

# INNOVATIVE

Delivering Everyday Easy

[www.purelyinnovative.com](http://www.purelyinnovative.com)



## Why a Smart Home is a Smart Idea

It's Easy to be Eco with Control4

Control4 allows you to combine high tech with positive environmental impact, not only giving you control of your home, but also, making it easy to conserve precious resources like energy, water, and time. By organizing the different systems in your home to work together, Control4 provides effortless entertainment, comfort, convenience and peace of mind - making Everyday Easy. With access to

Dimming the light this much	Saves this much electricity	Extends bulb life
10%	19%	2 times longer
25%	20%	4 times longer
50%	40%	20 times longer
75%	60%	More than 20 times longer

Source: The Energy Conservation Enhancement Project at LSU

**Smart Lighting** - Despite our best intentions, we all waste electricity by leaving the lights on. In fact, lighting accounts for 20% of all electricity consumed in the U.S., and 50% of that is wasted with inefficient light sources or in occupied rooms.

The good news is that Control4 can automate your lights so they come on when

you need them and go off when you don't. Outdoor lighting can be controlled through motion sensors

your entire home from touch panels, TVs or a remote web connection, Control4's affordable and easy-to-use products allow you to manage your home theater, multi-room music, smart lighting, temperature and security. Everyone can be green-conscious because Control4 can significantly reduce your energy consumption without compromising your lifestyle.

only to come on when you need them, or programmed to come on at sunset for the safety and security of your home and family. Indoor lighting can use sensors to automatically turn off when no one is in the room.

Household lighting accounts for 12-15% of our household utility bill .

-Source: American Lighting Association

Story Continues on Page 2

### Inside the Technology Advisor

- ◆ Pictures from Innovative's Grand Opening!
- ◆ Free ITV Goes Live!
- ◆ Smart Lighting Can Save You AND the Environment!
- ◆ Surprising Stats About Reading

## Free Internet TV!

Well, free for all Vista Media Center PC's as of September 28th. On-demand TV shows, news, sports, movies and music are now available free of charge for Vista Media Center PC's.

Internet TV (not to be confused with Microsoft's Mediaroom IPTV service) is just one of several free services that Microsoft plans to give to Media Center users.

Under the TV & Movies menu on the Media Center home page, an Internet TV tab should have appeared automatically on all Vista Premium and Ultimate PCs.

From there, users can select from TV, sports, news, movies, music and "Top Picks." Over 100 hours of MSN Video content was available at launch.

The Internet-streamed content is supported by advertising and is free to users.

"It's a good example of how the Media Center platform keeps evolving," says Scott Evans, group manager in the Entertainment and Devices eHome Division at Microsoft. "It adds value for people who bought Media Center."

## Advanced Temperature Control

Control4 gives you simple, convenient control over the comfort of your home and lets you be environmentally conscious, too. Not only can you program your thermostat to know when you're home and when you're out, but if your schedule changes, a keypad near your front door automatically signals to your house that you're leaving and adjusts the temperature accordingly. Remote access allows you to adjust your heating or air so your house is comfortable by the time you get home. You can even automate your shades to open and close with the sunlight, reducing the work that your climate control system has to do; thereby saving even more energy.

### Effortless Entertainment: Home Theater Control and Multiroom Music.

Wouldn't it be great to get rid of all those remotes on your coffee table and control

Studies suggest 20% of all electricity produced in the United States is used for lighting but **50% is wasted by inefficient lighting sources** or careless consumers

Source: *Energy Conservation Enhancement Project at LSU*

everything with just one—even your music? That's exactly what Control4 does. With a simple, easy-to-use remote, you can access your entire movie and music collection from anywhere in your home.

Want to watch a DVD from the back bedroom? No problem. Want to play a particular song out on the patio? Just call it up on the screen. You never have to thumb through CD cases again. Home entertainment has never been easier.

All this convenience ends up saving you your own energy but Control4 takes green A/V to a new level with smart, power-sensing wireless outlet switches that can eliminate power-hungry standby modes by cutting power to A/V devices when not in use. And of course, when it's time for new audio or video equipment, Control4 recommends that you recycle your old consumer electronics, for the lowest impact on the environment.

### How much can you help the environment with a Control4 system?

Control4 uses dimmers, timers and occupancy sensors to reduce energy waste. With Control4 managing a typical 3-bedroom home, over 850 pounds of CO2 emissions could be eliminated each year.

