

THE EVOLUTION OF COOL

Tech Talk

by Steve Metcalf, Gibson Sound & Vision

Another great year in consumer electronics awaits us. This year is the first year that we have really been able to experience what the last 20 years of technology have been leading up to. If you want to be amazed, simply come into the store and see for yourself. See how some of this new technological wizardry can be employed into your life.

Basically there is a tremendous amount of cross compatibility between personal devices such as computers, smartphones and your home entertainment devices. This allows you to do things that you could never have done before. You can control the lights, doors and heat in your home from your smartphone. You can listen to your mp3 music on your stereo system without having to connect wires, or listen to cd's or watch any movie without having to look for a disc.

Many models of Pioneer and Marantz amplifiers have networking capability and bluetooth. Some can even be controlled with your smartphone. New televisions and blu-ray players from

Sony, Panasonic, Sharp and Samsung employ computer driven features.

You can have your garage sense your presence and open the door for you when you leave for work. Have an email that notifies you when your kids have arrived home from school. This may sound like some Jetson's super home fantasy, but the truth is, it is here, right now and it is affordable.

Control 4 is one product that makes it easy to integrate many of your home systems together. It provides a simple user interface and a "the sky is the limit" functionality where the only constraints you have are your imagination.

All these new ideas share one commonality. Easy to use. For years the consumer has been waiting for all of this neat stuff to work without a lot of fuss and tweaking. Simple and intuitive so anyone can use it. Now is the time to come and experience all of this. It is here and it is affordable. Come into the store and prepare to be amazed!



Gibson

**SOUND
& VISION**

SINCE 1955

"We'll Treat You Like Family"

25 Columbia St. E.

Waterloo

519.746.8030

Weekdays 9-9, Sat. 9-5:30, Sun. 12-5

www.gibsonsv.com

CEDIA

CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION
MEMBER