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A CONVERSATION WITH  
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**5 PREMIUM HOME  
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WHAT YOU NEED FOR THE  
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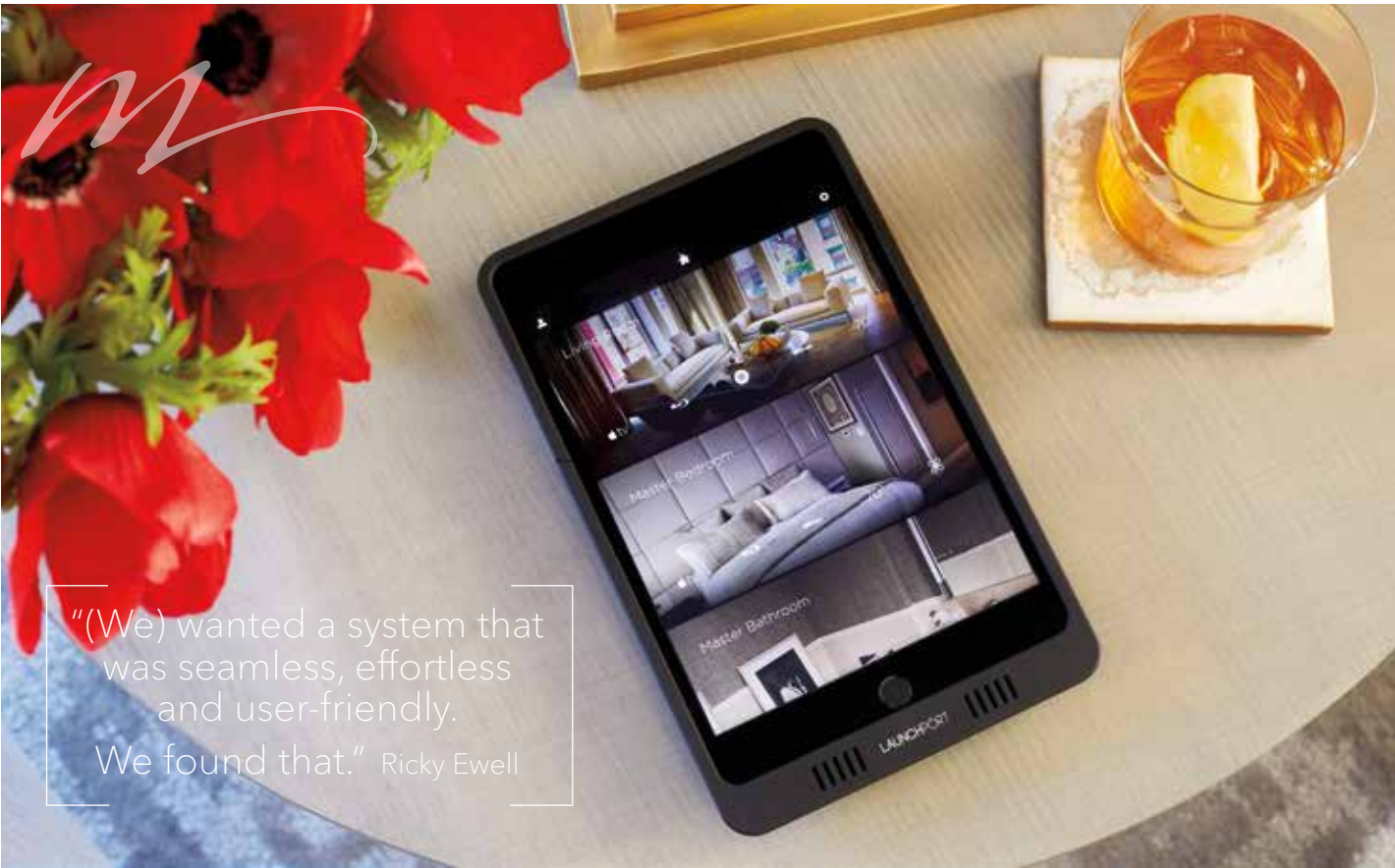
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“(We) wanted a system that was seamless, effortless and user-friendly. We found that.” Ricky Ewell

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## Welcome to the World of M Magazine.

Inside these pages you’ll experience some amazing installs, incredible brands, the latest trends and what’s next in the audio, video and smart home industry. But beyond the great stories and products, M Magazine is our way of showing you just what Magnolia can do in your home. It encapsulates Magnolia’s dedication to deliver custom home installations, the finest brands and solutions and the inspiration and know-how that Magnolia employees bring to every project, both big and small.

In this issue, join us as we take a closer look at a few of our premium brands, including an interview with Jonathan Levine of Master & Dynamic and an inside look at the World of McIntosh’s townhome in New York City. We also explore some amazing custom installations that include an incredibly handsome loft and an equally impressive theater in Chicago, as well as a family apartment and an opulent smart home in New York City. You’ll also read about some interesting ways to bring tech into the kitchen, and how gold is the new black.

Welcome to the world of Magnolia, and welcome to the world of premium home entertainment, design and inspiration.

Thanks and enjoy.

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To view this issue, or previous issues of M Magazine online, visit <https://www.magnoliaav.com/magazine>

# GETTING SMART ABOUT THE SMART HOME

**T**he concept of the smart home can be very confusing. Unfortunately, there's good reason for this. It can go by many different names, and what "it" is hasn't been unanimously accepted or well defined. Smart home solutions have become such a big part of what Magnolia does that we decided to sit down with Magnolia's Smart Home Merchant, Josh Fettig to take a closer look at, and put some clarity behind, this elusive concept.

## Defining the "it"

The phrase "smart home" has become synonymous with terms like "home automation," "home control" and "the Internet of things" among others. Unfortunately, even today there isn't one term that's universally accepted by all. So to simplify the idea, we'll define it this way: When we say something is "smart" we are saying that it can be controlled over your home's network, with a smartphone, tablet, remote control or keypad. So many products are "smart" products. But as Josh told us, "Where it can get confusing is whether you're talking about a single smart product working on its own, or a host of smart products working together in an eco-system, where one action makes many things happen. That's the main difference: from having a single product that is just smart, to having a host of smart products that are all controlled together to create a smart home." Let's take a closer look at each.

## A singular smart product

Perhaps the easiest smart product to understand is the smart thermostat. When Nest came out with their first thermostat, they took a utilitarian device that is in every single home and made it exciting. "People fell in love with the fact that they could control their heating and air conditioning with their smartphone from anywhere in the world," Josh told us. "Even more, you eventually didn't have to control the Nest thermostat because, over time, it figured out your daily schedule and could adjust itself accordingly."

Today, there are many smart products, offering the same type of 1-for-1 relationship: a person performs an action and the device on the other end will react to that request. Alone, these are smart devices, but are not a smart home solution.

## An eco-system

While Nest can be used on its own, where things really start to get exciting is when it is included as part of a larger eco-system. This means tying together a host of smart products so they all work together from a home automation app or smart home system. So now, with the single push of a button on a smartphone or tablet that says, for example, "wake up" your entire home comes alive. The thermostat adjusts to a predetermined temperature, window blinds open, lights turn on, music starts to play from your networked audio system, the TV can even turn on to the morning news. It's multiple devices all working in tandem, to create a desired outcome, and this is smart home living.

As Josh explained, "These interactions are the difference between saying, 'If I'm home, set the temperature to 71 degrees' and, 'When I'm home between 5pm and 9pm, set the temperature to 71 degrees, turn on the lights in the kitchen to 65% and play my music in the family and dining rooms.'"

It's even gotten to the point where you don't have to do anything, the room just responds to you being there. "Early on in my career at Magnolia, we had a client who had installed pressure sensors under the carpeting and couch cushions that triggered different actions to occur when they entered the room," Josh told us. "Now, all the homeowner has to do is walk in the room or sit down on the sofa, and the technology in that space comes to life in a predetermined way depending on the time of day."

