

# intensity

the art of integration and technology | issue 03 autumn 2008

**C-Bus**  
pointOne™  
accredited integration professional



## introduction

In this edition of *Intensity* we'll ask the question "just how smart is a smart home?" and demystify the misconceptions and confusion regarding the terminology of home automation and structured cabling.

We will showcase an entertainment-focussed Perth home and discuss the involvement of C-Bus pointOne member Surround Custom. Speaking of which; if you are in Perth, check out Surround's new \$500,000 showroom. Impressive is an understatement!

We'll meet respected Adelaide-based architect Max Pritchard and investigate how and why he applies technology to his award-winning residential designs.

And finally, while we're in Adelaide, we'll go through the new City Central Tower One, and look at how Woods Bagot has worked with C-Bus pointOne member Automation Dynamics to deliver this cutting-edge project.

In closing, here's something to ponder.

C-Bus is an Australian-designed technology that is now providing benefits to over 50,000 installations world-wide. And we're not just talking about a bit of added convenience here; there are serious environmental benefits to be found by utilising smarter energy management and control in any home or commercial facility.

C-Bus is now sold across the USA, Middle East, China, Thailand, Taiwan, Singapore, Malaysia, Hong Kong, South Africa, United Kingdom, South America, Sri Lanka, India and Greece. Just to name a few.

It's been used in homes, as well as world-class commercial facilities like McLaren's F1 technology headquarters, Westin, Hilton and Sofitel Hotels, Wembley and Manchester Stadiums, the Imperial War Memorial in the UK, and even our own MCG and Opera House.

So next time you are watching the soccer at Wembley or Manchester, a concert at The Opera House, or maybe a night match at the MCG, just remember; C-Bus is reducing energy consumption there and all over the world.

Regards,  
**Simon Wehr**

*Marketing Manager – Residential  
Clipsal*



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## party mix

Following the success of launches in Sydney and Brisbane, C-Bus pointOne cocktail parties were held in Adelaide, Perth and Melbourne to great success.

Party guests, including designers, architects, engineers and lighting consultants, were asked to enjoy the canapés and cocktails, as well as various entertainments, including music, lighting shows and more.

Guest speakers introduced party-goers to the Clipsal C-Bus systems, while pointOne members showed them the features of the stainless steel, acrylic and polished concrete interactive displays.



Melbourne Launch



Adelaide Launch



Perth Launch



Melbourne 01 Main Image Michelle Wu (The Buchan Group), Jeremy Schluter (F2 Architecture), Louise Gardner (The Buchan Group) 02 Lawrence Katz (OSE) and Erik Scholz (Clipsal Australia) 03 Jeremy Schluter, Bianca Abonyi, Hilbrand DeSmit (F2 Architecture), Celeste Chua (Australand Holdings), Patrick Ong (Thomson Adsett & Partners), Kieran McKernan 04 Tim Hales (CHW Consulting), Liz Michael and Wes Abdelmalek (ECM Group) 05 Rob Majcen (Denton Corker Marshall), Michelle Mullenger (PTID Environments)

Adelaide 01 Eddy Rinna (Clipsal Australia), Phillip Kidman (Chapman Herbert Architects) and Suresh Dhillon (Woods Bagot) 02 Rob Williams, Sophia Leopardi and David Burton (Williams Burton Architects) 03 Peter Koh (Koh Architects), Ken Mah (Ken Mah Architects) and Thomas Klee 04 Mary Harben (Harben Design), Garry Minuzzo (Minuzzo Project Management), Graham Cobb (Matthew Architects) and Peter Tynan (Greenway International)

Perth 01 Mark Mulvey, Denise Murton and Bill McAulay (Mulvey Builders) 02 C-Bus pointOne member Tony Cummings with Travis and Leonie Fancourt (APG Homes) 03 James Hutton, Carol Watts and Jay Shivakumar (Jenkins Clifford Consulting Engineers) 04 Perth's party atmosphere



## max pritchard

### the house that max built

When it comes to prized residential sites in Adelaide, perched overlooking the River Torrens is certainly one of them. And on this valued site sits a unique home by an award-winning architect, Max Pritchard.

