

BLAZING AHEAD

Intech is one company that provides audio and video solutions for every type of customer. BY J. MAKIN



It's been said that you can't be all things to all people and do it all well. Perhaps Eric Smith of Intech Audio Video has never heard that phrase. When it comes to blending not one, but two successful audio/video locations, a thriving custom-installation home theater segment, and the company's latest division, TheHighDefinitionStore.com, Smith and his team are blazing ahead with solutions to meet the needs of every type of customer.

Intech Audio Video—with showrooms in both New York and Florida—has become the go-to destination for not only the consumer, but also for many Fortune 500 companies throughout the United States. Intech fulfills requirements for consumer electronics products for many of these companies, specifically high-definition displays, and they're an authorized dealer for major brands, including Sony, Samsung, Toshiba, Mitsubishi, Sim2, Denon, Integra, MartinLogan, Meridian, Crestron, Niles, SpeakerCraft, James Loudspeakers, Triad Speakers, Kaleidescape, and many more.

Says Smith, "We are proud of the fact that we really do listen to every client. Whether it is a large company or a family that wants a well-designed theater in their home, both are equally important. After we have ascertained what the client needs, we use our expertise to provide solutions." This streamlined, no-nonsense approach has been working for Smith and his team since 1993, and they are proud to count professional athletes, movie producers, and actors among their clients. He is also quick to point out that Intech also enjoys delivering more modest home theater systems that the company can install in only two days. So, whether the project

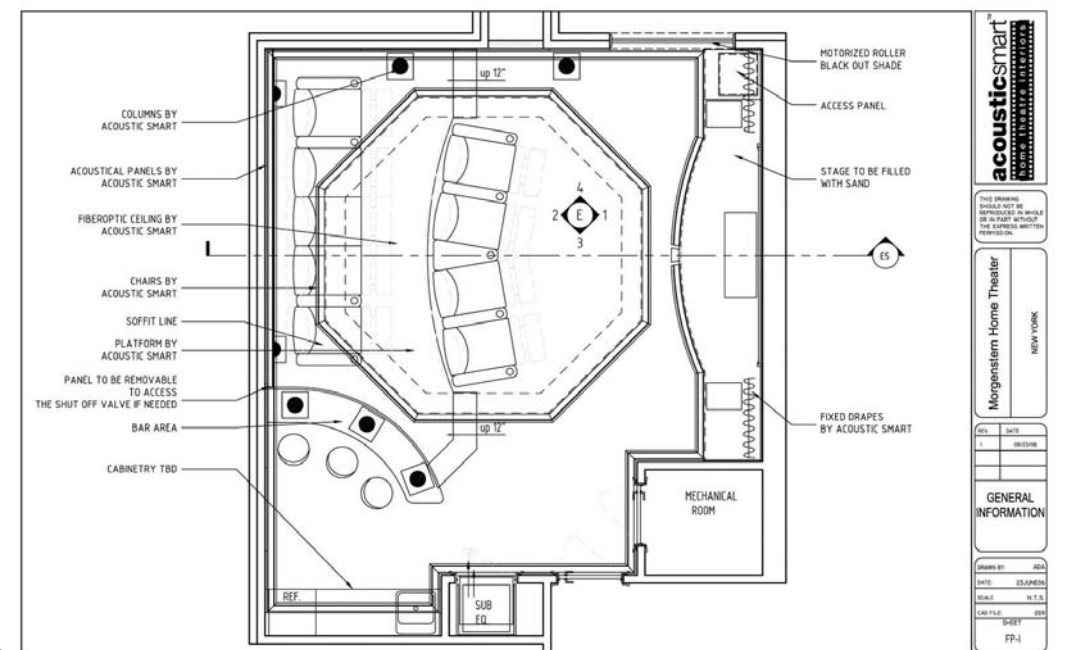


calls for a dedicated theater room, whole-house audio and video, a lighting-control system, a telephone system, surveillance, or just a cozy den home theater, Intech takes great care in working diligently to meet the client's needs.

One of the ways in which Intech is meeting their clients' needs is through their latest division, called TheHighDefinitionStore.com. Back in 2000, Smith purchased the domain name, as he believed that HDTV would be a household name at some point. During the Website's design, he was most adamant that the consumer could go to the site to find factually accurate information about HDTV. Sure, product, pricing, and selection were all important as well. But it was the creation of the HDTV Learning Center on the site—where consumers can get answers—that Smith is most proud of. "The intent is to clear the customer of any confusion they may have regarding HDTV and the different HD technologies. We are an authorized online reseller for the products offered online, and we're one of the few approved sites listed by Samsung and Toshiba on their Buy From Online Retailer sections." TheHighDefinitionStore.com also offers both accessories and cables to simplify the buying experience, in addition to extended-warranty programs for all products.

Intech really does recognize the importance of working in the customer's home. Because it is the customer's house, their sanctuary as it were, Intech provides complete, dedicated service—before, during, and after the installation. They work with their clients to design a home entertainment system that compliments the homeowner's individual taste and style. Intech

ONE-STOP SHOPPING
Intech offers an all-in-one solution for the busy consumer, whether you want a full-blown dedicated theater like this one that Intech worked with AcousticSmart on (cover and far left) or a cozy living-room system (left and below). Intech's no-nonsense approach integrates all the elements necessary for a successful project, including relationships with architects, interior designers, and builders.



to integrate audio/video, security, surveillance, lighting, and HVAC. Crestron wall touchpanels were strategically positioned throughout the home, as were handheld Crestron remotes to ensure that the client was never without the ability to access the system.

According to Smith, "When we were designing a recent theater project in Merrick, we needed to cover a wall of existing windows in the theater room, in addition to adding a separate zone for air conditioning and incorporating a fully functional bar within the room. It was equally important to the homeowner to have all the equipment positioned outside the theater room in order to maximize both space and design. A separate closet was

also provides some key link benefits that you just don't see everywhere, providing an experienced and factory-trained staff, as well as solid relationships with interior designers, architects, and builders. The company's longstanding relationships with their equipment suppliers allows them to provide each client with two very important ingredients: confidence and security.

The aforementioned relationship with the interior designer, architect, and builder are critical to the success of a job, especially when many take over a year to complete. A tremendous amount of coordination and planning is required between the client, the contractor, and Intech if the client wants to have complete wholehouse integration. For example, a recent year-long project required Intech to use a Crestron system, custom programmed



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built just outside the theater room entrance. Most challenging was the need to incorporate the existing ceiling cove lights and collar ceiling beams." In order for Smith and his team to provide the best for his clients, his ongoing strong collaboration between all of the design and build teams involved needs to occur.

At Intech, it seems the company's top priority remains providing their clients with a home entertainment environment that reflects their personality, employs the latest technology, and is extremely user friendly. No-nonsense goals from a no-nonsense company. 📞