## Go the distance

Want to dip your toes into the smart home world? You can start with just one product. But be aware: there are products that can, and will, only do one thing; while there are others that are designed to work with other smart products well into the future. If you plan to expand, talk to a Magnolia System Designer and be assured that your product can grow as your system and needs grow. As Josh concluded, "A true smart home eco-system can incorporate the things you already own, the things you're planning to purchase, and the things you haven't even thought about yet." And with smart home brands like Control4 and Savant, it's easier than ever to interact with your entire home in a convenient way. *mf*

## CONTROLLING YOUR SMART HOME FROM YOUR PHONE OR TABLET IS THIS EASY:



# AN OASIS

## IN THE CONCRETE JUNGLE



In the Chelsea neighborhood of Manhattan is a two-bedroom apartment that combines cultural sophistication and smart home control. Flawless in execution, every corner of the space exudes style while the Savant system brings it all to life, or puts it all to sleep with the push of a button or a request to Alexa. This home welcomes you in with the cool melodies of audio, the soft glow of light and a relaxed atmosphere that takes you far away from the busy city outside.

### Taking control in the Empire State

As you enter this impeccable apartment, you're struck by the feeling of warmth, of welcome. A mood is set, and that mood is enhanced by the Savant smart home system. As Magnolia Project Manager Miguel Aguilar told us, "Homeowners Ricky Ewell and Jason Davidson wanted to be able to control as much as they could, whether it was from an iPhone, a remote, an iPad or even Alexa. Savant gives them that ability, through any of their devices, to set a mood for the home. The minute they walk in the door, there's an iPad with the Savant app locked to the main screen; and by hitting Welcome Home, the drapes, the shades, the lighting, the music, the temperature and the audio and video system all come to life to the exact



specifications they have preset into the system. That's a smart home solution, and that's what they were looking for. And it doesn't matter what room you're in, whether it's their master bathroom, the guest room or the kitchen, they have complete control of it all."

Miguel went on to say, "What's really cool is how Alexa has integrated with Savant. With Savant you create scenes, and you can name them whatever you wish - so when you ask Alexa to call up that scene, you can have the entire room change." If they choose, they can create a scene, let's say, called Movie Mode: the curtains close, the lights dim, the home entertainment system comes to life, and the room is preset to the perfect movie watching atmosphere.

The other thing that was very important to Ricky and Jason was their art collection and presenting it in the best "light" possible. As Miguel noted, "One of the things they really cared about was making sure the art was protected: they didn't want any sun

damage. Through window blind control and electric light control, they can manage the amount of light on every painting." Not only does this help protect the artwork, but it also helps display the art with gallery-style lighting.

#### New system, old gear

Audio components are a form of art. We love them not only for their sound, but for the impressive visual contribution they make to a room. For Ricky and Jason, it was essential that their vintage Bang and Olufson CD player and speakers be integrated into the control system. "A model of this CD player is in the Smithsonian," Ricky told us. "That's why I wanted to keep it, because it's part of pop culture history. I wanted to integrate it into the system." He then added with a laugh, "Even though I no longer listen to CDs."

Even though this Hi-Fi system has been out of circulation for many years, Magnolia made certain it

#### Working Together:

To ensure the design and install were spot on, Magnolia worked with contractor Frank Nunez of Maestro Design/Build and decorator Jaclyn Baldari of Jaclyn Baldari Interiors.

"Through window blind control and electric light control, they can manage the amount of light on every painting."



Sonance in-ceiling speakers surround this home for the perfect audio ambience day or night. And thanks to the Savant smart home system, control is simple; you can even use your voice to call up your favorite tunes with an Amazon Alexa.





Custom, engraved Lutron light switches give unique lighting control options to every room.



“We try to share with clients things they might not have thought about. That’s what they hire us for.”

would integrate into this smart home. As Miguel noted, “I personally spoke with Bang and Olufson directly to get the right connections to make it work and integrate into the system. In combination with our Engineering team, we were able to make it work. If they were going to get our business, this was one of the requirements, and we were going to make it happen.”

It’s this level of determination that makes Magnolia unique. Because they know that the technology we have today shouldn’t leave out some of the really cool components we had in the past.


But, for the ultimate cool factor, Magnolia gave them the ultimate midnight snack controller. “We try to share with clients things they might not have thought about,” Miguel noted. “That’s what they hire us for. I like to show clients how we can create late-night lighting scenes from Lutron keypads on their nightstands. We have a kitchen light pathway and a bathroom pathway. So, in the middle of the night, if you need to grab some munchies or go to the bathroom, it lights up the in-ceiling lights to 10%, creating a soft glow of light to the kitchen or the bathroom so you don’t disturb anyone else in the house; plus, no more stubbed toes.”

Ricky was amazed, “I just wanted something where music could come on and lights could go on. I wasn’t expecting this whole big thing with shades, and the curtains, I didn’t even know that was possible.

Both Jason and I wanted a system that was seamless, effortless and user-friendly. We found that.”


### Working with Magnolia

One of the best compliments you can get about your work is when someone comes back to work with you again. Thankfully for Magnolia, Ricky first got to know Magnolia in the place where the brand first got started: Seattle. As he told us, “I first used Magnolia when I lived in Seattle 20 years ago. I have a history with them. When we went to Best Buy and found Magnolia there, I pushed Jason in their direction. I’m glad I went with my instincts and wanted to try them out again, because this bunch of guys was great, from start to finish. This project included a decorator, a contractor. We had all these groups of people trying to work together, and around each other, and Magnolia was incredibly professional, reliable and dependable, and we were very happy with them.”

And while technologies certainly have changed over that 20-year period, Magnolia has strived to continue to deliver that same level of exquisite service they did when they first opened their doors. If you’re ready to bring the joys of smart living to your home, and bring a bit of an oasis to an otherwise chaotic world, look no further than Magnolia. 

**The Magnolia Crew:**  
**Left:** System Designer, Jonathan Arroyo; In-Home Advisor, Mharlon Roberts; System Designer, Mike Dye  
**Right:** Project Manager, Miguel Aguilar; Lead Installer, Eddie Diaz; Custom Installer, Ron Rodriguez; Magnolia Care Technician, Sadid Torres; Custom Programmer, Edward Ronda.



A man in a blue shirt and jeans stands behind a dark wooden counter. On the counter are a vase of white flowers, a small black camera, and a framed certificate. Behind him is a large neon sign of a hexagon with an 'M' inside. 

# SOUND, STYLE [AND] SOPHISTICATION

MASTER & DYNAMIC AND JONATHAN LEVINE

**M**aster & Dynamic is the latest luxury headphone brand in town. Founded just 3 short years ago, their build quality, materials and superior sound have launched M&D into the forefront of the headphone world to become a brand you not only want to wear, but be seen wearing. Magnolia's *M Magazine* recently visited Master & Dynamic's World Headquarters in New York City, where we spoke with the brand's Founder and CEO, Jonathan Levine. A collector of high-quality, incredibly interesting, durable and fun products, we saw a creative mix of items that include a vintage Colnago bicycle, his Leica camera, a vintage tabletop soccer game, plus one-of-a-kind vintage items that seem to surround every corner of this office. Jonathan knows a good thing when he sees it, and adding to this mix of eclectic products are the headphones he helped bring to market. Here's his story, the brand's story, and what makes these headphones truly remarkable.

**M:** What brought you into the headphone world?

**Jonathan:** Throughout my life I've always loved design and materials. I've always been more of an entrepreneur. When I was younger I wanted to be an architect, but I got talked out of it and ended up going to Wall Street. I quickly got bored of it and went into consumer products. I love making things, branding things, marketing things. I built three small companies, then I decided to try something different. I have two sons who are both very creative. When my oldest son was 13, he started to DJ and, when he was 16, he started producing music. As a consumer products entrepreneur - I saw the equipment he was using, I watched the people around me in New York City, and I looked at what was going on in the industry. This was 2013 and headphones were exploding in popularity. I felt if I had something new - I could compete. I got this very naive idea that I could create this new, premium headphone brand. It's out of a love of design, a connection to family and wanting to create something special and enduring in the market that Master & Dynamic was born.



