Studio Update  
myCrestron for PC-200 and PC-300  
Now available: TSW-X60 firmware update

## November Residential Technology Update

Major Crestron Pyng update including:  
Native Sonos support  
Native Amazon Alexa support  
Configure remotely from Crestron Pyng . . . and more



## Sonos – Groundbreaking Partnership Expansion!



## Major Crestron Pyng Update

Native Sonos support  
Native Amazon® Alexa support  
Remote configuration  
End user customization



## DMX Price Reduction Update

## Purchase Sonos Direct



## Basalte Touch-Sensitive Keypads are Now Crestron Connected Devices

# Luxury that lasts a lifetime

Crestron offers a limited lifetime warranty on residential lighting controls, shade motors and speakers.

As a leading producer of intelligent home automation solutions, we are uncompromising in our need for efficiency ensuring our technology is exceptional, always.



**Residential Lighting Control Products**  
Crestron residential lighting controllers, control panels, control modules, dimmer devices, sensors and keypad devices.



**Crestron Speaker Products**  
Crestron Essence®, Aspire®, Excite®, Saros®, AIR® and FS speaker products.



**Crestron Shading Solutions**  
Digital QMT® shade motors.

Spread the word and update your clients, architects, designers and builders on our offer of a lifetime.

For full details visit:  
[crestron.com/warranty](https://crestron.com/warranty)

Terms and Conditions apply.







True Blue Support is one of the most important components at Crestron. We want our residential partners to know they not only get the best products, but they also get the best support. As we grow the residential market, we know our customers expect and deserve the best support possible.

To ensure we accomplish this, we are ramping up the Tier 1 support team to handle a larger portion of the calls without escalation. Tier 1 support is set up to help process the basic questions quickly and easily for our customers. The team is designed to handle 50% of all cases at Tier 1.

In order to better serve each market, we have split our Tier 2 phone system teams to a commercial and residential queue. The team on the residential queue came from the residential market and understands the differences in the customer experience and expectations.

We have also created subject matter expert queues. This allows our Tier 1 team to set up a case, document the questions, and get it to the best engineer to help address a customer's concern. Our goal is to reduce the wait time to under five minutes at worst and two minutes ideally for tech support.

We are looking to adding additional methods to contact our support team. Currently, we offer phone, email and Chat. We plan on adding text messaging support in the near future.

We have a major update to our Online Help system that went live in November. This will expand the search capabilities to search not only our knowledge database, but also help.crestron.com. Eventually, it will search the website and our manuals as well, helping our customers become more self-sufficient.

True Blue Support is poised to be the quickest and most efficient technology support service in the industry. It is our number one priority as we continue to improve the performance of our technical support teams and self-help interfaces.

**We have created many Online help articles repository to help our CTP's be self-sufficient to resolve issues. See some examples below.**

## HELPFUL LINKS

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[DigitalMedia Insider](#)

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[Crestron Streaming Insider](#)

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[AV Framework™ software](#)

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[Shade Insider: FAQs, Tips, and Tricks](#)

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[3 Series® Control Processor facts you need to know.](#)

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[Crestron Pyng Tech Tips](#)

---

[TSR-302 Tech Tips](#)

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[MyCrestron.com Residential Monitoring Troubleshooting Tips](#)

---

[Steps to follow to escalate a problem found with Crestron Software or Hardware](#)

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[What information should I have when contacting Crestron Support?](#)

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[Crestron Information Gathering Tool](#)

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[How To Troubleshoot Crestron Streaming Products](#)

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[How to report a problem found with Crestron Software or Hardware](#)

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[Steps to follow to escalate a problem found with Crestron Software or Hardware](#)

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[Touch Screen - Trouble Shooting Guide](#)

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[Crestron Pyng - Troubleshooting & Tips](#)

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[Shading Solutions Troubleshooting Guide](#)

Companies that produce, sell, install and maintain highly technical products have multiple service issues to address from time to time. They often have to deploy technical staff into the field. And, because they are dealing with customers who have high expectations, they have to have lightning speed response time and rapidly resolve outstanding issues.



An Interview with  
**RICHARD SASSON**  
Director of Global  
Technical Services

We sat down with **Richard Sasson, Director of Global Technical Services** for his advice on why Crestron Technology Professionals should invest in fully training their staff so they require less reliance on external technical support.

