

# intensify

the art of integration and technology | issue 01 spring 2007



**C-Bus**  
**pointOne**<sup>™</sup>  
accredited integration professional

## introduction

Welcome to *Intensity*, the first of many editions of our new magazine.

Aimed at key decision-makers in both the residential and commercial markets, *Intensity* is an initiative of Clipsal Australia, makers of the award-winning C-Bus automation, lighting control and energy management system.

In this first edition, we are very proud to launch our newly branded sales channel: C-Bus pointOne accredited integration professionals. The aim of C-Bus pointOne is to offer Australia's best of the best in systems integration, providing one point of contact for solutions in automation, lighting control and energy management, in both residential and commercial environments.

*Intensity* will keep you up to date on the developments of the Clipsal C-Bus system, the C-Bus pointOne group, and how it all relates and operates in your industry.

Our first edition includes:

- Up to date information about C-Bus pointOne, and the services the members offer;
- The role of C-Bus pointOne in your industry;
- Industry case studies, which show the work done by C-Bus pointOne members, providing potential ideas for the next residential or commercial project you may work on;
- A profile of architect Frank Stanisic and his experience with Clipsal C-Bus.

We hope you enjoy our first edition and become regular readers.

Please visit our web site – [www.c-buspointone.com.au](http://www.c-buspointone.com.au) – for more information and to find a C-Bus pointOne member in your local area.

Regards,  
**Michael Jack**

*National Manager  
C-Bus pointOne program*



## contents

02 seamless solution

03 at the coalface

05 powerful medicine

07 domestic bliss

09 frank stanisic :  
the architect's tale

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**CLIPSAL**  
LIVING ELECTRICAL

## what is C-Bus pointOne?: seamless solution

One point of contact, the entire solution  
– Simon Wehr, Marketing Manager Residential  
Clipsal Integrated Systems describes the benefits of C-Bus pointOne.

Whoever said 'the more the merrier' obviously didn't work in the building or architectural industry. There seems to be this inherent black hole that is drawing more and more contractors into each and every project, relied upon to deliver their one particular area of expertise. And while no one is questioning their skill set, there is a concern bubbling from within the industry (and ultimately from the client) asking the question: "Who is ultimately responsible for making all this happen?"

Technology is a wonderful thing... But technology for technology's sake is not. What do we mean? Think how many remote controls you have on your coffee table! By the time you've worked out which one you need and remembered how to use it, you could have simply got up and changed channels.

The same goes for the building industry. There are so many wonderful technologies that can be utilised to enhance the environment, reduce energy consumption, simplify living or working, make the most of entertainment areas, and provide security and comfort. But ultimately, why would you want them if they only make things more complicated?

Many people have heard of Clipsal C-Bus; it has become the de facto name in home automation and building control in Australia. What you may not know is that it is now sold throughout the world. C-Bus is a reliable and cost-effective lighting control and management system that is completely scaleable, so it can be used from a single room to an entire commercial project. And because it integrates into other systems, it can be used as the backbone to control and communicate with many residential and commercial technologies such as AV equipment, air-conditioning, security systems, irrigation systems, building management systems – you name it!

That all sounds good. However, *who* is going to integrate it all? From the architect, builder, consultant, and even the client's point of view, who is going to provide a simple, turnkey solution? A system where everything just works, seamlessly? Most importantly, who will take responsibility for everything after hand-over? One point of contact



for any questions, problems, concerns. No arguments over who is responsible for what, or blaming someone else's products because something isn't working.

Introducing C-Bus pointOne, accredited integration professional.

"C-Bus pointOne is a program established by Clipsal to create a benchmark of excellence in the smart home and commercial building automation industries," said Clipsal's Michael Jack, National Manager, C-Bus pointOne program.

C-Bus pointOne will offer their services to the home owner, architect, consultant, interior designer, builder, electrician, facilities manager and anyone involved in the decision-making process in either the residential or commercial building sectors.

C-Bus pointOne professionals can provide the necessary expertise to deliver an easy-to-use integrated solution and not just complicated high-tech equipment! They offer a stress-free customised service of design, project management, integration, installation, programming and support.