Throughout the dynamic and youthful atmosphere of Master & Dynamic's New York office you'll find an eclectic mix of products collected by Founder and CEO Jonathan Levine (shown opposite page) including vintage headphones, his vintage orange Colnago bike and this art installation by Steffen Kehrle.



**Top:** Chief Product Officer, Drew Stone Briggs  
**Upper left:** The in-house lab where headphones are designed, deconstructed, reconstructed and perfected.  
**Above:** Jonathan Levine takes us through the finer points of the MH40 Over-Ear Headphones in Master & Dynamic's showroom.

**M:** What makes Master & Dynamic headphones so special?

**Jonathan:** Our designs are unique, they're very eye catching. The materials we use are very distinctive; premium leathers, stainless steel and aluminum. I think our branding is very subtle - we talk about sound tools for creative minds, so we're very in touch and in tune with creative individuals. Having said that, we don't just make things that look pretty, we make things that work well and last. Something that lasts is very important to me. There seems to be a trend to have a built-in obsolescence or a disposability factor to products today. We're the antithesis of that, we want people to use our products for a long period of time, feel like they have a connection to them, and feel they've gotten a great value from them over the lifetime of the product.

**M:** Your collaboration with other creative professionals and brands is really impressive.

**Jonathan:** We've been very fortunate that we've been able to connect with some like-minded brands and creatives; our products really resonate with them. Leica cameras was one of our first partners - the materials we use often remind people of Leica. It was a very good connection for us. We've also just launched a collaboration with a well-known LA-based tattoo artist, Scott Campbell, so that's a collaboration out of mutual interest and admiration for each other's work.

We've also done things with luxury watch designers. We're very open to conversations and we're very proud that people see the connection between our quality and design and that of their own brand and products.


**M:** Speaking of brands, what makes Magnolia such a great fit for Master & Dynamic?

**Jonathan:** The same discipline we put into our products and branding we also put into our distribution. When we first launched, we showed up in boutique premium luxury shops around the globe and we gradually wanted to expand into premium consumer electronics stores, and for us that was Magnolia. Once we approached Magnolia, they saw how we fit into their product mix, and we saw the opportunity to scale our business to that higher end, design-driven consumer.

**M:** What's next?

**Jonathan:** This year we are launching true wireless headphones - earphones that go in each ear and are not connected. They'll be very Master & Dynamic, from a materials point of view, a design point of view and of course performance. We will also launch our first active noise cancelling headphones and we have a lot of nice collaborations coming up. We're also looking to expand some new products and some new colorways and collaborations into Magnolia.

#### Your next headphones are waiting

Ready to experience Master & Dynamic for yourself? Swing over to your nearest Magnolia store today and try on a pair of the MH30 On-Ear Headphones, the MH40 Over-Ear Headphones, or the MW60 Over-Ear Wireless Headphones. Premium in design, materials and comfort, Master & Dynamic is ready to be your next modern day thinking cap. 

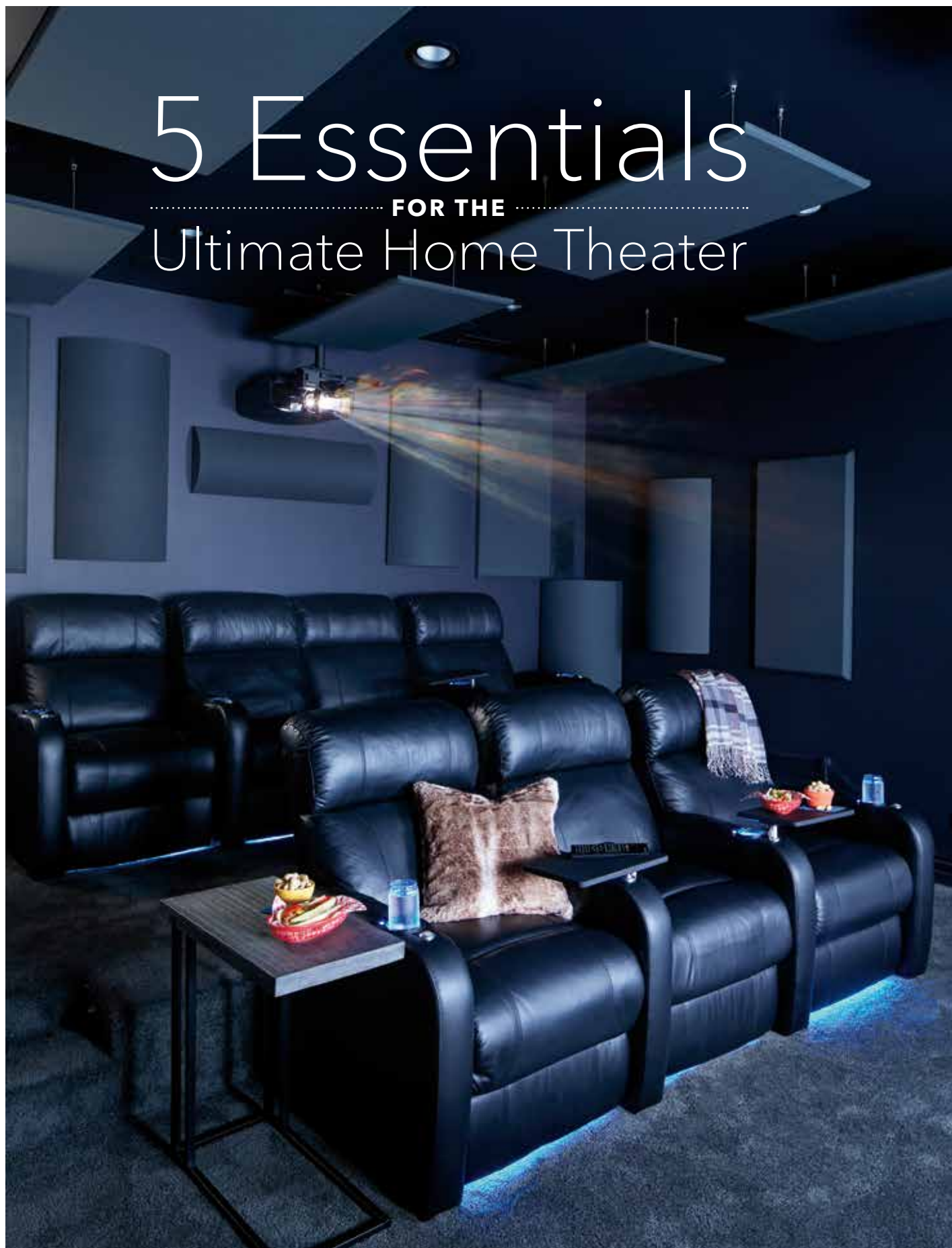
“... we don't just make things that look pretty, we make things that work well and last.”



# 5 Essentials

FOR THE

## Ultimate Home Theater



**I**t's every movie lover's dream—turn that spare bedroom, space above the garage or bonus room into a dedicated home theater. For Chicago resident Savas Er, the utility room in his basement turned out to be the ideal space for one amazing home theater. This space, as much as any, is a great example of how focusing on the 5 essentials of a home theater—video, audio, control, the environment and aftercare—can turn any space into the ultimate movie-going experience.

### 1 • Video:

A home theater is nothing without the perfect visual, and this means the right projector, screen and source. Starting with the projector, 4K HDR is a must. Remember, we're talking about the ultimate home theater. And with smaller rooms, 4K allows you to get closer to the screen than ever and not experience the pixelated image a non-4K projector would offer.