#### **What would be your #1 piece of advice for Crestron Technology Professionals?**

**Richard:** Educate your team to ensure a successful installation and a great customer experience. Take the time to ensure your teams are trained on the best techniques. Make sure they understand how to install and commission a system. If you have a sales person, make sure they know the best products to use for a great customer experience. If they are a designer, make sure they know how to fully document and design a system that is rock solid. If they are an installer, make sure they understand industry best practices for wiring, labeling and installation. All members of the team need to be trained how to provide the best experience in order to obtain referrals and repeat business.

#### **How do owners know if their technical support is good, bad or indifferent?**

**Richard:** Create a ticketing system. You need to know what issues your customers are experiencing. This way you can correct it and prevent it in the future. If you don't measure it, it's not real. Come up with a simple check-list of the improvements you want to integrate for your clients. Where can your company improve? How will your company execute?

How will you know if you are being successful? Then, track and analyze the results every six months. Hold yourself and others accountable. If you don't measure your results, you're simply not as serious as you think about improving one area of your business that you might out-perform your competitors in.

Your customers know how you support them. If you provide the best support and care, they refer you. If you don't they move on to another vendor.

#### **How can Crestron Technology Professionals improve their communication skills?**

**Richard:** Open up more channels for customer feedback. Look to improve your forms of communication with your customers. In the high-end residential market, the client does not want to fill out a Survey Monkey form. Talk to them. Listen to them — at all phases of the project. Ask how they prefer to communicate with you. Ask them what they would like to see from your company in the future. Now you are engaging your customers. They will become your partner and ally.

#### **Final thoughts?**

**Richard:** Technical Support is Customer Support. The goal of any dealer is to provide the best experience for their customer. Experts will tell you that technical support is all about your team and how you manage for success. I will tell you that technical support is being a solution provider. Make sure your team is adept at listening to an issue, stepping back and looking at the whole picture before jumping to a conclusion. Be systematic in your approach to diagnosing an issue.

Finally, no matter how proactive you are, you'll never get out in front of every technical service issue. But a well-coordinated team, deploying various feedback mechanisms, timely response, and personalized support will help keep unhappy customers from going off the deep end and voicing their displeasure across the social media landscape. ■





Systems Integration by: Land & Sea Entertainment | Photography by: Ed Gohlich Photography



# SURF'S UP IN SAN DIEGO

**CEDIA BEST INTEGRATED HOME - GLOBAL • CEDIA BEST INTEGRATED HOME - AMERICAS, LEVEL FOUR**  
**CEDIA BEST DRESSED RACK • CEDIA BEST DOCUMENTATION**

San Diego's Land & Sea Entertainment won every top honor for **CEDIA 2017 Best Integrated Home** – starting with the trifecta: **Integrated Home Level IV, Best Dressed Rack and Best Documentation (Americas)** on-board the deck of the USS Midway. Advancing to the finals in London and proudly representing the USA, Land & Sea Entertainment is the first to bring home the ultimate honor, Global Best Integrated Home 2017. One project, four top awards.

This amazing residence took two and a half years to complete. They've worked with the clients since 1990 and have a thorough understanding of their expectations, put to the test with constant evolution throughout the project. They needed to be nimble while maintaining the quality control.

The Normans and Land & Sea Entertainment won CEDIA Best Integrated Home Level IV in 2003 for their primary

residence in Nevada, but they were raised here and have large families and countless friends in Southern California. It was time to raise the bar for beachfront living in San Diego and they wanted their new vacation residence to be as nice as any upscale hotel in the area.

But above all else, their prime directive was to have a system that could be used by anyone, with little or no instruction. That was achieved by offering guests their choice of controller options, all optimized with the power of Crestron.

Starting off, sound quality had to be epic; able to outperform the ocean for starters. The project received tremendous speaker manufacturer support from Origin Acoustics, Sunfire, JL Audio Labs and Artison.

"Epic sound begins with epic sound reinforcement and there is no other manufacturer on the planet that makes a more

high performance and versatile multi zone sound system than Crestron Sonnex® audio system, a true go-to product for us. Having more than four times the headroom power of most systems out there, housewide sound can be rich and full range, without having to be loud. Crestron's built-in Digital Signal Processing tools (DSP) allows us to take a laptop room-by-room and fine-tune the soundfield for each individual area. It's completely changed how we design audio systems", says Terry Morton.