So next time you are thinking about the technology you want to include in your next project, consider this: Do you want six or more different companies to deal with, providing them with six different budgets to blow out, and six different time-lines to run late on ... and then six different phone numbers to chase up? Or would you like one company that can deliver the entire solution, with one point of contact for everything?

It's a no-brainer really.

*Text Simon Wehr*

## at the coalface

Developing innovative products is one thing, but customising and delivering those products to the specifiers is another challenge altogether. Here Kim Powell profiles Clipsal's C-Bus pointOne program.

Technology has become such an integral part of our lives that it's only natural people are interested in the possibilities it can offer. Clipsal's reputation for excellence has seen Clipsal C-Bus – a fully integrated system that enhances living and reduces energy consumption – become the most sought after home automation and commercial lighting control and energy management system in Australia. And now, thanks to the C-Bus pointOne program, you have one point of contact for the consultation, design, installation and after sales service, whether you're a home owner, architect, builder, designer, electrician or manager. A C-Bus pointOne accredited integration professional will provide you with the best system to suit your needs, and as of June this year, C-Bus pointOne will launch over 70 trained and accredited specialists across Australia and New Zealand.

The product design process for Clipsal C-Bus is well-structured and addresses not only the technical aspects, but also the aesthetics. Eddy Rinna is the industrial design supervisor at Clipsal Integrated Systems. He follows the product from styling and conception, right through to engineering. When it came to developing a new switch for the Clipsal C-Bus system, Eddy and the design team travelled all around Australia to meet with leading architects, asking them to visualise perfection.

"The ideal switch does not have to be a focal point of the room unless you are right next to it or interacting with it," he says. "Think design, but nothing that yells out to you. Architects do not want to see labels on the switch because they think that looks tacky. You have to be aware of using materials that will last for the life of the dwelling, and nothing that is fake – or looks fake – because architects like the purity of the device."

The design team also engaged the services of an external designer, Shareen Joel from SJD Melbourne, to bring an outside perspective to the project. The new switch will be launched next year



## 5thCorner created their Technology Lounge to demonstrate these smart home technologies



and will be available in the A Series format (the rectangular Australian switch plate) and in the square European style.

"Some of our customers have very expensive high-end homes, but at the same time the switches have to appeal to the wider market. We're not just selling switches, we're selling a home automation and commercial lighting control and energy management system," Eddy says.

Although the Clipsal C-Bus system was originally developed for commercial applications, its ability to streamline automation systems meant people were soon asking for a domestic version. And because not everyone has lived with this kind of technology before, 5thCorner, a home automation specialist in Brisbane, created their Technology Lounge to demonstrate these smart home technologies to their customers.

Rather than being just another retail area, says Kelly Weijers, 5thCorner's sales and marketing manager, they seized the opportunity to create a striking space that doubles as a venue for product launches, parties and other events.

"We created the 5thCorner Technology Lounge so people could experience it in the flesh, so to speak," Kelly says. "Most people haven't lived with it because it's new. Being able to show them how it all works is a lot easier."

She believes Clipsal has done a fantastic marketing job and customers always ask for C-Bus.

"We discuss with them what can be done and then design a system to suit that," Kelly continues. "Security, surveillance, home theatre, lighting control and music distribution. People's music collections are astronomical and C-Bus can pipe their music throughout the house and make it really simple for them."

The whole 5thCorner team is proud to be a part of the C-Bus pointOne accredited integration professional program. "We consider ourselves a good installer of C-Bus systems, and C-Bus pointOne is a program that recognises good installers," says Kelly. "Being part of it is good because you get to steer C-Bus in the direction consumers want. We're at the coalface and get to communicate these wants to Clipsal."

Clipsal C-Bus is not just for high-end properties: 5thCorner specialises in designing sleek systems for people in the middle of the market, who see what this sophisticated technology can do and want it in their own homes. Kelly explains that home automation systems are now a natural consideration just like granite bench tops and designer taps, and this is where the C-Bus pointOne program is important.

"You need to do it properly otherwise customers will get very frustrated when they can't do the simplest thing. So you need to go to a reputable dealer," she says. "Our systems are an expression of you, no matter what your budget is. C-Bus is a really cool system, it's living made easier."

