

# Why Custom Electronics Design?

## Tech Talk from Gibson Sound & Vision

With so many new technologies available to the consumer lately, people often find themselves wondering why things have to be so complex. The answer is simple. It doesn't. The skills of an experienced electronics professional can be applied in your home right now, to help you and your whole family enjoy new technology without a big headache.



In professional sports it is well known that a good coach is the backbone of the team. He helps to pick the players and then evaluates each player for strengths and weaknesses. A skilled coach can organize a team to make them winners or the team can fail miserably under the direction of a poor coach.

When you visit Gibson Sound and Vision we will be your personal electronics coach. We will listen to your individual needs and help you select the right group of products to suit. We can then formulate an effective plan that will maximize performance and ease of use. This is what Custom Electronics Design is all about. It is about you and your needs.

As part of the custom design process, an in-home visit is customary. This allows us to get a better perspective on what your goals are for your project. An experienced professional electronics designer can help decide the best way to organize the user interface and configure your new system so that it will be easy to use, reliable and expandable for your future needs. Without considering the whole, (before getting the parts) it is likely that this wonderful new gear will be frustrating to operate and it may not perform as expected.

Another key consideration in custom design is future-proofing. Most often the installation of this equipment requires some wires to be hidden away from view. A discussion about the way you use technology can help us to ensure you won't have to start from scratch the next time you want to make a change.

When choosing electronics for your home you should seek the help of a professional who listens to you carefully and will take the time to show a personal interest in your lifestyle and preferences. With this kind of attention and professionalism you can be assured that your new purchase will entertain your whole family for many years.



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Weekdays 9-9,  
Saturday 9-5:30,  
Sunday 12-5

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