**THE NORMANS ALSO STEPPED UP AS VETERAN EARLY ADOPTERS TO ALLOW THE TEAM THE RESOURCES TO SHAKE-OUT THE PROGRAMMING NECESSARY TO RUN THE FULL NATIVE SONOS APP ON CRESTRON'S LATEST TOUCH PANELS AS WELL AS WITH CRESTRON REMOTES IN EACH OF THE GUEST ROOMS. TO THIS DAY, NO OTHER ENDORSED PARTNER CURRENTLY SUPPORTS THIS LEVEL OF INTEGRATION.**

While Land & Sea had been a Sonos dealer for some time, this emerged as a founding project of the new Crestron | Sonos Endorsed Partner Program. Sonos was the first to accommodate this home thanks to an unexpected personal connection with the owners. This was immediately followed by Crestron. Both partners made sure the Normans had the latest versions of hardware to provide the best of both the Crestron and Sonos experiences, in a way never before possible.

The Normans also stepped up as veteran early adopters to allow the team the resources to shake-out the programming necessary to run the full native Sonos app on Crestron's

latest touch panels as well as with Crestron remotes in each of the guest rooms. To this day, no other endorsed partner currently supports this level of integration.

The Normans in return, offered their home for the kickoff of a six city Crestron | Sonos tour with 100 Southern California dealers attending, in a fully functioning house full of tech. "It was a proud day, all our systems worked perfectly in front of all our peers" says Morton

Land & Sea along with all Crestron dealers were pleasantly surprised to suddenly be able to order the entire Sonos® product line directly through Crestron at pricing beyond the reach of most smaller companies, adding more to their bottom line.

Security systems were paramount, beginning with a covert/overt Mobotix® HoloVision HD multi-sensor camera system that communicates with other systems via Crestron. You cannot approach from any direction without multi-camera-sensor capture. The security system also ties into other functions such as lighting.

The network is rock solid, monitored by Domotz® Pro software and remotely manageable via UniFi® and OvrC® software. There is an extensive IP power management system as the family welcomed the ability to remotely monitor the heartbeat of the house systems. Another first welcomes Crestron Pyng, which allows the clients to make their own edits to any of their lighting scenes if they choose.

Land & Sea were also closely involved with every subsystem on the property, because the end result required everything to function using Crestron control. For the audio system that meant 26 digital and analogue sources covering 25 zones of stereo and multichannel audio.

**“WE KNEW THAT WHATEVER THEY CAME UP WITH, CRESTRON WOULD HAVE A SOLUTION”**



CONTINUED PAGE 24



## SURF'S UP CONTINUED...

The video system is comprised of two 4K sources, 14 2K sources and covers a total of 10 video zones within the property. Slated to be re-fit with Crestron's latest NVX series Digital Media now that true 4K video over IP is a reality.

Additionally, the Crestron system controls the massive lighting infrastructure, including low voltage (264 channels of DMX512 accent lighting, Crestron infiNET® 126 dimmers, switches, 3-ways and combos).

Nothing to date compares with the incredible Surf and Beach High Intensity LED Lighting, featuring six high-power 50" dual LED light bar surf lights (upper) and six mid-power 50" LED light surf lights (lower). Controlled and monitored by Crestron and powered by 10KW at 24 Volts of power, this will light up the water well offshore for night surfing - even activated from an Apple Watch.

Of course the Crestron system also controls the HVAC systems, from temperature and trigger control of rack cooling to the six zones of full HVAC control and status. Even the UltraSpa system is under Crestron control; including pumps, spa jets, swim jets, temperature, TV and music, U/W audio, and RGB lights.

A number of additional subsystems fall within the Crestron control domain, including doorbells (digital doorbell on all

touchscreens, 2-way SIP intercom at door stations), two garage entries with monitored remote access and lighting. iPhone remote control also runs infrared heaters on all three floors, twin 16-zone automated irrigation controllers, multi-zone security cameras, sensors and event intercept, full 2-way Sonos interface functionality, three floors of sun shades, and touchscreen status pages for a quick overview of the state of the systems. Sonnex amplifiers, all power devices and monitored power supply status, and even the battery life of guest room remotes.

Best of all, a 69 panel Solar Plant on the roof + Sunny San Diego = Net Zero power bill for a high powered home.

