

intensity

the art of integration and technology | issue 06 summer 2008



C-Bus
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introduction

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the art of integration and technology

industry, and their eagerness to continually develop their skills, which makes them the best of the best.

In this edition of *Intensify*, we will fly around the country and take a look at some of our C-Bus pointOne member's showrooms, and discuss the importance they play in providing a better understanding of how technology can make home life exciting and easier.

Home automation is very difficult to appreciate until you have experienced it first hand. I liken it to my very first job in an electrical retail store ... microwave ovens were brand new at the time, and the only way you could make someone comprehend how fast they could cook, was to show them. Even then, they couldn't fully understand just how convenient it was going to be until they had lived with it for a while. Ask them a month later how they were getting on, and the answer was inevitably "I don't know how did I ever lived without it". Home automation is exactly the same. I would be lost without my 'goodnight' button next to my bed that slowly fades every light and turns off unnecessary standby appliances.

We will take a look at the award-winning Buderim home on the Sunshine Coast in Queensland, where lifting external walls and glass-bottomed water features across ceilings bring in incredible light and atmosphere.

Also in Queensland, we will meet Mason Cowle of Ellivo Architects and discuss how integrated technology is playing a bigger role than ever in delivering customer expectations.

I hope you enjoy this special 'showroom edition' of *Intensify*.

Regards,
Simon Wehr

*Marketing Manager – Residential
Clipsal*



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Round the country, Living Innovations XP08 continues to draw crowds, with recent events held at Burswood Casino in Perth and Rose Hill in Sydney, as well as Melbourne and Brisbane. The expos, put on by Clipsal and its parent company, Schneider Electric, showcase a broad offering of residential and commercial electrical control systems and automation solutions under the brands PDL Electrical Solutions, Monduline, Medilec, EES Energy Solutions, TAC and APC.

A C-Bus pointOne training evening was held at the Avarnti showroom in Perth in July. At the meeting, C-Bus pointOne members were treated to an exciting preview of the highly anticipated Premise Gateway, to be launched at the Clipsal 500 in 2009. The Premise Gateway provides seamless integration of technology within the home as well as simple and consistent control via light switches, remote controls and touch screens from anywhere in the world via the internet or 3G mobile phone.

The Australian Industry Group's Connected Living Cluster met at Eveleigh Technology Park to hear keynote speaker Greg Stone, Chief Technology Officer of Microsoft Australia, speak on the topic 'Technology Coming Home: A New Focus on the End User'.

The 'CEDIA Expo 2008' was held at the Gold Coast 31 July to 2 August, providing installers, architects, builders and designers with an opportunity to experience the latest in technology for the home. CEDIA stands for Custom Electronic Design and Installation Association, and is a not-for-profit organisation that provides education and information to its members and the industry, ensuring quality and consistency of work. The CEDIA Expo 2009 will be held at Darling Harbour in Sydney in mid-July.

*Photography (Innovations XP08 WA) Chris Holman
Photography (Connected Living) Marie Ellen Brokensha*

CEDIA Expo 2008, Gold Coast



Innovations XP08 WA



C-Bus pointOne evening, Perth

Connected Living, Sydney



Innovations XP08 WA



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the buderim challenge

Rising to meet the challenges involved in building a house suspended on the escarpment in Buderim on Queensland's Sunshine Coast, the latest state of the art technology has helped to create an award winning residence. Penelope Barker reports.



C-Bus pointOne member
 Gillett Electrical
 Builder
 Saltwater Constructions
 Electrical Contractor
 Demonics
 Audio Visual
 Custom Install
 Architect
 Sparc* Architects (Kelly Gray)

The entrance to this home high on a hill above Buderim on Queensland's Sunshine Coast left judges of the Master Builders Sunshine Coast Region Housing and Construction Awards stunned. Master Builders Sunshine Coast Regional Manager, Stephen Robinson comments: "This ultra-modern home has been built with leading edge technology to create a statement in construction on the Sunshine Coast. The judges marvelled at the challenges the builder must have faced with such a house, as it sits suspended on the edge of Buderim's most prestigious escarpment.