Pritchard's St Peters house is angled to make the most of the natural light and natural heating. The house, which measures 60 metres from one end to the other, curves around in a semi-circular arch, enclosing a courtyard with a pool. There are no internal corridors and the kitchen extends out onto an elevated terrace on the River Torrens side, seamlessly blending the indoors and the outdoors, and making the most of the view. A majestic eucalyptus shades the courtyard on the south side, testament to this suburban setting.

Max certainly knows what he's doing: the first home he designed received an Award of Merit from the Royal Australian Institute of Architects and since then, his name has been synonymous with award-winning design. When presenting Max the President's Medal in 2004, the president of the South Australian chapter of the Royal Australian Institute of Architects, Francesco Bonato, wrote: "The essence of his work is that it is as much about the pursuit of good outcomes as the pursuit of good architecture. His approach embodies an empathy and humility which in the eyes of the wider community is seen as lacking in our profession".

An integral part of modern residential design includes a state-of-the-art home automation system that will transform a building into a remarkable and modern living experience. And when it comes to home automation systems, there is only one that an architect of Max Pritchard's calibre relies on: Clipsal's C-Bus.

"There are other home automation systems but C-Bus is the best known to me," he says.

Max's trusted Clipsal C-Bus pointOne member is Michael Atkinson from The Butler Did It. The pointOne accreditation system means there is one point of contact for the consultation, design, installation and after-sales service for Clipsal's C-Bus automation system. There are over 70 trained and accredited specialists across Australia and New Zealand.



St Peters house



St Peters house



McClaren Vale

When it came to the St Peters house, Max says he knew who would be installing the C-Bus system before he even knew who the builder was going to be

"I use C-Bus because I've worked with Michael Atkinson a lot and he's given so much good service I feel confident dealing with him and any system he might recommend," Max says.

When it came to the St Peters house, Max says he knew who would be installing the C-Bus system before he even knew who the builder was going to be. "This was a case of leaving it up to the client and the electrician to work it out between themselves," Max says.

"The client was originally an Adelaide boy who has also worked in California at the leading edge of computer technology. So he's more knowledgeable than most clients about this sort of thing."

So, with a home designed to make the most of the spectacular natural setting, and a home automation system designed to make the most of modern living, the house that Max built is a perfect fit for the man at the cutting edge of technology.

Max Pritchard  
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Text Kim Powell  
St Peters house photography / Michael Bodroghy  
McClaren Vale photography / Trevor Fox





The concept of a smart home is really not that complicated; in basic terms, it is simply the use of technology to enhance the lifestyle of the occupant

## home smart home

The term 'smart home' seems to be the buzz-phrase of the new millennium. Simon Wehr takes a look at the technologies used in the home to enhance lifestyle and asks "just how smart is a smart home?".

It seems anyone and everyone involved in the building industry have jumped on the band-wagon by offering features labeled 'smart home' or 'smart wiring' or even 'future proofed'.

And while both the awareness and demand for technology within the home has hit an all-time high, unfortunately the understanding is still not there.

Connection Research's 2007 *Connected Home Report* showed that more than a quarter of respondents had never even heard the term 'home automation' and another third knew nothing about it.

So why is it that in an environment where everyone is trying to get their share of smart home dollars, no one is actually taking the time to educate the market as to what it all actually means?

In a word: money. Most organisations are only involved in one or two aspects of technology, so they have a vested interest in maximising the customer's spend in that particular area. The

problem this creates is when a home owner moves into their new house feeling confident that they have 'future proofed', only to discover that the features they were expecting are not there. This creates both disillusion and disappointment, to say nothing of the ongoing damage it does to the industry via the word-of-mouth of a disgruntled customer.

The concept of a smart home is really not that complicated; in basic terms, it is simply the use of technology to enhance the lifestyle of the occupant. In fact, the most common example is the humble garage door opener. This is home automation in its simplest form, you push a button, the door opens, you push it again, and it closes; it makes life simple and convenient.