The end result is a home that is completely controlled down to the nth degree, easy to operate for all guests, and customizable for the owners should they wish to dial-in their settings as they spend more time unfolding the capabilities of their dream beach house.

"When working with the Normans we never know what to expect, which is exactly why we chose Crestron. We knew that whatever they came up with, Crestron would have a solution and that's peace of mind with the ever changing landscape of technology. As Integrators, we won't ever hit a wall using Crestron", Terry Morton. ■





# 15 MINUTES

WITH PATRICK 'PG' GALL, SONOS



## SONOS

### **Briefly, give us an overview of the Endorsed Partnership Program.**

**PG** For years, there have been hundreds of unofficial and unsupported Sonos integrations with various home automation manufacturers. Some of these integrations worked fairly well, but none of them were ever supported by Sonos. We launched the Endorsed Partner Program in 2016 in order to provide our customers with reliable integrated experiences.

For Sonos, all of the integrations help cut down the 'time to music', the amount of time it takes you to actually get music going at home. We want music to play as quickly as possible and these integrations with the Endorsed Partners really help with that. If you can touch a 'Welcome Home' button on a partner's touchpanel or wall plate, music starts playing instantly with one click versus multiple clicks on a phone or tablet to get to your music within the Sonos app.

This endorsed integration marks the first time Sonos worked with a Crestron system. In addition, we couldn't be happier that their integration includes the native Sonos App running on their latest touch panels. For us, this means our customers get the full Sonos experience, all within the Crestron experience and hardware. No other endorsed partner currently supports this.

### **Tell us about Sonos' collaboration with SoundMachine.**

**PG** Soundmachine offers a program for Sonos dealers that gives the Sonos dealer a cut of the monthly SoundMachine subscription that they get their customers to sign up for. In turn, this creates a recurring monthly revenue stream for the

dealer. Thanks to our strong partnerships with both Crestron and SoundMachine, our friends at Soundmachine are now opening up that great program to Crestron dealers, offering up the same recurring monthly revenue stream.

### **Tell us about the recently announced voice-activated opportunities.**

**PG** Our ambition is for Sonos to become the audio platform for the home and we believe Voice will be a major part of the everyday interactions with technology in the home. We love Voice because it helps humanize audio, because what's more normal than speaking to someone? What we announced was twofold; a software update that seamlessly integrates Alexa into the Sonos platform. With this update customers can use any Amazon Alexa product, like the Dot or Echo, and use their voice to have music pump out of their Sonos multi-room system. In addition, we also announced a brand new piece of hardware to the world; Sonos One. Sonos One is the smart speaker for music lovers that allows you to use your voice with the Alexa voice service without the need of any additional hardware. Sonos One once again brings the Alexa experience to your entire Sonos system, allowing you to use your voice to bring music into any room of the house. And, Sonos One functions just like a Dot or an Echo, which means you can activate Crestron's Alexa capabilities using Sonos One. Not only that, we also announced we'll be working with the Google Assistant voice service in 2018 as well! Our goal is to create an audio platform that is Voice agnostic, meaning one system that allows you to use Alexa, Google Assistant, Siri, etc. That to us allows for a truly great customer experience.

CEDIA BEST INTEGRATED HOME - LEVEL ONE

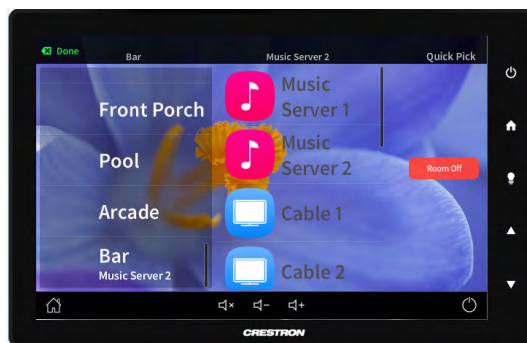
## INTUITIVE SIMPLICITY IN SEVERNA PARK



Atlantic Control Technologies, of Annapolis, MD, won the CEDIA 2017 Best Integrated Home – Level One award for this project. They worked with an existing client on a system upgrade of a 10-year old Crestron control system. This complex system had to perform several specific, client-requested functions, while at the same time integrating several existing subsystems.