"They commented that this home had one of the most striking entries of any home they had ever experienced. They found it difficult to imagine how you could better the experience of taking those first steps into a world of sparkling water, glass and tiles, fresh clean lines and unparalleled views of the Sunshine Coast."

Not surprisingly, the house, designed by Kelly Gray of Brisbane's Sparc* Architects and built by Saltwater Constructions, was named House of the Year and also won the Individual Home over \$3 million category. The house was also awarded a regional commendation in the Royal Australian Institute of Architects awards programme for 2008.

"The house was designed in response to our client's brief for a building which would not easily be classified by style or time," says architect Kelly Gray. "Our practice is heavily influenced by early modernist principles, and is taken also with futurist building forms seen in the post art-deco ambitions of the 'streamline' style, so our use of port-holes is a subtle reference to this. An investigation of these themes in this project has aimed at a simple building form and the 'timelessness' our clients desired."

The house sits on a concrete plinth base intended to provide thermal massing and a controlled, consistent temperature without requiring mechanical cooling. This has been partnered in the upper entry level with an insulated lightweight steel frame. Integral to the design of the house is the use of operable louvred walls and screen awnings which allow the occupants to control ingress of the sun and take advantage of prevailing south-easterly breezes.

Clipsal C-Bus automation systems provide touch button control of the louvres, blinds, lighting, security, audio visual equipment, water features and irrigation. C-Bus pointOne member Alistair Gillett of Gillett

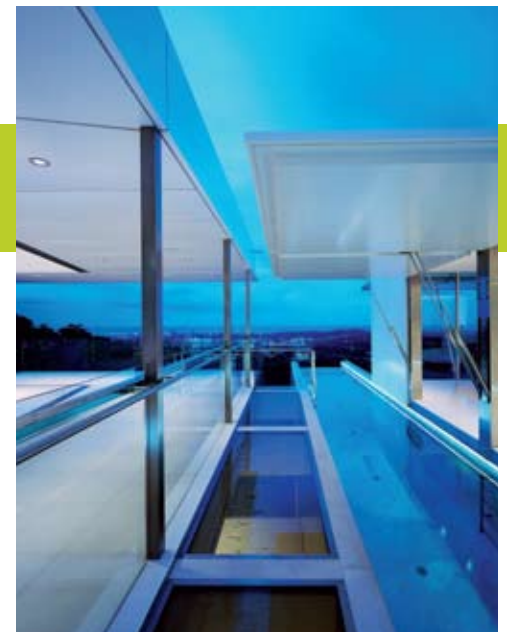
Electrical says: "The owners of the house requested a system that would be very easy system to use. The house took more than two years to build so we were given a lot of flexibility as technology evolved."

A set of unusual challenges faced the installation team, which included electrical contractor Peter Linderberg of Demonics and audio visual specialists Custom Install. "The dining room is very Japanese in style with tatami matting on the floor," explains Gillett. "During the day, the room is used for yoga and when the dining table is required some mats are removed and the dining table lifts up from the floor by hydraulic lift. There are also two large barn doors in the hallway that are hinged at the top and hydraulically driven to lift up horizontally, providing both ventilation and shade to the lap pool that is suspended in mid-air over the hillside.

"There was a great team of tradespeople working on the project who all took a great deal of pride in it," says Gillett. "The end result is fabulous."

