Case Study

Selling More Homes with HDBaseT

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HDANYWHERE™

AVICDI

End Customer: Guy Phoenix Developments
Vertical: Home

About the End Customer

Guy Phoenix Developments focuses on luxury residential construction in England. The focus of his work resides on design and quality, providing elegant and functional homes to his customers.

The Challenge

The model home was built as a showroom so potential customers could get an idea of what their dream home would look like. Avicci Ltd., a leading AV integration company in the UK, took the lead in defining and installing all the necessary systems to transform the show home into a Smart Home.

The main challenge was to integrate the best technology has to offer into the four bedroom property in the most inconspicuous way, so as not to detract from the top-of-the-line design. In addition, all systems not only must work together – including entertainment systems, security cameras, high-speed network, and more, but could be easily controlled by the end user.

The Solution

Avicci opted to deploy an HDanywhere Modular 4x4 HDBaseT matrix, which allowed for the placement of all video devices into one centralized location.

The infrastructure within the property was first fixed by the developers' contracted electrical team from the centralized position to all points. It was then terminated and tested by Avicci to ensure exacting standards were met to enable the distribution – either simultaneously or independently – of high-definition content to the whole house.

High-speed internet and wireless systems, security cameras, 5.1 home theatre and multiroom audio systems are also deployed throughout the home, and are integrated with the entertainment devices by Control4's HC-800 processor. Control4 brings simplicity to the day-to-day operation of the house, including operating the electric garage doors and blinds.

Results

The Smart Home brings the ease and functionality enabled by technology without interfering with the look and feel of the home. HDBaseT eliminates the extra cables as it allows for the transmission of video, audio, USB, controls and power over one single LAN cable, for a more elegant installation. HDBaseT is also future-ready as more entertainment devices can be installed, without the need to rewire the home, and without duplicating unnecessary devices.

About HDBaseT

The HDBaseT standard, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single cable, delivering uncompressed ultra-high definition 4K video, audio, USB, Ethernet, control signals and up to 100 watts of power.