The initial client-requested functionality was for the control system to be easy for family members and guests to use. The system had to be intuitive in its simplicity. They wanted the same user interface experience across

all remote platforms. So Atlantic Control Technologies designed a proprietary "Quick Pick" feature as the main graphical layout of the user interfaces with on eight types of user interfaces, which was a unique challenge. It involves one top-navigated drop down menu to pick a location and another top-navigated drop down menu to pick a source. Once these two parameters are selected, the user can then adjust all options pertaining to that specific location and source they have chosen. This layout allows the user to quickly navigate the entire feature set of the whole system in an intuitive and simple way.





## INTUITIVE SIMPLICITY CONTINUED...

The full Crestron 4K Ultra HD distributed audio/video matrix switching upgrade was the main feature of the installation and involved Crestron's MD-HD8x8 switcher with five individual room controllers and expanded Crestron Sonnex audio. As the video library was housed in the latest Kaleidescape® Encore products, it was also necessary to upgrade the TV selections to models that would accommodate the new HD signal. This upgrade allows the client to be able to view current, true 4K content and prepares the system to be able to view industry-best content for years to come.

There was also an HD IP camera upgrade request from the client. This included a custom programmed Crestron feature that displays a prompt on the touchscreen when one of two door cameras is pressed from the outside. The prompt allows the user to elect to view the applicable door camera video from the touchscreen. Any time the doorbell rings, all touchscreens activate and the homeowner can accept or reject. Completing the ease of use scenario, audio switches to the camera from whichever one was just rung. ■



## CEDIA BEST INTEGRATED HOME - LEVEL ONE





# The 12-Month Marketing Marathon



An Interview with  
**MICHAEL SHORT**  
Global Residential  
Marketing Manager

Crestron has been running non-stop for the past year on an incredible journey with regards to our Residential business. We aimed to transform the brand, style and approach of the business to match a number of key goals, including proving to you that Crestron was 100% committed to Residential.

We sat down with Michael Short, Global Residential Marketing Manager to discuss the past year's efforts and how Crestron Technology Professionals (CTP's) can take advantage of this treasure-trove of marketing assets.

**Give us the big picture regarding your efforts this past year.**

**MS** Well, first off, while it was a marathon indeed, it certainly felt like a sprint most of the time! We hit the ground running and went into marketing overload, making sure that our Crestron Technology Professionals (CTP's) had access to everything they needed to both understand and buy our products, as well as supporting their sales teams. Whether this was supplying imagery and videos or creating sell sheets and brochures, we have sent emails, attended and ran events, created case studies, updated our social channels, worked with the press, run advertising and much more.

**What was the reason behind this sudden shift in pace for Residential marketing?**

**MS** Crestron has always had (and still has of course!) an incredibly talented and passionate marketing team however as the size of the commercial business grew and our technological innovation picked up pace within that channel so did the pace and focus of our marketing teams. There was still an eye and drive on Residential however, and our marketing efforts never wavered for this channel but there was certainly a feeling that we could do more, and we could do better. So once the dedicated team within Residential was put together it gave us the opportunity to really evaluate, understand and focus on what our Technology Professionals needed. I mention evaluate though as I think this was key, and I believe this was the reason behind the shift in pace. We listened to our Technology Professionals, we sat through three Summits last year and asked questions, we went back through emails and comments on our work and we knew it was time to up the game. Which hopefully has already started to be seen! (But trust me there is much more to come.)

**Is there anything you get asked more often than not from Crestron Technology Professionals in terms of the development and growth of your marketing direction?**

**MS** That's a great question, to be honest there are probably 2 things that seem to pop up in most of my conversations. Outside of the fact that yes, I am speaking with a funny accent, and no I'm not from Australia, I am in fact English, they are, when are you going to start marketing to the end-user? And can we get more "dual-branded" end-user content? The answer to the first question I'm afraid is not as simple as it may seem. All of our Crestron Technology Professionals

know that Crestron is the brand that delivers the ultimate user experience, we are the only end-to-end player in the market – but with this incredible capability comes true notoriety of being high-end and only the best quality. We do not want to market ourselves in Best-Buy, or in local newspapers offering budget shade coupons! We want to continue to be the high-end, quality brand and that means we have to be very selective in our marketing channels. We want to focus on the audiences that you sell our product to, or the communities such as design/build professionals who you work with everyday. So although you may not see Crestron on billboards by the side of the road, it's important to know we are working on specific marketing channels that will help influence your clients decisions. Can we do more of this, of course we can and we certainly plan to, but don't expect to see Crestron advertising on TV, expect to see focused campaigns on specific influential audiences. The second question around dual branded end user content is far simpler to answer. Crestron values more so than ever our partnerships with our Technology Professionals. We trust you to sell, promote and represent our brand every step of the way and we know this means providing more assets for you to use. We have started, and we have some super exciting plans afoot to make finding, using and branding assets easier.....but I can't say too much just yet!