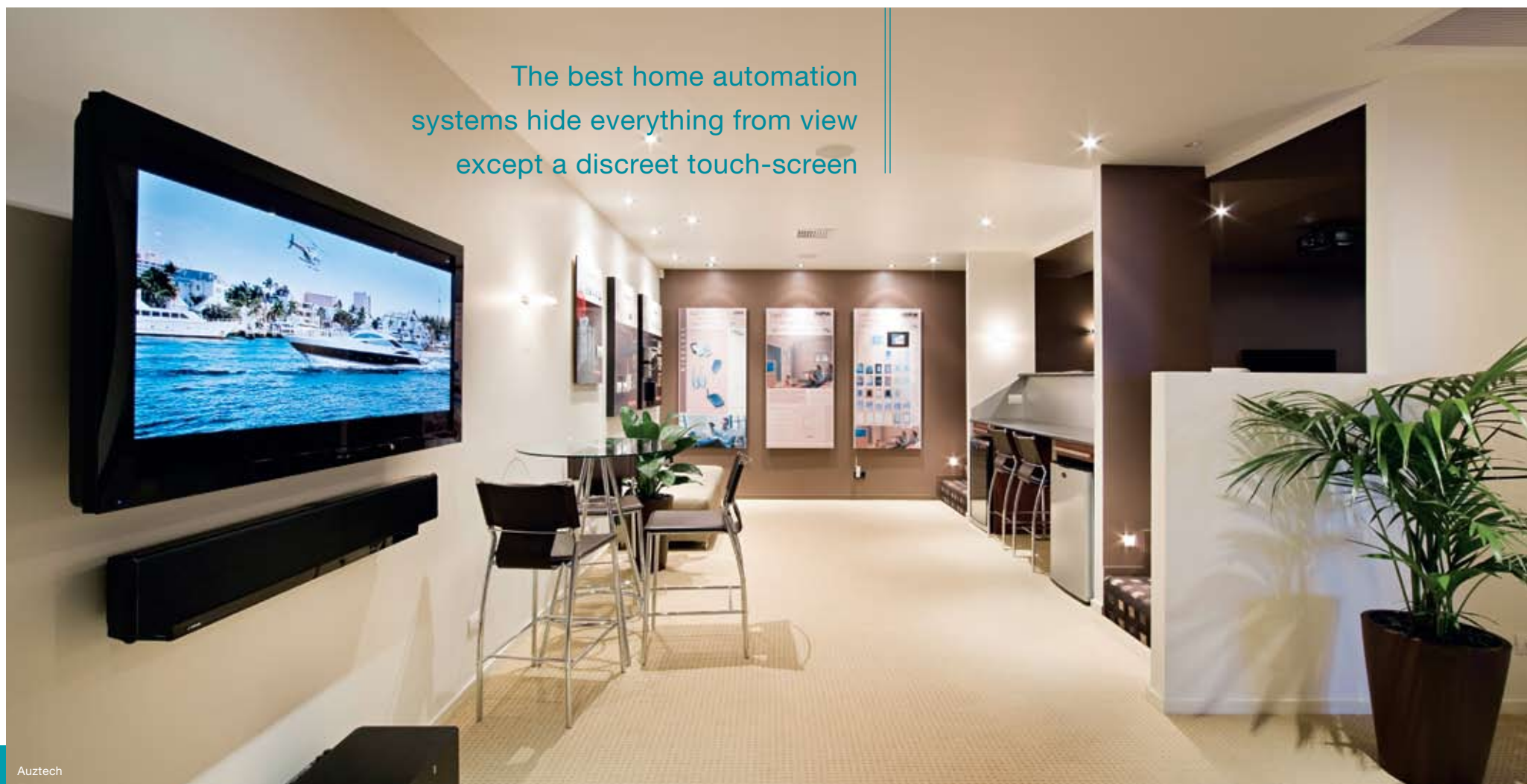
*Text Penelope Barker
 Photography Scott Burrows/Aperture*

"The house took more than two years to build so we were given a lot of flexibility as technology evolved"





Fi Smart Homes



Auztech

hands-on experience

For consumers, the prospect of installing a home automation system can be daunting, until they experience the advantages for themselves. Penelope Barker spoke with C-Bus pointOne members around the country who have set up showrooms targeted at educating consumers in their niche markets.

For all its high-tech wizardry and lifestyle advantages, a top home automation installation is also virtually invisible to the consumer. The best home automation systems hide everything from view except a discreet touch-screen or wall switch. Speakers can be hidden in walls and ceilings, plasma screens rise from custom cabinetry, equipment racks roll out from hidden control rooms.

Professional installers all tell the same story. It's difficult for a client to understand how it all works until they experience it. And that means hands-on playing with control panels and touch screens, watching a living area transform into home theatre mode and checking out different security systems and lighting effects to suit their personal requirements.