Another essential for a project like this is an anamorphic lens. Magnolia Senior System Designer on the Er install, Coby Owen, told us, "The anamorphic lens gives you a true 2.4:1 aspect ratio—just like at the movie theater. No more black bars at the top and bottom of the screen—which are not only annoying, but also give you lost picture performance. A nice 4K projector without an anamorphic lens is actually a 3K projector because it doesn't turn on 2 million of its pixels. By returning the 2+ million pixels turned off when no anamorphic lens is used, we also gain 33% more brightness. We can always turn brightness down if needed, but we can't create more brightness, which is hugely important for HDR content"

Next, you'll need a premium screen to deliver all this 4K HDR clarity, contrast and color back into the room. In the Er theater, Magnolia installed a 140" Screen Innovations Slate screen with ambient light rejection. "It allows for a great picture even when the lights are on," Coby noted. "This is important to the Ers because they like to entertain and don't want to always be in a dark room when they're watching movies or sporting events. Plus, ambient light rejection removes light scatter—light going back into

the room—helping to create a sharper image."

Finally, you need something to play your movies on. You can choose a 4K Blu-ray player or, better yet, a Kaleidescape system. "Kaleidescape rips and stores all your DVDs for instant access. It also allows you to download 4K HDR movies, which are a perfect copy, just as if you were to buy a disc," Coby told us. "Now Mr. Er can download a movie during the day and watch it when he gets home."

### 2 • Audio:

You've created this incredible visual experience, now you need to really feel the movie around you. Audio does this—and the ultimate theater needs the ultimate audio solution: Dolby Atmos. For the Er theater, Magnolia installed a 5.2.4 Dolby Atmos sound system—the extra .4 stands for the Dolby Atmos in-ceiling speakers that deliver the above-you sound. As Coby noted, "Dolby Atmos gives you object-based audio. With traditional surround sound, maybe you hear the jet going around you, but with Dolby Atmos, all speakers work together to produce 3-dimensional audio objects. So now, not only is the jet flying to the side of you, but you can hear it going up and down in the room.

With 11 speakers in this room, it sounds like there's a speaker every few feet, completely connecting you to the movie."

Mr. Er added, "Dolby Atmos is phenomenal. It's hard to explain, because you really have to experience it. But in sporting events—like tennis, which we watch a lot—on a typical screen you hear a few pops of the ball, but in the theater you feel the ball is coming from right to left and up and down. It's really cool."

Then, to ensure you get the most out of your audio system, the right acoustics are imperative. That's why Magnolia has teamed up with Acoustic Geometry. Coby noted, "We give Acoustic Geometry the exact dimensions of your room and they put together an acoustic package with 3D CAD drawings, and we follow them to a tee. Before this room was just an echo chamber, and now the room sounds perfect."



### The Audio

- MartinLogan EFX on-wall electrostatic speaker
- A pair of MartinLogan Dynamo 1500 subs: With Perfect Bass kit - they will EQ the bass to the room - giving the room evenly distributed bass throughout the room.
- MartinLogan Axis In-walls and 4 Helos 22 in-ceiling speakers for Dolby Atmos.
- Outfitted with MartinLogan speakers and Marantz components, this system gives you sound that surrounds you.



**The Room**  
From the 140" Screen Innovations Slate screen, to the MartinLogan Dolby Atmos speakers, to simple controls, to the acoustic treatments, this truly is the ultimate home theater.

**3 • Control:**

Home theaters of this scale have lots of technology, and controlling it all can seem a bit overwhelming. But fear not: with a control system from Savant or Control4, these theaters can, and should, be one-button easy. For the Er theater, everything is managed using Control4 from a single app on the family's tablets or smartphones. Control4 brings this entire room together with the push of a button that controls not only the home entertainment gear, but the lights as well, all in tandem. Push play and the lights go down, and the movie comes alive; hit pause, the lights go back up. It's truly one-button easy.

**4 • The Environment:**

One aspect of a home theater that can't be overlooked is the design and environment that is created. This environment is more than just aesthetics. In the case of the Er theater, the color choice—a charcoal gray—is designed to make the room disappear when the lights go down. The Octane seating is not only ultra-comfortable, but with its wall-saver recline, you only need 4 inches of space behind the chair to recline. Finally, the riser Magnolia built into the room not only provides the look of a theater, but better viewing angles as well.

With Magnolia Care and Remote Management, “You don’t have to wait 2-3 days for someone to come out and fix a simple problem... it’s been great!”




**5 • Aftercare:**

Your theater is installed perfectly: all the wires are hidden, the rack is a work of art, you get a tutorial on how it all works, and then the crew leaves your house—forever? No, of course not. Or at least they shouldn't. With every project that goes through Magnolia's Budget Builder process, you get one year of Magnolia Care free. This gives you incredible peace of mind with aftercare that includes check-ins, updates and personal help. And for an added fee, you can also get Remote Management which allows your Magnolia Service Technician to monitor your networked components remotely, allowing them to do speed tests, or power-cycle the gear. “This allows us to reboot any part of your system remotely which usually takes care of most issues,” Coby told us.

Mr. Er added, “Getting Magnolia Care for one year, with them visiting a few times and tweaking things and remotely accessing things, has been great! There was one time when there was a disconnect between the cable and the projector, and my son’s friends were coming over to watch a game. I called Coby and told him about it, and he restarted the system remotely. Sure enough, it was working in no time! It’s cool, you don’t have to wait 2-3 days for someone to come out and fix a simple problem.”

**Create your own theater**

Ready to bring your home theater dreams to life? Then stop into your nearest Magnolia Design Center and let us show you just how amazing these spaces can be. Big, small, robust or simple, we’re ready to turn nearly any space into the ultimate home theater. 

**The Team**  
(Back row): Magnolia Service Technician, Jose Robles; Custom Lead Installer, Chad McDonald; Installer, David Bianchi. (Front Row): Project Manager, Jesse Goethe; and System Designer, Coby Owen.


# HOME THEATER SURROUND FOR ONE

**SONY** WH-L600 WIRELESS DIGITAL  
SURROUND HEADPHONES

For movie lovers, nothing brings the theater experience home like great audio. But what about those times you want to get loud but the rest of your house wants silence? Enter the Sony WH-L600 digital surround headphones. Whether your children are asleep, or your spouse or roommates have other things to do and don't want to hear your movie, you no longer need to sacrifice on cinema-quality sound. The WH-L600s immerse you in whatever you're watching, giving you all the blasts, crashes and clear dialogue, without the rest of the house hearing a peep.

And because there's nothing worse than not being able to hear dialogue, or missing the clarity of a sporting event or the details in a video game, the WH-L600s offer four sound modes. Enhance the sound for dialogue, games, sports or movies, so you get the sound experience you want, without having to crank up the volume just to get one audio aspect to come through with added clarity.

Ideal for bedtime viewing, those dealing with some hearing loss, or anyone who loves great cinema sound but doesn't want to disturb others, with these headphones, you'll never hear "turn that down" again.

Discover the WH-L600 headphones at Magnolia today and enjoy the sound, style, comfort and ease of home theater audio in any room of your home, all at a fraction of the price of creating full room theater surround sound. 



Spider-Man™: Homecoming now available on Blu-ray™  
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# ELAC

THE LEGENDARY  
SPEAKER BRAND  
YOU MAY NEVER  
HAVE HEARD OF



**The Debut 2.0 Series Speakers:**  
The F6.2 floorstanding speakers, the C6.2 center channel speaker and the SUB3010 subwoofer.  
(Not pictured are the bookshelf B6.2s.)

“When I design a speaker, I think of what I want to hear – and I’ve been lucky that a lot of people agree with that sound.”

- Andrew Jones

With almost a century in the history books, you might wonder why you haven’t heard of ELAC, the acclaimed speaker brand from Germany? The answer is simple: they re-launched in the U.S. just 3 years ago. But the great news is, you’re about to hear a lot more of them inside your local Magnolia.

We had the pleasure of talking with legendary speaker designer Andrew Jones, who helped bring ELAC to the United States. Here’s his story, ELAC’s story and why this seemingly brand new, old company, is one you’ll definitely want to take a listen to.