**That would be like not driving your car for a month.** And that's just the beginning. Imagine the positive impact you could have on the environment by adding other Control4 energy saving features!

Contact us at **800-875-5675** or

**info@purelyinnovative.com** to see how we can make Control4 work for you.

### Surprising Statistics About Reading:

According to the Literacy Company and Evelyn Wood Reading Dynamics...

- Over 50 percent of NASA employees are dyslexic. They are actually sought after by the organization because they have superb problem-solving skills.
- More than 20 percent of adults read at or below the fifth-grade level.
- Nearly three out of five prison inmates are illiterate.
- Eighty-five percent of all juvenile offenders have reading problems.
- More than 75 percent of those on welfare are illiterate.
- Over 1 million children drop out of school every year.
- About 50 percent of America's unemployed youths are functionally illiterate, meaning they can't carry out simple tasks like balancing a checkbook or reading drug labels.
- Twenty-one million Americans can't read at all; one-fifth of high school graduates can't read their diplomas.
- One-third of high school graduates never read another book for the rest of their lives.
- Forty-two percent of college graduates never read another book.
- Seventy percent of Americans haven't visited a bookstore in five or more years.

*New at INNOVATIVE*

# Fun Was Had by All at Innovative's Grand Opening!



Friends, Family, Customers and City Officials all gathered for the Ceremonious Ribbon Cutting!



John is presented plaques from the City of Chino



EDub shows the crowd how easy it is to rise up.



Hitman doesn't need all 4 tires to ride this quad!



The kids flock to the riders after the show.



C \$tack and Hitman doing synchronized stunts.

Visit us at [purelyinnovative.com](http://purelyinnovative.com) and [innmotorsports.com](http://innmotorsports.com) to see more pictures

# INNOVATIVE

## **Chino Branch -**

14271 Fern Avenue  
Chino, CA 91710

## **Long Beach Branch-**

800 E. Wardlow Rd, Suite C  
Long Beach, CA 90807

**Toll Free:** 800-875-5675

**Phone:** 951-479-9480

**Fax:** 909-614-7777

Send us an email at:

[info@purelyinnovative.com](mailto:info@purelyinnovative.com)

## **Services We Offer:**

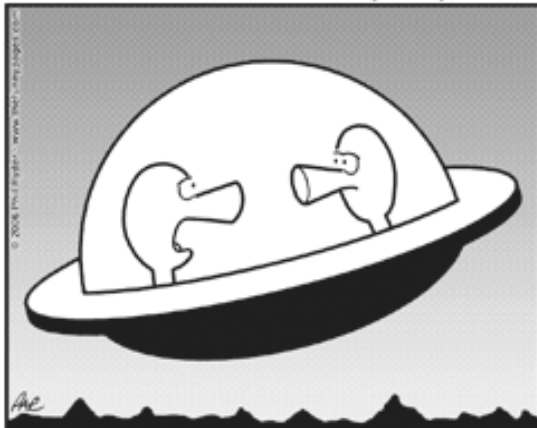
- Managed IT Services - Let us help maintain your network and desktops
- Home Theater and Board Rooms - Displays, Projectors, Video and Audio Distribution, Speakers and Surround Sound
- Home and Office Automation
- Time and Billing IT Services/Consulting
- Customer Tracking and Accounting Software Solutions
- Altigen Phone Systems - VOIP, SIP, Fax Servers, Computer Integration and Line Analysis
- On Site Training
- QuickBooks Certified
- Verizon and Sprint Authorized Dealers - Save on Business Plans

Visit us online at:

[www.purelyinnovative.com](http://www.purelyinnovative.com)

### **THE JOKE'S ON YOU**

by Phil Ryder & YOU



**"Jupiter, Saturn, Mars...now Earth.  
Go around again; still no place to park  
for free."**

- Phil Rogers • The Woodlands, TX

## **Receive an American Express Gift Card**

Thanks to loyal customers like you, INNOVATIVE is growing faster than ever! We certainly couldn't have done it without the help of our customers referring their friends and colleagues. That's why we'd like to thank you for your referrals with an American Express Gift Card.

All you have to do is refer a business owner or IT Manager in the Corona and Chino areas to INNOVATIVE who is looking for any of the services we offer. As a token of our appreciation, we'll send you a gift card.

Just consider this our way of saying "Thanks!"

To send us a referral, simply call President John H. Johns at 800-875-5675 Ext 101 or send him an e-mail to [info@dlhelp.com](mailto:info@dlhelp.com). Tell your friend or colleague to mention your name when they call.