At Intelligent Home in Osborne Park, WA, C-Bus pointOne member Brenton Morris has aimed for a showroom that makes customers feel comfortable with technology. "Our showroom is set up as a home situation, with an al fresco area, kitchen,

bar, home theatre rooms and study. If you create a space that customers can feel at home in, then it's easier for them to understand it works. For instance, they can download movies in the study zone, then see them played in the home theatre, or go to the touchscreen in the kitchen, turn on music and hear it playing in the al fresco area.

"Our big thing is integration, so there's no need for separate devices and everything is seamless. It's all about maximum dollar value for the consumer. All our installs are done by our own staff and we have in-house programmers do the touch screens. We also have a boardroom that builders and architects can book to discuss options with their clients."

Surround Custom, the home automation section of Surround Sounds, also in Western Australia, formerly had six retail stores operating with the usual selection of demonstration rooms. Then the decision was made to fold all six into a single large 'smart show home' store at their Nedlands headquarters. The new premises incorporates over 1000 square

metres, with more than 10 rooms in which to see, hear and experience the technology in action.

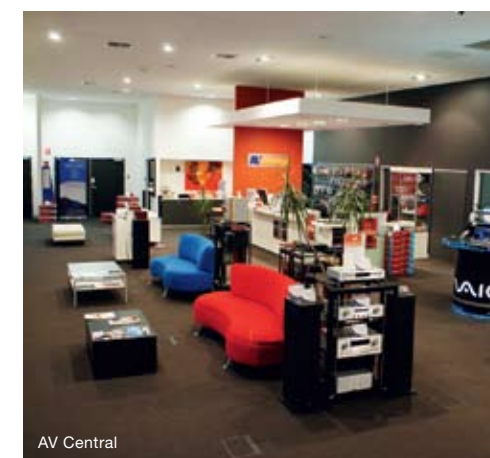
Surround Custom Director, Mark Jeisman explains: "It's something we dreamt of doing for some time. Our boutique operation looks after prestige residential projects, along with luxury ships. The smart show home has been built to reflect feedback from clients and also concepts that have worked for other CEDIA (Custom Electronic Design and Installation Association) members across Australia and overseas. When making choices about controlled lighting, automation, communications, security, cabinetry or home entertainment, it's important to touch, look, feel and experience in an environment you feel comfortable in, as opposed to having a builder over your shoulder."

Jeisman emphasises the importance of educating both specifiers and consumers. "We invest an enormous amount of time in the education of both retail clients and building industry specifiers through information evenings on the technology,

what can be done and how it comes together."

Over in South-East Queensland, Auztech Industries, based at Loganholme, has recently completed a showroom aimed at a typically older clientele. "Our target audience is the more conservative, older buyer," says C-Bus pointOne Member Sam Blacket. "They still want the technology, but don't want it to be in-your-face. We find that people need to touch and feel it. We've had clients come in and walk away wanting an exact copy of our home theatre, right down to the same colour scheme. We designed the showroom ourselves with a warm, homey feel so clients are comfortable and relaxed. We show how the technology is incorporated in a home without being obtrusive. We've even included a café area where clients can sit down over a cappuccino and go over their plans. The next step will be wine and nibbles information evenings."

Also based in Queensland, Stephen Cooper of InTechSys, based in Wakerley, has turned his



AV Central



Surround custom



Intelligent Home

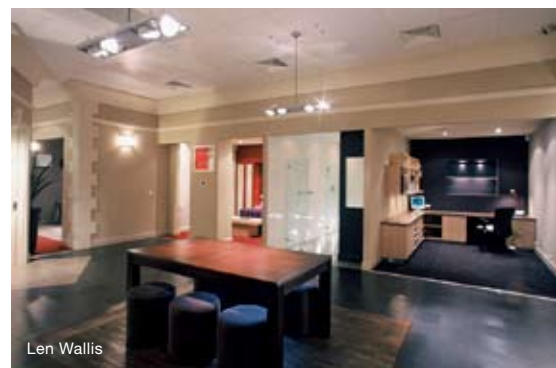
It's difficult for a client to understand how it all works until they experience it

new home into more than his castle – it's also his showroom. "We show clients how we really live with home automation on a day-to-day basis and explain the benefits of integrated services. That includes C-Bus lighting control, Ness MI security, C-Bus multi-room audio, a dedicated home theatre, video distribution via Foxtel decoders to every television, a full telecommunications and data network and PABX telephone system with internal and external intercoms. From our experience, customers appreciate being able to see everything working in a real house. There's no tricks. It's there and it works."

