

# TECH SAVVY

CONTRACTORS PROVIDING AUTOMATION, SECURITY, AND ENTERTAINMENT SYSTEMS



## BUILT-IN TV

Hi-Tech Home installed a built-in TV to provide technology as an amenity in this eclectic kitchen without detracting from the aesthetics of the room's design, which was created by interior designer Linda Zoerb ([lindazoerbpd.com](http://lindazoerbpd.com)).

## Hi-Tech Home

AESTHETICALLY BLENDING STATE-OF-THE-ART TECHNOLOGY WITH HOME DÉCOR

by Christopher Cussat

Hi-Tech Home was born out of a challenge. While working with an electronic-systems provider, Hi-Tech president Jay Cobb had an unfulfilled vision of aesthetically blending electronics into the décor of his residence. After realizing that the electronic-systems provider he worked with could neither fully understand his vision nor provide him with affordable options, Cobb took his extensive background in technology and his passion for home entertainment, and set out to provide a better home-electronics experience for customers. From the beginning, his company was built based on one very simple but important principle: treat customers the same way you would want to be treated.

Today, Hi-Tech is central California's leading electronic-systems provider, specializing in the design, sales, and installation of entertainment and security systems, as well as energy-management services.

Hi-Tech's portfolio features home theaters, flat-panel TVs, music systems, intercoms, phone systems, networking, structured wiring, central vacuums, lighting-control systems, climate controls, shade controls, home automation, security, access controls, surveillance, and solar energy. "Our customers include homeowners, homebuilders, businesses, commercial developers, general contractors, architects, and interior designers," Cobb adds.

According to Cobb, Hi-Tech's success is a result of having a different approach to business, and he feels that the company's main competitor is itself. "We see things from a different perspective—it's all about the customer experience," he says. "We don't ever get caught up in what our competition is doing." He adds that Hi-Tech's business has been built around its clients instead of around the company.

Cobb believes that this philosophy has helped to create a customer-referral network that has greatly helped Hi-Tech grow. "If we operate within our company's core values, then we will provide a service that's in the best interest of our customers," he says. "If our customers are happy, they will tell all their friends and family—which in turn fuels our business."

Cobb explains the cornerstones of Hi-Tech's core values, as follows:

- Integrity: "We are honest in all interactions, and we earn our reputation by adhering to the highest ethical standards and conduct."
- Innovation: "We are constantly looking for ways to innovate and improve, and we embrace change as opportunity."
- Excellence: "We strive for excellence in all that we do, and we are passionate about understanding our client's objectives, respecting their budget,





## SPORTS FANS' DREAM ROOM

This game room's electronics package, installed by Hi-Tech Home, includes a six-panel TV screen that can feature anywhere from one to six different channels at one time. The room also features speakers that are built into the dry-wall. Interior designer: Matt Ratzlaff. Builder: Cornerstone Homes ([cornerstonehomesfresno.com](http://cornerstonehomesfresno.com)).

designing and deploying systems that meet our customers' needs, and providing the best-quality service and support the industry has to offer."

- Teamwork: "We communicate actively and openly, and we build trust by honoring our commitments. We also show respect for each other and value diversity."
- Professionalism: "We are professional in all interactions, and we exhibit a courteous, conscientious, and businesslike manner in the workplace."
- Performance: "We recognize and reward outstanding performance, and we hold ourselves accountable for achieving our goals."

Cobb acknowledges the growing challenge of shifting consumers' buying habits, explaining that many people still think they will find the best values and competent workmanship through big-box retailers. "There is a misconception that since we provide high-end custom solutions and quality service, we must be expensive," he says. "In actuality, we offer competitively priced and

easy-to-operate systems ranging from a couple hundred dollars to several hundred thousand dollars—based on the goals and objectives of our customers."

To address this challenge, Hi-Tech continues to build lasting relationships by demonstrating integrity, trust, commitment, and dependability. "We will continue to do everything that we possibly can for our customers and partners," Cobb says. "Regardless of the project's size, our mission is to always provide the best workmanship and the most positive experience for our customers."

Cobb attributes Hi-Tech's success to having a vested interest in its clients and being passionate about the services it provides. He concludes that everyone at the company always takes the time to understand their clients' needs and to properly design their systems. "We have continuous interaction with our clients during the project, to ensure everyone is on the same page and to always answer any concerns that may arise," Cobb says. In fact, Hi-Tech guarantees all of its workmanship, as well as client satisfaction. ■

## Top 5 Tech Favorites

Jay Cobb, president of Hi-Tech Home, includes the following products in his list of favorites to install in his clients' homes:

1. RUNCO Q750I: This lampless LED 1080p home-theater projector never burns out or needs replacing of a bulb—plus it uses 70-percent less power. It turns on instantly with automatic color calibration, and because it doesn't require a fan to cool the projector from the heat of a bulb, it operates almost silently. [runco.com](http://runco.com)

2. SAVANT TRUEIMAGE: Truelmage provides an intuitive user interface that allows the end user to touch or swipe actual images of smart-home products to initiate commands. Imagine taking a picture of your family room, loading it onto a touch panel, and then touching the items on the screen to turn something on or off. If you want the lamp by the French doors to turn on, simply touch the light on the touch panel. [savantav.com](http://savantav.com)

3. IPHONE: The iPhone/iTouch used for controlling your home allows you to use your phone as a remote control for your home. The product can control lights, thermostats, playlists, alarm system, surveillance cameras, shades, and garage doors from anywhere in world. [apple.com](http://apple.com)

4. TED: This energy-management system allows the monitor and control of heating and cooling systems, lights, electronics, and overall consumption of electricity. This service also offers actions to reduce consumption. [theenergydetective.com](http://theenergydetective.com)

5. SONANCE SA3: The speaker has evolved over the past 30 years, and there has been a shift from cabinet speakers to in-wall/in-ceiling speakers and invisible speakers. These are particularly important in areas where the emphasis on blending in with décor is important. Many designers don't want to see a grill on the wall or ceiling, and the Sonance SA3 invisible speakers are the perfect alternative. [sonance.com](http://sonance.com)