### 90 years and running

ELAC means electroacoustic and although they were originally in sonar development, they eventually became one of the 3 biggest turntable manufacturers in the world. Then, in the early ‘80s, when CDs came to the fore, and the turntable industry declined, they turned to speaker manufacturing, and once again found great success. As Andrew Jones explained, “ELAC has been big in Europe, big in Asia, but almost unheard of in the U.S. Dedicated people knew about them, but otherwise they were largely invisible.”

Then, a little less than 4 years ago, wanting to expand to the U.S. market both for business reasons and to establish a new product range, they reached out to Andrew. He told us, “They had an idea to have a U.S. office, which gave them access to the U.S. market and access to expertise in that market—which I had. I had established a reputation for designing very high-end audio gear with TAD, middle-end products with Pioneer and also some entry-level speakers for Pioneer, which were sold through Best Buy. With my reputation of designing very good sounding, cost effective products, ELAC felt I could help bring this level of speaker into their general portfolio. So we targeted the success I had with the Pioneer speakers—wanting to create something that was even better. From that mindset, we launched the original Debut series.”

### From Debut to Debut 2.0

The original Debut series was a vented box speaker designed to have a performance, design and price, that would turn heads. The result; Debut had a build quality and low frequency response that was astonishing, beyond that of other entry-level speakers. “We hit it just right,” Andrew told us. “The product was a huge success.”



**Andrew Jones:**  
Legendary speaker designer for such brands as Pioneer, KEF, Infinity and TAD. Now VP of Engineering at ELAC’s North American division, and the mind behind the Debut 2.0 speaker series.

**Debut 2.0 B6.2  
Redesign Features**



New silk-dome tweeter delivers even more lifelike high frequencies.

New woven aramid-fiber woofer achieves a smoother, extended high-frequency response.

Updated cabinets feature thick MDF and a black ash vinyl finish reducing vibration and adding style.

On the bookshelf and center channel speakers, the bass port is moved to the front for easier placement.



So how do you make an amazing speaker like the Debut even better? You start from the ground up. Debut 2.0 takes the best qualities of the original Debut to another level, making improvements based on dealer and customer feedback.


"Because the Debut had a rear vent, the number one question we got was, 'How close can I get them to the wall without choking off the vent?' So, on the bookshelf and center channel speakers, we put the vent on the front so you can place these speakers close to a wall or in a bookshelf without any pressure buildup or muddying the sound," Andrew explained.

He went on to say, "Beyond the vent, we also felt we could create a better tweeter. ELAC has the Uni-Fi speaker and the Adante, and we had continually improved the quality of the tweeters on them in terms of sound quality and balance. We developed this new tweeter for the Debut 2.0 based on the progress we had made on the Adante. We chose the same dome construction—a wide-roll surround—which extended the high and low frequency response. We also re-balanced the speaker so the quality level is better, so it's similar to the tweeter on the Adante speaker in terms of resolution."

"Finally, we made the cabinet slimmer. With the Uni-Fi speaker, the folks in Germany asked for a slimmer cabinet. We looked at that ratio change and really liked the look, so we slimmed down the Debut 2.0 as well to have that same aspect ratio so it looks more elegant."

**Experience them at Magnolia**

Choosing a speaker is very personal, you need to experience them to truly appreciate if they're right for your ear and your home. That's why Magnolia is the ideal place to experience the Debut 2.0 series of speakers. As Andrew pointed out, "The quality level with which you can audition the Debut 2.0 speakers inside Magnolia is great. Everything is properly set up so it gives people a really good idea of what they're getting." And with the Debut 2.0 you're getting a high-quality speaker that takes the idea of entry-level to a whole new category, all from a speaker company that's long been known for high-end sound.

When you're ready to experience the ELAC Debut 2.0s for yourself, visit your nearest Magnolia, and experience what 90 years of innovation can bring to your listening experience. 

**SONY**



HT-ST5000

STR-ZA5000ES

Discover a new dimension of sound.

A perfect complement to Sony TVs, 4K projectors, and Ultra HD Blu-ray players, Sony premium soundbars and the Sony ES line of AV receivers add immersive audio to your home theater experience.

With full support for Dolby Atmos and DTS:X object-based surround sound as well as 4K HDR passthrough, your favorite shows, music, and movies have never been better. It's home entertainment at its finest.

For more details, visit [sony.com](https://www.sony.com)



STR-ZA1100ES



STR-ZA2100ES



STR-ZA3100ES



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# LOFTY DREAMS

THE MAN CAVE TO  
TOP ALL MAN CAVES

In the up-and-coming West Town neighborhood in Chicago, Robert Hovey found his dream home: an open, industrial loft, full of possibilities. Manly in its design, fresh in its perspective, cool and hip in its style, this loft is designed to fit Mr. Hovey's personality, his loves and his aspirations. As he describes it, "It's like a combination of a cool rock-and-roll garage, artistic place and a factory with a clubhouse feel. I wanted something you might see in a music video." To bring it to life, it was incumbent for Magnolia to bring the right technology into this space—to enhance it and complete the dream. Here's the story of how this came to be, from the people who turned this residence from an empty space into an amazing loft that rocks.

## Getting to know you...

### Jabari Spencer: Magnolia System Designer

Mr. Hovey came into our showroom: he said he wanted a big TV and sound. Now that can go a lot of ways. Our goal in the Magnolia Design Center is to design something around your lifestyle. That's when I set up an in-home consultation. That's the first step. We can show you TVs and let you listen to speakers until you're blue in the face, but it's not until we know your space that we can really marry the right technology with your needs.

### Robert Hovey: Homeowner

When I went into Magnolia, I was sucked into the beauty and quality of what they have there. I love music. I play the drums. I love good sound. Creating the right atmosphere is extremely important to me, so good music and what technology can do is critical. I had a clean slate, a blank canvas, so I wanted to know what I could do. I wanted them to tell me what's out there, what the coolest things are.

They came out for a site visit, and that's really the best way to do it—let them see what they're working with.

As stunning as anything in this loft, the MartinLogan Montis Electrostatic floorstanding speakers and Motif X center channel speaker deliver unforgettable sound quality. Adding to the flair are the McIntosh MX122 processor and MC205 amplifier, plus the giant Samsung 78" class curved TV. **Right:** Homeowner Robert Hovey kicks back and enjoys a game of billiards.





**Top Left:** Custom-built back boxes for the MartinLogan in-ceiling speakers keep the tin ceilings from distorting the sound.  
**Top Right:** The hip trio of Magnolia employees who helped bring this project together: System Designer, Nick Fritzinger; Magnolia Care Technician, Josh Branche; System Designer, Jabari Spencer and Specialty Sales Manager, Jim Paluszek (not pictured).  
**Below:** Bass in an inconspicuous place. This MartinLogan BalanceForce sub fits comfortably under the stairs.



“When I come home, or get up in the morning, the house comes to life in a way that matches my mood.”

#### Audio throughout...

##### Nick Fritzinger: System Designer

Because of Mr. Hovey’s love of music, we started the process by looking at audio, in particular his home theater surround sound system. We wanted to find the right solutions there, then mimic it throughout the loft. He fell in love with the MartinLogan Montis speakers, with their electrostatic design. We then added a center channel and a BalanceForce sub.

To power the system we chose McIntosh components, which we put on display. Why hide these? Let’s make them a showpiece in the space. We were using very different speakers with electrostatic panels: let’s pair them with the McIntosh MX122 processor and MC205 amplifier. We then added a Samsung 78" curved TV to go with it. Once we had that baseline in place, it was a no-brainer to go with MartinLogan speakers throughout the rest of the loft, because that’s the sound profile Robert fell in love with. We went with Motion ELRs for the rear surround sound speakers and all 10 zones of distributed audio.

##### Josh Branche: Magnolia Care Technician

One of the things that makes this home unique is all the zones turn on, all at once, every day. The only reason they’re spilt up into zones is for individual volume control – but he uses it like one large zone.