Now apply the same principle to your lights, curtains, air conditioning, security system, sprinklers, and audio visual equipment. Get them all working together automatically or via one-touch control and

you have the fundamentals of a fully integrated home automation system. It's really not that complicated.

But this is only one 'layer' of a smart home; what about the rest?

'Home networking', 'structured cabling', 'smart wiring' or 'star wiring' are often thrown around in the context of smart homes; but what do they all mean? They are all just different names for the same thing.

Once again, in simple terms, it is the cabling that allows you to use your broadband, digital TV, pay TV, etc., anywhere in your house.

By including this when you design or build, you will ensure that you can maximise the performance and flexibility of both entertainment and communications by providing the best possible connections wherever they are needed throughout the home.

We can already download movies from the internet, access web radio from around the world,

transfer music, videos, and photos from computers to mobile phones and iPods™. With this type of cabling in place, the home owner can make the most of what's available now as well as having the confidence of knowing that they are prepared for whatever the future may bring.

And then there's multi room audio; one of the fastest areas of growth in the smart home market. This is easy to explain, because it is exactly as the name suggests; music in every room. With discreet ceiling speakers, and control via a light switch or remote; no more rooms cluttered with big speaker boxes and ugly hi-fi components.

Of course, this is all a very simplistic views of a 'smart home', and the reality is that there is a great deal more complexity going on behind the scenes.

The good news is however; you don't have to worry about how complex it is. By working with a C-Bus pointOne member, they will take care of the

detail, leaving you to get on with your next project. C-Bus pointOne provides one point of contact for a totally integrated solution, tailoring products, technologies and expertise according to each client's varying needs.

And speaking of varying needs, one last thing to remember: Be very careful when comparing quotes on a line-by-line basis. By far, the greatest single difference between an outstanding installer and an average one, is the time and effort taken during the consultancy process to accurately identify the individual needs of the client. The outcome of this cannot be underestimated.

*Text Simon Wehr*



## establish a connection

With all the innovative features to make it the perfect party house, 'The Establishment' display home in Perth combines the design and construction of Palazzo Homes, the interior design of Boulevard Interiors and the technology of C-Bus pointOne member, Surround Custom.

A display home for Palazzo Homes, 'The Establishment' illustrates the best in entertaining, comfort and luxury. A baby grand piano graces the main living area, while a pool with adjoining pond in the backyard and a circular couch in the home theatre give the house a sense of glamour. Gavin Young of Palazzo Homes says, "the house was designed to be the perfect house for entertaining."

As part of this, builder, designer and pointOne member collaborated to ensure that, with the touch of a button, the house could be instantly transformed into party mode. This meant background music would begin to play throughout the house, soft lighting would come on, blinds would adjust to make the most of the view through to the pool, and to hide the views into the service areas and the water feature would be activated.

"If you hit entertainment mode, the lights dim to 40%, background music comes on through living and outdoor areas and it was all run from the theatre," Tony Beneit of Boulevard Interiors

explains. "There was a central location for all the equipment so you weren't running all over the house."

The full effect even extended to the wallpaper. Beneit says, "we even had illuminated strips built into the wallpaper so that, with the party mood setting, we could dim the lights and have the wallpaper glowing."

Mark Jeisman of Surround Custom worked closely with Boulevard Interiors to put these settings into place. Other systems included security, linked in with lighting, with CCTV cameras and integrated communications such as a PABX telephone system which activates the gates. "We worked in customising a lot of the elements," says Jeisman. "From the custom lifts in the home theatre through to special finishes on switches, to really complement the layout of the home."

Another important feature was to make sure that the system was user friendly. Jeisman says, "we had Clipsal C-Bus Satin switches DLT labelling systems



'The Establishment'

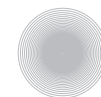


Surround Custom showroom

"With the party mood setting, we could dim the lights and have the wallpaper glowing"



'The Establishment'



C-Bus pointOne member  
Surround Custom  
Builder  
Palazzo Homes  
Interior Design  
Boulevard Interiors

so that people coming through the house could see those labels and know what does what." The effect was to create a display home that showed visitors exactly how easy the system is to use.