In Brisbane, the 5thCorner Technology Lounge is a showroom with a difference: more funky nightclub than cosy home. "The decor in a house is unique to its inhabitants," says C-Bus pointOne member Kelly Weijers, "so we thought 'let's create a space that's out there and is an awesome launching pad for our products'. It's an environment where people walk in and experience a different world. Our philosophy is all about emotion and how you can manipulate

how people feel in a given environment at the touch of a button. We do this via ambient themes, colour and mood changes, and also have strobe lighting, a DJ stand in a cage, laser and smoke machines, all operated by C-Bus. Opening the Technology Lounge was a massive step for us but we've grown 100 per cent in a year since opening."

Further north, on Queensland's Sunshine Coast, fi Smart Homes opened a home-style showroom seven years ago and have recently opened a second showroom which showcases smart systems in a commercial setting. "We are getting more and more commercial work," says C-Bus pointOne member James Stewart, "so the new showroom is set up as a boardroom with lighting controlled by C-Bus, a motorised projector in the ceiling, C-Bus touch screen control, pop-up laptop power points in the boardroom table, ADSL power points and a built-in Clipsal titanium rack which houses the LAN and computer switching gear and audio visual gear. The whole room can be controlled



Len Wallis

from the table by a wireless touch screen. There is a definite advantage in being able to show all the equipment in operation. It's much easier to explain the advantages to our clients."

The Smart Systems showroom in Hawthorn, Melbourne, has a minimalist aesthetic for the high-end residential market. "We've had an operational, beautiful showroom for the past five years," says Michael Staindl. "The showroom has very clean lines to reflect the style of our clients' homes. Most of our customers are in the older demographic and we see too many households with an array of remotes on the coffee table and sometimes it's only one of the kids who knows how to control them!"

"We show people how to keep home automation simple and easy to operate. We've picked the cream of technology available and every component we stock is best of breed. We approach our work as an engineering exercise. There are about 20 layers of electronic functionality in the modern home – we integrate them all into 'electronic architecture'."

In Adelaide, the AV Central South Australia showroom also showcases smart technology to corporate as well as residential clients. "As well as catering to the home market we have a functioning boardroom in our showroom which is also used as our own company boardroom," says Marketing Manager David Chatfield. "The main area is a typical showroom with home cinema room and a lifestyle room with funky leather sofas that shows off audio visual equipment and contemporary speakers. A master C-Bus control panel is located behind the counter so we can control lighting and air-conditioning in each zone and also schedule security lighting on a timer."

At the Len Wallis Audio showroom in Artarmon, Sydney, a series of stunning architecturally-integrated rooms are set up to demonstrate the ways smart technology can transform both the audio-visual experience and home living in general.

"We basically built a mock-up of a house," explains Peter Greentree, "with a garage,

communications room, outdoor area and rooms chock-a-block full of technology. In all, there's a total of 18 rooms. We find the communications room is most important as it gives people an idea of what's involved and how much space it takes up in the background to make all the automation work. As technology changes, we also have the ability to upgrade every six months. A walk-round roof gantry and stud walls make re-wiring fairly simple. We are trying to set a benchmark by selling a whole installation that might include 50 brands as a product in itself – a single solution.

"We often get people coming in who have C-Bus already but it is a real eye-opener for them to see how we install it so everything is hidden."

*Text Penelope Barker
Photography Christopher Frederick Jones (Auztech), Ron Tan (Surround Custom)*

elevated design

Orientation and ventilation, environmental aspects, green spaces and social responsibility are all key considerations for Brisbane-based Ellivo architects in creating the best in 'elevated living'. Penelope Barker profiles the practice and looks at how Clipsal C-Bus is integral in delivering the best outcomes.