##### Nick Fritzinger: System Designer

One of our biggest challenges was we had this amazing open space, but it has concrete floors and lots surfaces that create echo: how do we get the best sound from his audio gear? First, our lead installer, Ernesto Rojas, made back boxes for all the in-ceiling speakers, and he did this from scratch, on site. He installed them with soundproofing, to ensure the sound is going down to the listening area and not reflecting off the tin ceiling and creating an odd audio profile. Then we worked with Mr. Hovey on where rugs should go and things like that, to help absorb some of the sound. And with the shades down, that helps reduce reflection as well. In the end, it sounds really good.

#### All together now...

##### Jabari Spencer

Beyond the music and TVs, we introduced home control with Control4—so Mr. Hovey can control all this technology—from the lights, to the TV, to the AV system—from a phone or tablet or an in-wall touchscreen.





The master bedroom and bath feel like a premium spa with in-ceiling speakers throughout, plus lighting control so Mr. Hovey can create the atmosphere of his choice. Relaxed, contemporary, stylish, hip: the technology matches the decor to a T.

#### Nick Fritzinger

The master bedroom, bathroom, hallway, closet, entryway—it's all one cohesive sound system. Then we added lighting control. Short of two guest bedrooms, every light is controlled by Control4. And the coolest part is, when he walks in the door, he hits one button and the audio comes on, the lights come on, so he's walking into a live area.

#### Robert Hovey

The music never stops. I'm always listening to music. All the lights and audio are on the same system and I have different scenes programmed in. When I walk in the door I can choose the scene I want, and each has its own music mix and lighting configuration. I have a scene I call Soul Daddy where old school R&B music plays as the lights come up to a predetermined level. I also have Chill Out, Buddha Bar Lounge and Daytime. When I come home, or get up in the morning, the house comes to life in a way that matches my mood."


#### Nick Fritzinger

We also installed Philips Hue lighting in the bathroom to give it some atmosphere against the stone accent wall. Then we integrated his Nest thermostats into the Control4 system as well. And because there's a lot

of entertaining that goes on here, and to make sure everything is streaming and not buffering, we installed a powerful Ruckus and Luxul networking system. Now he can be just about anywhere in this building, or have as many people over as he wants, and still get a great signal. Together, it all works seamlessly and is one amazing system.

#### The last word...

#### Robert Hovey

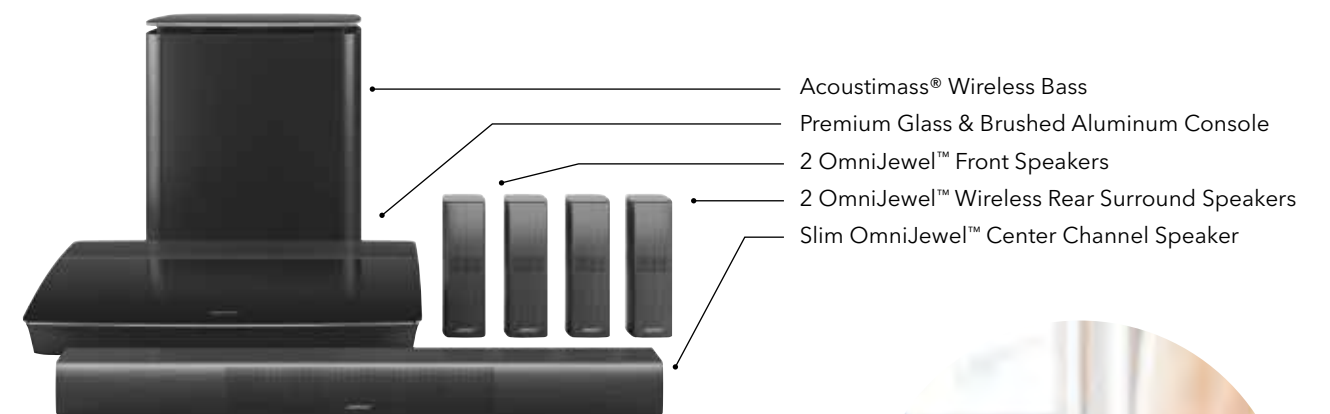
Everyone at Magnolia was very friendly, easy to work with and went out of their way to make sure I was happy. They genuinely cared about making sure I got everything I wanted: that I got the best I could get within my budget. And the follow-up was fantastic. In the beginning, when I was learning the system—which really isn't that complicated, but I'm not techy at all—they made it as user-friendly as possible for me. And whenever I reached out with questions, they took the time and helped me through it. Plus, with Magnolia Care, they are able to reset my system remotely to solve issues, so the convenience is incredible and the service is great. I totally recommend them to everyone. 




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Experience astonishing 360° sound from the small, omnidirectional speakers, wireless bass and wireless rear surround sound speakers. Then enjoy the stunning design of the glass-topped console that has 4K pass-through and 6 HDMI™ inputs, plus Bluetooth® and Wi-Fi technology to wirelessly stream your favorite music. It's the latest speaker system from Bose, engineered for incredible simplicity and sound for all your movies and music. (Also available in white.) 



# IF YOU CAN MAKE IT HERE

Living in New York City has its challenges: traffic, parking, small spaces, being surrounded by neighbors. Doing whole home entertainment installation projects shares these same challenges - but for Magnolia, it's these challenges that make the job fun, exciting and allow them to create amazing solutions. Here's a look inside one family's Manhattan home and how Magnolia was able to exceed their expectations.



## Challenge accepted

In some ways, homeowners Sid and Preeti's Manhattan apartment is like many Magnolia homes: it's large, at least by New York City standards, and the technology and integration of said technology is nothing new to Magnolia. But that seems to be where the similarities end. From System Designers taking the subway to customers' homes, to installers playing the impossible game of finding parking spots in Manhattan, the challenges of getting to a customer's home is only part of the battle. Once you're inside the residence, the design and installation have their own unique difficulties.

Sid and Preeti wanted architectural speakers, they wanted to enjoy the entertainment without it cluttering up their apartment. To accomplish this, as Magnolia Project Manager Miguel Aguilar explains, "We needed to provide speakers that fit seamlessly into their apartment, that also wouldn't bother the neighbors. So, first, we must choose the right speakers for the space. Then we install special back boxes on the speakers themselves, with sound dampening insulation behind them. Then, we use good audio sources and amps, which allow them to run their system at a lower volume and still get really good detail."

System Designer, Mike Dye added, "In many cases, like in the family room and theater area, we needed to make a few adjustments. While in-ceiling speakers would have been ideal, we couldn't cut a hole in the concrete ceilings, so we chose in-wall speakers, and placed them the best we could to provide a great audio experience."

"Running cable is also a big challenge. Most of these apartments don't have drop ceilings, so we have to get creative when running wires," Miguel told us.

In the end, Magnolia delivered incredible whole home audio, with in-ceiling speakers where they could make them fit, and in-walls everywhere else. In either case, the sound is stellar, and provides rich, full sound in nearly every room of the house.

How do the homeowners like it? Preeti told us, "Their ideas seemed a natural fit for what we wanted to do for the space. We can enjoy any and all of our music in whatever



The family's theater space with its impressive 75" class Sony 4K TV and Sonance in-wall surround sound speakers. Simple, elegant and all managed by Control4.



“When we spoke to Magnolia, it just felt like a natural fit. They knew what we wanted...”



room we’re in. The theater is a great place to just get away. With young kids, we don’t get to go out very much, so we have movie nights. We’ll get take-out and watch movies. It’s like being in the theater in the comfort of our own home—it’s an escape, and it’s also home.”

#### Is your net working?

It’s a strong network that makes all the technology in any house work to its fullest. With the Control4 smart home system, a strong network is essential to ensure

everything works without issue. But when you’re in a New York City apartment, there are a number of things that can make that signal anything but ideal.