*Text Kim Powell  
Photography Bill Watson*



## powerful medicine

The new fit-out for Janssen-Cilag, the pharmaceutical arm of Johnson & Johnson in Sydney's North Ryde business park, is a remarkably innovative approach to issues of light, transparency and office lay-out. Penny Craswell explores the role of Clipsal C-Bus in this cutting edge office environment.

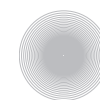
Until recently housed in the Johnson & Johnson building in the North Ryde business park, Janssen-Cilag have now moved into their own offices directly across the road. Moving into brand new premises provided the opportunity to create an employee-friendly work environment, while maximising energy efficiencies. The building design featured spacious glazed corner winter gardens on each floor, as well as 3.6 metre floor-to-ceiling glass façades on the southern side. With this degree of natural light, having lights on throughout the day would not only be pointless, but also a waste of energy.

So it made sense for the Janssen-Cilag fitout, designed by Futurespace, as well as the entire 6-storey base building by Nettleton Tribe, to incorporate a dimmable lighting system as part

of the lighting controls. "C-Bus provides control of the perimeter lighting to operate without artificial lighting during the day and when the natural daylight drops below the minimum levels in the office, the light slowly dims up, maintaining a constant illumination at the workstations for occupant comfort while reducing energy consumption," says Finbar McLaughlin, from Medland Metropolis (Services Consultants for Janssen-Cilag).

C-Bus pointOne member Nick Chatham from Q Automation was responsible for the implementation of C-Bus lighting control and its integration with other services, such as lifts. He explains that, as well as the automated lighting during the day, C-Bus Schedule Plus software was installed on a central building management

This intelligent system matches perfectly with Futurespace's innovative design



**Base Building**  
**C-Bus pointOne member**  
 Q Automation  
**Builder** St Hilliers  
**Electrical Contractor**  
 Heyday Group  
**Electrical Consultant**  
 VOS Group  
**Architect** Nettleton Tribe

**Janssen-Cilag Fitout**  
**C-Bus pointOne member**  
 Q Automation  
**Building Services Consultant**  
 Medland Metropolis  
**Builder** Buildcorp  
**Electrical Contractor** Stowe Australia  
**Architect** Futurespace

computer to control the lighting for each of the six tenant floors as well as the common areas according to programmable time schedules, with manual out-of hours override.

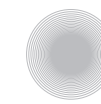
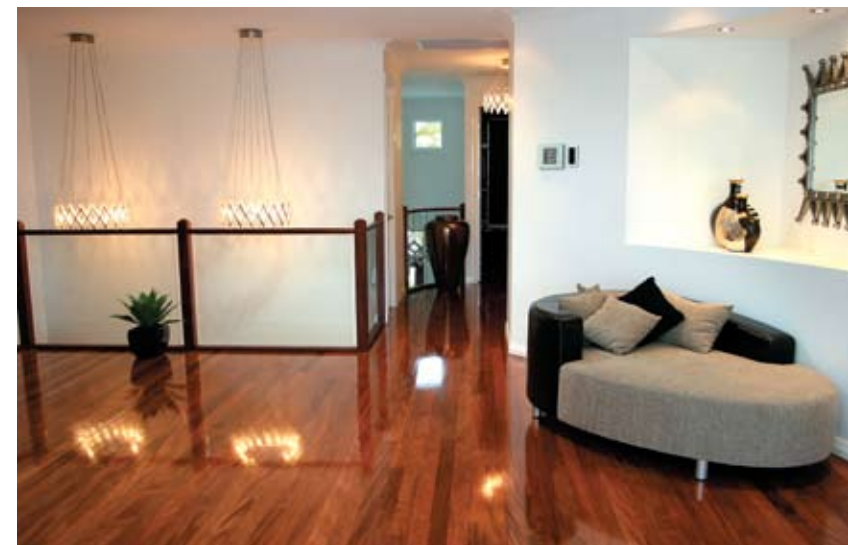
"The tenants could set the times for the lights to be shut down at regular intervals, say from 6pm," says Chatham. "Then, if someone is working outside those hours they can push a button and the lights will stay on for an extra two hours. However, if no one is there, the lighting in the tenancy will fade off. When lighting on the entire floor is off, 15 minutes later the lift lobby and core area lighting will fade automatically."