Ellivo Architects was founded in Brisbane in 1998 by Directors Mason Cowle, Scott Whiteoak and Scott Peabody to provide architectural services that merged innovative design and pragmatic discipline.

Originally Planit Architects, the business has evolved over the past decade to become a cohesive group of architectural and interior designers with a shared inspiration for intelligent, responsible design and a growing recognition for its innovative solutions.

"We saw our 10 year anniversary as an opportunity for new directions," says Mason Cowle. "By re-launching as Ellivo Architects, we were recognising the involvement of three new associates and looking forward to the next 10 years."

The name 'Ellivo' came from the concept of 'elevated living'. "Regardless of whether we are working on residential or commercial projects, we take the point of view of the person using the building," explains Cowle. "We have involvement with the client through the whole process."

Ellivo's current portfolio covers a swathe of projects from residential, to commercial, mixed use and master planning, with a major emphasis on high rise, multiple housing and mixed use.

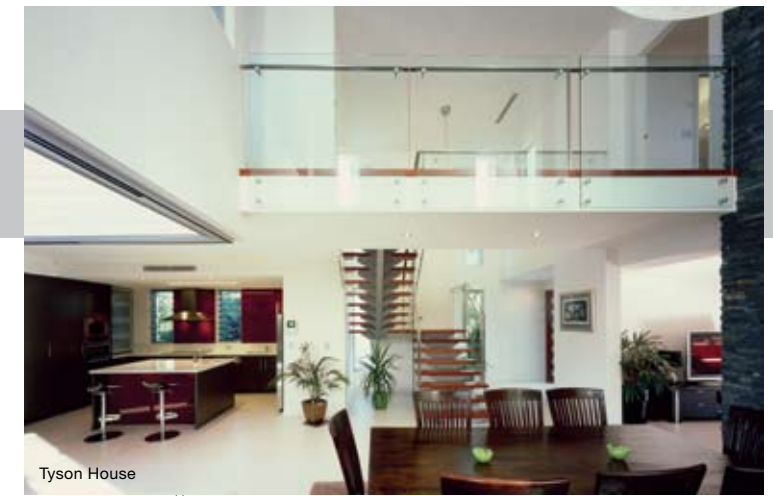
"We do a lot of work in the developer realm," says Cowle, "for ARIA Property International, FKP, Australand and Lend Lease among others." A recent multiple luxury housing project, Visage at the Hyatt Cooloom, won the practice a Large-Medium Density Development Award at the Urban Development Institute of Australia (UDIA) Qld Awards for Excellence in 2008.

"We do a lot of luxury one-apartment-per-floor projects ranging from five to 20 million dollars, including Jade on the Gold Coast which featured an amazing location and standard of finish."

Current projects include 'The Cliffs' apartments at Kangaroo Point for ARIA Property International and another high rise apartment development at West End.



Tyson House



Tyson House

"Eyes are still being opened – home automation is still a bit intangible until you can go into an apartment and see what it can do"



Pescatore House

"Our projects incorporate a lot of environmental aspects," says Cowle. "We start with getting everything orientated correctly, with good cross flow and ventilation and the use of thermostat-operated louvres. We work with C-Bus pointOne member Sam Blacket of Auztech Industries and for these projects have installed smart metering to all units and the buildings as a whole. The occupants will be able to see their energy use at both the apartment level and the building as a whole, and can monitor and adjust their energy use accordingly."

"What C-Bus can do is quite amazing. It's a high quality product that provides amazing flexibility. All the apartments at The Cliffs are pre-wired for total home automation. Our clients now expect this as a given but eyes are still being opened – home

automation is still a bit intangible until you can go into an apartment and see what it can do and how incredible it is.

"We are also giving back roof terrace space to residents by avoiding placing services on the roof. Instead there will be gardens, barbecue areas and a gym. We are also including cafés to activate ground level space and a theatre and other common spaces residents can book. It's all about doing urban infill while providing good, active social spaces within a denser environment. We have the housing demand here but the challenge is how you provide this in a way that is socially responsible."

Text Penelope Barker



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