

# Homebrella Residential Automation



## Integrated Packages & Custom Applications

Internet / home networking  
barrier-free access control  
power management  
multi-room audio  
climate control  
home security

home cinema / media rooms  
advanced phone systems  
integrated controls  
storage systems  
lighting control  
special needs

"Whether your customers are looking for home networking solutions that serve their entertainment, information, security or home automation needs—Homebrella's products will serve them today and well into the future. Multimedia shall be woven into the 'fabric' of the homes you design, creating an enhanced living environment that is exciting, convenient, secure, and user friendly for everyone to enjoy."

Kevin Orr, President

**Whether you're building...** a new home, or renovating an existing one...you can use an intelligent home network to promote your project to your homeowners as being more convenient, comfortable and secure.

**Your customers won't wait.** They are looking for home networking solutions that serve their entertainment, information, security or home automation needs. They want immediate Internet access through broadband connections. Interactive

**Building for the future and addressing the needs of today.**

entertainment, security and home automation systems. Instant access to 'must have' technology – Homebrella's products will serve them today and well into the future.

They may not be specifying it and you may not be providing for it, but that is what they need.

## We deliver...

- Latest technology
- Maximum connectivity
- Maximum entertainment options
- Home automation ready

**Why be wired?** Gone are the days of having audio/video, cable, satellite and Internet services limited to one or two locations within a home.



Traditional wiring delivers the bare minimum of control and communication, making some of your services difficult, impossibly slow or even impossible.

Take advantage of the consolidation of hardware, components and point-of-entry services.

To minimize your initial investment, commence with a structured cabling solution that provides for connectivity where you need it.

Add music, voice and movies to homes that add real value to a

**Simply put,** we will help you create and promote an exciting environment that is easy for the whole family to use. It works when and how they want it to, under their specific control. We will partner with you to differentiate your projects from those of your competitors and provide new revenue streams.



We create a local area network (LAN) throughout your entire house. For the first time, you can plug all your information, entertainment, electronics and security needs in one multifunctional outlet to each and every room in your home.

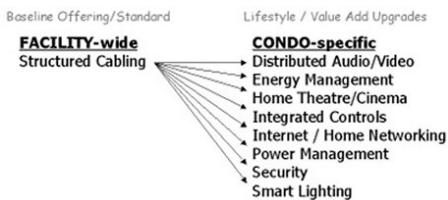


## Why us?

- Strategically selected team members
  - Proven track record; Core Competency
- Emphasizes equal participation of Developer's team
- Access to a vast array of in-house/alliance resources
  - Suppliers, Manufacturers, System Integration Partners
- One point of contact, one administrative process
- Process & tool integration
- Ready to hit the ground running



**Beyond Structured Cabling** Move away from cost centre based products and migrate to a partnered approach with Homebrella. Jointly develop packages and create revenue centres.



## Developer Mechanisms

- Fixed Price (no customization)
- Revenue Sharing (volume incentive)
- Commissions (on upgrades/customization)

consumer's home and lifestyle. Consumers want new technology with a friendly interface. They want to maximize the products they already own, such as stereos, telephones and televisions, with the ability to customize and upgrade in the future.

A Homebrella designed "Intelligent Home System" is the ultimate home electronics product **that defines a builder as innovative and progressive.**

*Homebuyers that experience the Intelligent Home system in a model feel the emotional response critical in the sales process.*

Work with Homebrella to create attractive, revenue generating Design Centre options.

"...all of our systems are totally upgradeable as the customers needs change in the future, this flexible approach makes it easy for builders to cater to homeowners' individual needs."



Put simply, homes built with an Intelligent Home System **sell better and sell faster.**

**Industry-leading Warranty** To start, your residential structured wiring network comes with 15-year performance guarantee on the cable and connector infrastructure. This warranty is extended to the original purchaser and any succeeding owner for the 15-year warranty period.

## When Should You Contact Homebrella?

The best time to call us is "before the project begins" - this allows us to develop an integrated design with your Architect, Interior Designer, and Build team(s).

## Advantages Of Contracting with Homebrella

Business leaders, hospitals and universities have relied on our expertise for the design and management of complex technology projects. You can count on us as your full service provider of intelligent home systems.

As designers and integrators, we collaborate with developers, architects, interior designers, builders and most importantly, the homeowner to produce a custom system for a lifetime of enjoyment and convenience.



**Call for an introductory consultation** to learn more about the advantages of building homes that really connect with your customer's lifestyle.

Homebrella allows you to promote your homes as an active partner in managing your Customer's busy life.



**Tomorrow's home, today...designed with you in mind!**