**You mention a lot of marketing assets above . Can you break that down into bits and pieces?**

**MS** We know that sometimes it's hard to keep up with all the marketing assets Crestron produces with communications and updates coming sometimes daily. So yes let me break it down into some of the key materials released over the past few months with some handy download links.

Dealers can refer back to this section on an on-going basis as a repository for Crestron marketing materials:

## BROCHURES

**Home Technology Brochure** Provides a storied overview of how Crestron Integrated Home Technology solutions benefit a homeowner by giving examples of applications in different rooms and the whole home overall.

**Beautiful Shades of Luxury** Crestron shading solutions combine designer fabrics, elegant hardware, and world-class technology to transform any room into a more spectacular space.

**Top 10 Reasons to add Crestron Lighting & Shades to Your Home** Download the Top 10 list now to see the reasons why you should add Crestron Lighting & Shades to Your Home.

**Top 10 Reasons Crestron Technology Professionals Choose Crestron Lighting & Shades** Download the Top 10 list now to see the reasons why the most successful CTPs use Crestron lighting and shades exclusively.

**DM Overview Brochure: Residential** A comprehensive overview of the Crestron DigitalMedia product line, the global gold standard for AV distribution.

**Marine Brochure** Marine brochure featuring automation technology in luxury yachts.

## PARTNERS

Crestron only works with the best of the best across industries and naturally our materials to help you understand and sell the integration need to be of the same standard.

*Click the links below to download the partner assets from our Amazon and Sonos integrations:*

### Amazon

[Crestron & Amazon Alexa Partnership](#)

[Crestron & Amazon Alexa Quick Start Guide](#)

[Crestron & Amazon Alexa Key Skills Guide](#)

CONTINUED NEXT PAGE

12 MONTH MARKETING MARATHON CONTINUED  
FROM PAGE 29

## Sonos

[Crestron & Sonos Partnership](#)

[Crestron & Sonos How to Guide](#)

## VIDEOS AND IMAGERY

Our video archives and images can be found on the following two links. With a whole host of brand new video case studies produced this year as well as product videos, this is the place to go to utilize some of our more digital and influential assets.



[Imagery](#)



[Videos](#)

Crestron Digital Graphics Engines  
for Residential Projects

## WEBINARS WEDNESDAYS

Missed a webinar? Or just want to listen again? Using this [handy link](#) gains you access to the entire Wednesday Webinar database! Take advantage of this incredible training asset now.

Finally, with even more to come over the next few months, watch this space for everything you need to know from our Residential marketing department.

**“Crestron values more so than ever our partnerships with our Technology Professionals. We trust you to sell, promote and represent our brand every step of the way and we know this means providing more assets for you to use. We have started, and we have some super exciting plans afoot to make finding, using and branding assets easier.”**

**— Michael Short**

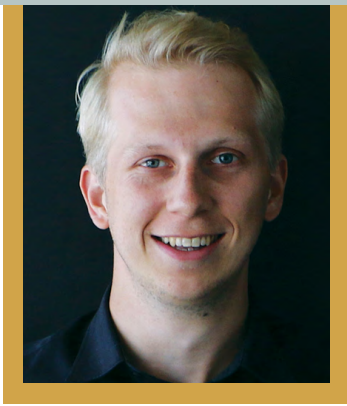
Global Residential Marketing Manager





# 15 MINUTES

## WITH TOM LAMBRECHT, BASALTE



**basalte**

**Tom Lambrecht is the Business Development Manager for North America. He also ensures that marketing materials align with the requirements expressed by integrators, architects, designers and end user customers. Briefly, give us an overview of the Endorsed Partnership Program.**

### **Give us a brief background of Basalte.**

**TL** Basalte was founded in 2008 by Klaas Arnout and Sandra Maes. He, an experienced Crestron integrator, and she an interior designer with a good feeling for emerging design trends. From Klaas' experience on high-end residential projects, he felt there was a lack of beautiful, yet easy-to-use-control solutions for home automation. Basalte was created in order to deliver unique user experiences in today's smart homes.