“There are so many networks running through this apartment,” Mike told us. “I’d guess, at least 30. When you see so many networks you’re going to have a ton of interference. Our goal: provide a strong network to overpower those around it. I would bet this apartment has a more powerful network than some of the bigger houses you’ll find outside the city, because we needed to overcome those interferences.”

Then there’s the buildings themselves. Miguel pointed out, “With a building like this, that’s 80 to 100 years old, the walls are thick plaster, brick in a lot of places, there’s usually metal lath and plaster over it, and that obviously kills Wi-Fi. So even though most of these apartments have a relatively small footprint, one thing most people don’t realize is we’re also battling the construction of the building. So not only do we put in a more powerful network than many might think they need, we do so to make sure it all works without issue, as well as to prep for future use—because as this family grows, their Wi-Fi needs are also going to grow.”

To deliver this powerful network Magnolia installed a Luxul home networking system with multiple access points throughout the home to ensure a premium connection no matter where you are in this space.

**Above:** Our hosts, Sid and Preeti.  
**Left:** Preeti relaxing in the sitting room listening to audio from the Sonance in-wall speaker system. In-wall because the concrete ceiling here wouldn’t allow Magnolia to install speakers there - just one hurdle of NYC apartment living.


With the drop ceiling in the kitchen, Magnolia was able to install Sonance in-ceiling speakers. Add on the Sony 4K TV, and from breakfast to dinner, you have a relaxing, entertaining space.



### Experiences that work

For Preeti and Sid, it wasn't about the challenges, it wasn't about the brands, it was about the experience. The experience that their new system gave them, and a good experience working with a brand that brought it all together. Preeti told us, "When we spoke to Magnolia, it just felt like a natural fit. They knew what we wanted, they didn't try to oversell us, and when they needed to suggest more, we knew it was necessary."

She went on to say, "It was just so easy working with them. If there were issues, they were quick on resolving them, so we knew we picked the right people. It's been a year and half since they completed this job and, even now, if there's an issue, they're really responsive."

While New York City may offer some unique challenges, as they say, if you can make it here, you can make it anywhere. Miguel told us, "We can do anything our counterparts can do, our challenges are just a bit different. It's just finding the route to make it happen." When you're ready for some fun solutions in your home, whether that's in New York City or nearly anywhere in the U.S., visit your nearest Magnolia Design Center. 

**Left:** The Magnolia crew that made this install possible: Project Manager, Miguel Aguilar; Lead Installer, Eddie Diaz; Custom Installer, Ron Rodriguez; Magnolia Care Technician, Sadid Torres; and System Designer, Mike Dye.



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# COOKING WITH TECHNOLOGY

**Breville the Barista Express® Espresso Maker**  
Model: BES870XL  
Stainless-Steel

**Coravin Model Two Wine System**  
Model: 100010  
Dark Graphite

**Microsoft Surface Pro**  
Model: FKK-00001  
12.3", Intel Core i7,  
16GB Memory,  
1TB Solid State Drive

**Sonos One**  
Model: ONEG1US1BLK  
Wireless speaker with  
Amazon Alexa Voice  
Assistant.

**Wolf Range Hood**  
Model: PW482418  
48" brushed stainless-  
steel hood.

**Wolf Gas Range**  
Model: GR486G  
48" gas range with six  
dual-stacked burners  
and infrared griddle.

Experience a culinary delight of products that turn your kitchen into a fine dining experience. Sear, simmer and saute a perfectly cooked meal on this **Wolf** gas range, while you skype with your mom—on the **Microsoft Surface Pro**—how to perfectly mix the bouillabaisse. As guests arrive, crank up the tunes on the **Sonos One** as everyone enjoys good company and great music. And because nothing goes better with good food than good wine, grab your favorite bottles from the **Insignia wine and beverage cooler**. Yes bottles, because with the **Coravin Model Two Wine System** you can pour a glass all without popping the cork (now everyone can have a glass of their favorite vintage without wasting or spoiling the extra). For dessert, make a sorbet with the **Vitamix blender** and offer a cup of espresso perfectly brewed on the **Breville espresso maker**. It's fine dining brought to you by Magnolia, Best Buy and Pacific Kitchen and Home, all available under one roof inside select Best Buy stores.



**Insignia™ Wine and Beverage Cooler**  
Model: NS-BC2ZSS8  
Hold 42 bottles or 114 cans  
with this dual zone cooler.



**Vitamix Professional Series 750 Blender**  
Model: 60204  
Five programmable blending  
programs for a variety of  
food-prep needs.

PRODUCT  
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## Savant Smart Light Bulbs

- Smart light bulbs and LED strips that offer millions of brilliant colors.
- Initiate lighting scenes, schedule lighting events and create light shows.
- No hub needed – just screw in the bulbs.
- Easily integrates into your Savant Pro system.



With the TrueImage app, snap a photo of the lighting fixtures you want to control, then interact with the photo to adjust the light.

SAVANT

MARTIN LOGAN

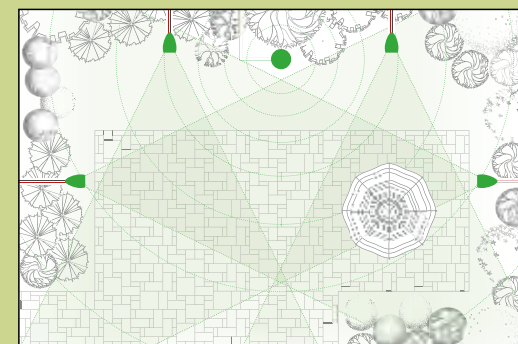


## OUTDOOR LIVING SERIES

IT'S ONLY NATURAL TO EXPECT THIS LEVEL OF  
PERFORMANCE FROM MARTINLOGAN.

Indoors, you expect high performance from MartinLogan loudspeakers. Outside, you can expect the same thing. MartinLogan's new Outdoor Living Audio System features rugged all-weather materials and durable construction, for years of outdoor performance, with endless installation options. On the deck, under eaves, in the garden, around the pool; enhance your outdoor experience with the only exterior speakers that perform up to MartinLogan standards.

- **Sealed designs molded in fade-resistant thermoplastic in unobtrusive natural colors.**
- **Premium driver and tweeter components, exclusive MartinLogan technology.**
- **Subterranean subwoofers engineered to be buried (tested underwater)!**



Ask a Magnolia Sales Associate for an in-home demo to help plan your outdoor speaker system today, with the astounding sound of the new MartinLogan Outdoor Living System.



# A WORLD OF INSPIRATION

## THE WORLD OF MCINTOSH

In Manhattan's SOHO district, there's what some might call an audiophile speakeasy. Hidden behind hand-painted doors is five stories and 12,000 square feet of total audio inspiration from the McIntosh Group family of brands. That family includes some of the most sought-after products in the audio world including the iconic components from McIntosh Laboratory, Inc. These products are displayed in a one-of-a-kind, truly New York setting where you can experience them firsthand in stunning rooms and settings. But this speakeasy doesn't require a secret password to get in, your invitation is right here - welcome inside this enchanting audio experience.

### Demonstrations and integration

As you step from the busy streets of Manhattan into the World of McIntosh townhouse, you're instantly drawn in by the architecture, the steel beams with wood accents and all the fantastic artwork. But it's the audio gear that takes your breath away. A stack of 10 McIntosh 600 watt mono amplifiers sit like a shrine to this great brand in the entryway. As you make your way up the stairs, vignettes of style and technology began to take shape with an opulence befitting these great brands.

As Dan Wakefield, Vice President of Sales for the McIntosh Group North America told us, "One of the key purposes of this space is to demonstrate to customers how our products integrate into their lifestyle. This space helps them understand how the product can enhance their environment - versus working against it. We strive to make our products not only sound good but look good,



Dan Wakefield (left) and Josh Dellinger



**Above:** This incredible two-story-high family room boasts a Mac stack like no other, with multiple two-channel systems to experience.

**Right:** This sitting area represents what's possible in your own home, seamlessly integrating some of the finest components.

and it's important that customers understand how that all comes together for the betterment of their environment."