Surround Custom's own showroom, also in Perth, has the same prerogative. Called the 'Smart Home', the space is designed to look like a house, with several different rooms and a myriad of different technological innovations showcasing the best systems and how they work.

"Many people who are building in the premium residential part of the market are baby boomers who haven't grown up with computers," says Jeisman. "We wanted to be able to create something that's

interactive but also approachable."

The Smart Home is a simple but effective way of showing how the systems will work in the home. "One of the key reasons we built the smart home is about education – we give that out for free," Jeisman says.

In both cases, the automated features, including Clipsal C-Bus, serve to show just how easy life can be – whether you are entertaining, saving energy, opening a garage door or simply living.

*Text Penny Craswell  
Photography Mark Jeisman and Ron Tan*



## floor by floor

In the heart of the Adelaide CBD is the biggest single development ever undertaken, a remarkable project that sets a new benchmark in sustainable urban design. The City Central project's 5 Star master plan blends social, environmental and corporate cultures on a grand scale, and it's attracting international interest.

Aspen Group, the developer behind the 1.7 hectare project, assembled a team of respected professionals. This included architects Woods Bagot, ESD and services engineers Lincolne Scott, civil and structural engineers Connell Mott MacDonald, and constructors Baulderstone Hornibrook.

For a vision of this scale, there could only be one essential ingredient: Clipsal's C-Bus control and management system.

Rodney Taylor from Automation Dynamics is the accredited Clipsal C-Bus pointOne member looking after the project. He says a single C-Bus system provides all the different parts in the automation,

from the toilets, stairwells and lobbies, to each individual company fit-out for clients including the ANZ bank, Deloitte Touche Tohmatsu, and the South Australian Department of Further Education Employment Science and Technology. Some fit-outs cover just half a floor, while others incorporate three floors, and regardless of what each client wanted, it could all be linked to a single Clipsal C-Bus system.

"In the higher-end fit-outs, clients wanted the system integrated with the audio-visual in the boardroom and the meeting rooms," Rodney says, and it's this flexibility that makes Clipsal's C-Bus ideal for corporate clients of all sizes.



Some fit-outs took up just half a floor, while others covered three floors, and regardless of what each client wanted, it could all be linked to a single Clipsal C-Bus system



C-Bus pointOne member  
Automation Dynamics  
Builder  
Baulderstone Hornibrook  
Electrical Contractor  
Nilsen  
Electrical Consultant  
Lincolne Scott  
Civil and Structural Engineers  
Connell Mott MacDonald  
Architect  
Woods Bagot

"There is a certain level of programmability and logic per floor," Rodney says. "Each has its own time schedules, movement and daylight controls that moderate light during the day and according to activity."

These time schedules mean the lights can be programmed to switch off after a certain time unless someone is moving around in the area. It saves energy, which then helps save the environment and money.

"The touch screen gives you multiple pages, so you have a single point of high capacity control, rather than banks of switches."

It's this control over the building's systems that makes Clipsal C-Bus a market leader. And as well as allowing local control for each client, the system offers a central administration point so it's easy to

make modifications as required.

"The C-Bus system was interfaced with DALI, which is a network version of light fittings, connected in groups of up to 64," says Rodney. "Each light fitting is addressed individually and the lights themselves can be controlled individually or in groups. C-Bus talks to DALI and allows us to set up a floor. An open plan office is wired and then, as the partitions are put up for offices, they don't have to be re-wired because the system can be re-programmed to re-map the lighting for the fit-out of a particular floor."

The City Central project has some impressive green features, including the use of recycled materials and a passive chilled beam air conditioning system that saves energy. Indoor air pollutants have been reduced through the careful selection of

materials and the use of refrigerants with zero ozone depletion potential.

"There are some interesting things they've done with this development," Rodney says. "For example, the logic control of the lift system is based in quantum physics to maximise lift efficiency."

"When each person enters the building and presses the lift button, the system then directs them to a particular lift. So instead of six people all catching different lifts to the same floor, it works out the best number of lifts to use."

Text Kim Powell  
Photography Rossco Photography





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)