This intelligent system matches perfectly with Futurespace's innovative design – using 'pavilions' to create a 'hybrid' space in between enclosed

and open plan offices. Thanks to the use of roll-up pavilion screens which give privacy but also let the light through – as well as dimmable and automated lighting systems – the environment is also a big winner with natural light penetrating right to the core of the building.

Matched to the use of Clipsal C-Bus, this is a strategy which maintains optimum light levels at all times of the day and in all kinds of weather as well as ensuring that lights are off when they are not needed. It is a case of intelligent design married to environmental responsibility – a simple, but elegant solution to match a simple but elegant interior design.

*Text Penny Craswell  
 Photography Tyrone Branigan*



**C-Bus pointOne member**  
 Designed Automated Systems  
**Builder** VCU Design  
**Electrical Contractor**  
 John Love Electrical  
**Interior Designer** Clasiq  
**Other Consultants/Contractors**  
 Integrated Sound and Vision  
 NASKAM (Security)  
 Caloundra (Air Conditioning)  
 Noosa Lighting  
 DG Australia

You don't have to check every room to make sure things are switched off

## domestic bliss

This stylish and modern home, on the canal at Pelican Waters on Queensland's beautiful Sunshine Coast, wouldn't be possible without Clipsal's C-Bus home automation system. Kim Powell speaks to the people behind the scenes.

Utilising the latest in state-of-the-art technology, Clipsal C-Bus controls all of the interior and exterior lighting, as well as the cascading fountain in the chandeliered foyer. Sensors ensure the interior lighting levels adjust according to the sunlight that streams in through the windows, which is invaluable in saving energy. It also integrates the air-conditioning and the luxurious in-floor heating in the downstairs bathroom and living areas.

Ken Scotney is the systems engineer at Designed Automated Systems at Maroochydore in Queensland, and was part of the team that installed the customised Clipsal C-Bus system in the canal residence. Designed Automated Systems installs automated systems in both the residential and

commercial sectors, so he certainly knows what he's talking about. Ken is a proud C-Bus pointOne accredited integration professional, and recommends Clipsal C-Bus to all DAS clients for two simple reasons: it's simple to use and it's well presented.

"It's a very well presented product," he says. "The switches have a good finish, and there is excellent product support and warranty support. It's also a good point of up-sell for the client, so installing a C-Bus system brings value to their property."

As well as an impressive home theatre with drop-down projector, the residence has six independent zones for audio-visual distribution. "It gives people the privacy of listening to the music they want in

a particular room, rather than having the same music through the house," says Ken. "Our clients want control over their devices."

This palatial home also has a sophisticated security system that provides complete peace of mind for the residents. "There is two-levelled security, so you can secure the downstairs section while you are upstairs, or you can have the whole building secure," says Ken. "If there is an intruder it triggers an alarm, the floodlights outside go on, and the CCTV can monitor and record who is there, and pass that data on to the police."

There are security cameras positioned at both the front door and the front gate, and a split screen security display that allows up to four

camera viewpoints to be on screen at the same time. The lighting and curtain controls can also be programmed to make it look like you are there, and all of this is possible thanks to Clipsal's C-Bus.

"You can set scenes that turn on the lights so that it appears you are home, even when you're on holiday. There is also a provision for curtain control later if required," says Ken.

Anita Burton is the director of Clasiq, the interior designers who worked on the canal residence. She says the integrated Clipsal C-Bus system has some amazing features on it, and her clients appreciate how simple it is to use. "You can set it to your favourite mode, or to night mode, to holiday mode when you are away, and even to party

mode," she says. "My clients are very happy with it."

Modern homes now have a multitude of lights that range from subtle to striking. With the Clipsal C-Bus home automation system, you no longer need to walk from room to room to ensure all the lights are turned off before you go to bed or leave the house. "You're flicking one switch instead of 400 to shut everything down, so you don't have to check every room to make sure things are switched off," she says. "Those who have C-Bus swear by it."