### **What makes Basalte unique?**

**TL** Our use of scenes is the key to our approach. The multifunctional keypad Sentido combines innovative touch technology with unique multi-touch functionalities to control lights, shades and music. Sentido is intended to control the functions you use most often: lights on/off, a few pre-set scenes and general shade control. Sentido is also unique in its elegant, refined design and the fact it's handmade from quality materials like aluminum, brass and even glass.

### **Tell us how you are supporting Crestron Technology Professionals.**

**TL** Our demonstration kits and the keypads are now a permanent part of the Crestron Experience Centers as Crestron Connected products. The kit contains functioning

products and allows the customer or interior designer to explore all available finishes. Each certified Basalte dealer has such a kit.

Our elegant website showcases our product portfolio, and our downloadable brochures are just a click away. We also participate in design oriented tradeshows and proactively connect with the design build community to present our products. We also have a nice collection of reference projects, featured on our website or [Pinterest profile](#).

### **What's new?**

**TL** When you think of ultimate control you probably imagine a situation where you go around the house and its technology responds to you, even without a single touch or button press. For those situations, we now have Auro available: our small, fast and almost invisible motion sensor! Its innovative flat design lets it blend into a ceiling or wall. Auro incorporates LEDs to use for status feedback or as a nightlight. Finally, Auro has an integrated temperature and light sensor to report back to the system. With the launch of the Auro motion sensor, we have an exciting addition to our portfolio to further improve the user experience.

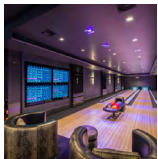


## HOME TECHNOLOGY AWARD WINNERS

WE'D LIKE TO THANK ALL OF THE CRESTRON TECHNOLOGY PROFESSIONALS WHO SUBMITTED APPLICATIONS FOR THIS YEAR'S HOME TECHNOLOGY AWARDS. THERE WERE SO MANY QUALITY PROJECTS AND INCREDIBLE INNOVATION AND EXPERTISE. WE'D LIKE TO ACKNOWLEDGE THIS YEAR'S WINNERS AND WE'LL BE FEATURING SOME OF THESE EXCITING PROJECTS IN OUR NEXT EDITIONS. CONGRATULATIONS TO:



**AHT**  
Ultimate Crestron Home



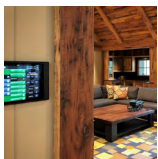
**SMART HOMES INNOVATIONS**  
Ultimate Crestron Home



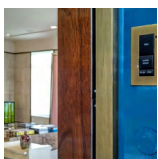
**AHT**  
Marine  
The Ultimate Crestron Yacht



**LOGIC INTEGRATION**  
Most Unique Application



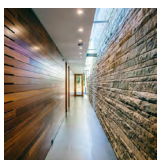
**DC HOME SYSTEMS**  
Best Design & Engineering



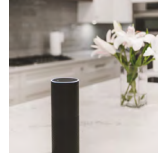
**OSBEE INDUSTRIES, INC**  
Best Design Meets Tech



**ELEVATE GRFX/DIGITAL AUTOMATION**  
Best GUI



**CASAPLEX**  
Best Lighting



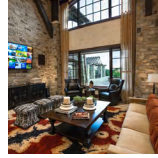
**MODERN AUTOMATION**  
Best Partner Integration



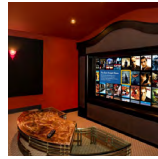
**SOURCE HOME THEATER**  
Best Incorporation of Crestron Pyng® Platform



**AUDIO IMPACT, INC**  
Best Upgrade



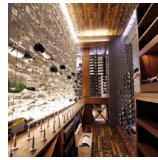
**AURUM**  
Best Shading Application



**MEDIA SYSTEMS, INC**  
Best Showroom/Demo Space



**COMMUNICATIONS ENGINEERING MANAGEMENT**  
Best User Experience



**SERVICE TECH AUDIO VISUAL**  
Best Multi-Dwelling Unit

**GO TO THE HOME TECHNOLOGY AWARD WINNERS WEBSITE  
FOR FULL DETAILS**

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Crestron news straight from our headquarters.



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