Josh Dellinger, Experience Director for the McIntosh Group added, "As we know, with this level of product, it really boils down to the experience: the experience of the audio itself and the way it's presented. We try to create different vignettes that illustrate how people would experience these products. It's a great place for folks to bring in their designers or significant others and see what the products look like in a specific space and how it can be integrated in a very beautiful way. That's why cables are hidden, and it's all controllable through a Savant home control system. And if they're looking for an incredible two-channel system, we also offer a setting that displays that, with a rack, exposed cables, large reference speakers, big mono-block amplifiers. We try to show solutions in both a very beautifully integrated way, and also as more of a stand-alone system."

And while the townhouse is an exceptional place to experience the McIntosh brand, without the sonic experience these brands present, this experience would fall short. As Dan told us, "At the end of the day, it all comes down to that moment when you put on your favorite album. We never want that to get overlooked. We can have the most beautiful environment, but without that compelling sonic experience, it really doesn't mean anything."

#### **This experience is closer than you think**

While this New York City townhouse may not be ideally located for everyone, there are 87 other places you can get a touch of this same environment. Magnolia's flagship Design Centers are built to give you a home-like experience for the products we offer. From designated listening rooms, to full-on family rooms, outdoor studios and full-on theaters (in select locations), these showrooms are designed to imitate the experience of having these products in your home.



"At the end of the day, it all comes down to that moment when you put on your favorite album."


Magnolia Design Centers also take some cues from the WOM townhome. As Josh told us, "From how we do demos, to how we present the product, we invite Magnolia System Designers to enjoy and learn from this space. Then, if a client need arises beyond what they can offer in a Magnolia showroom, we invite them to bring their client here to show them more solutions from McIntosh. The space is at their disposal."

And like the World of McIntosh townhouse, at your local Magnolia Design Center, every individual gets an ample amount of time to experience the space. You can bring in your own music, listen, and get an exclusive VIP experience.

#### **Your tour awaits**

Looking to experience the finest audio, video and home automation brands in an experiential setting? Then visit your nearest Magnolia Design Center. If you're looking to go another level further and are in



Manhattan, let one of our System Designers set up a tour of the World of McIntosh for you. By appointment only, Magnolia and the McIntosh Group would like to show you the finest home entertainment experiences so you're as excited as we are about this gear, and you feel excited about bringing it home. 

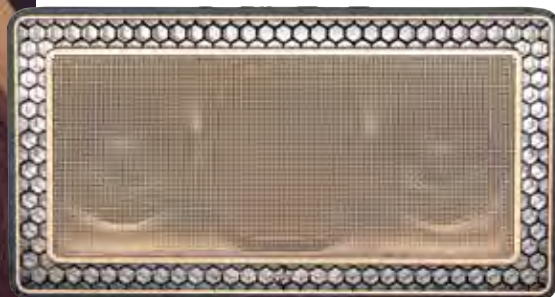
# ALL THAT GLITTERS...

The drive to bring home the gold is strong in the worlds of fashion, design and technology. Gold represents success, prestige and luxury. It's the gold standard of colors in both style and functionality. Be golden, get golden.



**Sony Noise Cancelling Wireless Headphones**  
Model: WH1000XM2/N  
Surround your ears with these stunning gold headphones featuring 40mm dome drivers that deliver clear, dynamic audio, while the noise-cancelling technology blocks out unwanted sounds.

**Bowers & Wilkins Portable Bluetooth Speaker**  
Model: T7  
Bring incredible style to your tunes with this portable, wireless speaker that's perfectly sized for bedrooms, kitchens and gardens.



**Michael Kors Access Bradshaw Smartwatch**  
Model: MKT5001  
Your perfect travel, outdoor and business companion. Enjoy instant notifications without removing your phone from your pocket, a water-resistant design, a responsive touch screen and voice activation.



**Sony 4G LTE Cell Phone**  
Model: G3123  
Show off a touch of elegance with this gold Sony phone that features a best-in-class camera and borderless screen.



**Bowers & Wilkins Noise Cancelling Wireless Headphones**  
Model: PX  
Experience incredible style and sound with adaptable noise cancellation, 22-hour battery life and intuitive controls that respond naturally to your behaviour.



**HP Spectre 2-in-1 Touch-Screen Laptop**  
Model: 15-BL112DX  
HP has added a splash of gold to this laptop that brings a distinctive style to the boardroom with its flip-top design that doubles as a tablet.



**myCharge Razor Ultra Portable Power Bank**  
Model: RZ12D  
Keep your devices charged with this portable power bank. Because if you're going to have a power bank, doesn't it make sense that it's gold?



**HP Bluetooth Scroll Mouse**  
Model: W2Q00AA#ABL  
Drive your laptop like a boss with this gold-accented Bluetooth mouse that screams style.



**HP Sprocket Photo Printer**  
Model: Z3Z94A#B1H  
This compact and portable printer produces sticky-backed pictures directly from your smartphone or tablet in rich, vibrant color.

# LIVING THE GOLDEN RULE



Magnolia System Designer **Rosendo Chavez** holding one of his many President's Club Awards for exceptional customer service and support.

**A**s children, we are all taught to treat others like we'd like to be treated. But as we get older, this rule seems to wane, and in the retail world, it can get forgotten all together. Thankfully, Magnolia System Designer Rosendo Chavez not only lives and works by this rule, he has added his own little caveat to it. Here's our discussion with Rosendo, and what makes him, and Magnolia System Designers in general, so special.

**M: What do you think makes you unique as a System Designer?**


**Rosendo:** I don't know that I'm unique, I think others do this as well. I treat others how I want them to treat me. Or more importantly, I treat others how I want them to treat my Mom. Our customers are the livelihood of our business. I tell every customer, "I need you more than you need me." I want to show them that I appreciate their business.

**M: What makes Magnolia unique?**

**Rosendo:** We care. I learned that from the top down. We go out of our way to please the customer. Customer service is key. It's an integral part of how we do business. We're not just trying to sell you something, we're trying to sell the solution - but we want to make sure you're happy with that solution from the day we install it to well after.

We have online competitors, but they don't have what we have: the people. Sure, customers can look at the product online, but they can't try it out in a store. These online companies can't install the product, and if you have a question, they don't have our customer service to not only answer the question, but get it resolved quickly. We also have resources few, if any, other companies have: Project Managers, Engineers, Custom Installers. Magnolia has the total package.

**You're golden**

When you're ready to dive into the home entertainment pool, and if you're in San Carlos, California, check out the Magnolia Design Center and ask for Rosendo or any of Magnolia's amazing System Designers. They're all ready to treat you like you'd want to be treated and bring your home entertainment dreams to life. 

# SONANCE



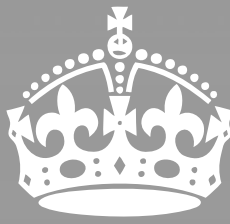
## How Do You Want Your Sound To Look?

**Sonance believes** there's more to a whole home music system than just sound alone. The speakers must look like they belong in the space. The shape, the size, the finish and placement should all be considered. The right choice not only complements your design, it becomes part of the architecture itself, as integral as the flooring below and the lighting above.

From our discreet Visual Performance line of speakers to our Invisible Series, Sonance has a solution to complement any design. The only question is, how do you want your sound to look?

**SONANCE PREMIUM ARCHITECTURAL LOUDSPEAKERS,  
NOW AVAILABLE AT MAGNOLIA**

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# KEEP CALM WE'RE HERE



Crafted with some of the finest acoustics design and engineering in the world, KEF loud speakers create a musical experience that most other speaker makers can only dream about. From the original, benchmark-setting Reference Series to the astonishing Blades to what even hardened audio reviewers today are referring to as the 'future of Hi-Fi', the KEF LS50W – you can discover a whole new dimension of joy in your music.

**We proudly look forward to welcoming you at Magnolia, where the KEF range is now available – both via in-store and special order.**

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