*Text Kim Powell  
 Photography courtesy of Ken Scotney*

## frank stanisic: the architect's tale

It's environmentally friendly, but architect Frank Stanisic tells Kim Powell that Clipsal C-Bus also gives apartment-dwellers control over the way they want to live.

For award-winning architect Frank Stanisic, the integrated Clipsal C-Bus system is an essential element in any environmentally-designed apartment that aims to reduce the energy use of the occupants. As the design director of Sydney-based Stanisic Associates, Frank ensures that the key ideas of eco-minimalism – that is, climatically responsive modern design – underpin every project the firm works on.

“Eco-minimalism is our design platform, based on operability, environment, and sustainability,”

Frank says. It's not a design philosophy because, as he admits, philosophy is an undertaking of a lifetime and architects need to be much more focussed on what they do best, which is the design and construction of the environment.

Established in 1990, Stanisic Associates is a design-based company that focuses on architecture, urbanism and interiors to create intelligent apartments that balance personal comfort with reduced energy consumption.



It's so good to have a control system in the house that operates all these things

“A lot of modern buildings have artificially-supported systems. We are trying to unplug buildings to make them more environmentally responsive, so they are part of the environment rather than being against the environment,” Frank says. “We've developed an aesthetic which is modern, based on state of the art technology and architecture, and has all the comfort people are used to.”

The company has won several international design awards, as well as the NSW RAIA Wilkinson Award for Outstanding Residential Architecture (2003); the Master Builders Association Excellence in Housing Award (2003); and the NSW Premier's Award for Excellence in Residential Design (2001). Frank Stanisic was the master planner for the Green Square development, which is the largest urban renewal project in Australia and his work was recognised by a swag of awards and commendations, including the Green Square Design Award.

A recent Stanisic development is the 5-storey Edo building in the upmarket Sydney suburb of Woolloomooloo. Edo – an acronym for environment, diversity, and operability – exemplifies the approach the company takes.

“Edo is part of our ongoing exploration of urban life and urban culture,” Frank says. “It demonstrates the paradigm of how we can develop buildings on a city street.” He says that when people move from low-density living to high-density living, they give up the ability to control their environment. Therefore, he believes a vital part of apartment design is to allow the occupants to adjust the environment they are in, whether that's moving the external shading or the internal sliding walls to take advantage of the light and the cross-ventilation.

“We have a control platform in the apartments which is the C-Bus system,” he says. “It allows the occupants to vary the light, operate the blinds and it's linked to audio, which is a very important part of apartment design. But equally, I've used it in my own house to control the lighting, blinds and security. It's so good to have a control system in the house that operates all these things.”

He recommends Clipsal's C-Bus control and management system because it is effective and it works. It allows the many systems within a building to be connected and it is simple for the occupant to use.

“I think that is where C-Bus has an advantage over un-integrated systems,” he says.

Frank is adamant that Edo is not a high-end development.

“I have a saying, that there are no penthouses in Edo but it is all penthouses,” he says. “These are apartments that have a small environmental footprint, that have been designed so that they represent a very high standard of accommodation in a city environment. And to have a high level amenity you have to give back control of the environment to the occupants.”

With the sophisticated Clipsal C-Bus system, the occupants can create cross-ventilation through the apartment and adjust the shading to let in more light and reduce their reliance on artificial systems, thereby saving energy – which is good for the wallet and even better for the environment.

“C-Bus is really something that should be an essential element of all environmentally-designed apartments,” he says. “Of course they work very well for the client as well, because they incorporate all the other bits.”

Stanisic Associates Architects  
(61 2) 9299 7871, stanisic.com.au

Text Kim Powell  
Photography Brett Boardman



If you are looking to enhance the design, functionality and comfort of your commercial or residential premises, look no further than a C-Bus pointOne accredited integration professional.

To find out more about C-Bus pointOne and to locate your nearest member, visit [c-buspointone.com.au](http://c-buspointone.com.au) or email [info@c-buspointone.com.au](mailto:info@c-buspointone.com.au)