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RealNetworks & Control4 - Delivering Rhapsody Music Experience to the Automated Home

This just in: RealNetworks®, Inc., and Control4 announced plans to integrate Rhapsody®, the official digital music service of RealNetworks and MTV Networks, into the full line of Control4 Smart Home Automation Systems. In a first for home automation systems, Control4 customers will enjoy unlimited access to millions of songs from Rhapsody's digital music service via Control4's touch screens, key-pads and any television.

"Rhapsody gives consumers the freedom to create a truly personalized home music experience through instant access to over four and a half million songs," said Rob Williams, SVP music software, RealNetworks. "We are thrilled to be working with Control4 to, for the first time, offer consumers the Rhapsody music experi-

ence as part of a complete smart home automation system."

The Rhapsody/Control4 integration also gives music fans the ability to play back music from Rhapsody's robust 4.5 million song catalog, enjoy Rhapsody's professional programmed music channels and discover new music

through personalized music recommendations. The extension of Rhapsody's music experience to Control4's hardware is made possible by Rhapsody DNA, a platform of technologies that enables seamless integration of Rhapsody into a broad range of your electronics devices. Story Continues on Page 2...

Control4's intuitive Navigator software extends Rhapsody's vast music selection beyond the PC and gives consumers the freedom to access their personal library of playlists and albums in any room of their home.

Next Generation - The Gamer

Gamers could be the next generation of audiophiles, replacing the aging vinyl and the original Star Wars crowd. They could be the driving force behind the move to 7.1 and beyond.

Until recently, there has been a lack of understanding of how important multi-channel sound, cable connections and HD video are to the average console player. Earlier this year, Nielsen Research Group (NRG), in partnership with THX Games Director Mark Tuffy and the THX marketing team, set out to learn more about gamer habits.

This year, falling HDTV prices along with the increase of Blu-ray, HD-DVD and HD game titles will continue to drive adoption of HD technology among gamers. Across all consoles owners, LCD is the HD display technology of choice, followed by plasma display and rear projection TVs. What

about connections? Component cables remain the most widely used for connecting consoles to displays.

The Importance of Sound

In game development circles, audio is no longer taking a back-seat to visual effects.

Game publishers are beginning to realize how important sound elements are to bringing their games to life. Some could argue that surround sound is even more critical in games because sound cues can increase the interactivity.

But do gamers really care about surround sound? The Nielsen study revealed that ...

Several hundred individuals, divided among Xbox 360, Wii and Playstation 3 owners, participated in the study across 20 top U.S. markets. The criteria was simple: participants had to be at least 18 years old, own a major game console and play at least one hour per week.

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Rhapsody Music and the Automated Home... Continued from Page 1...

"Integrating Rhapsody into our system adds an important new dimension to Control4's whole-home automation and entertainment experience," said Will West, CEO at Control4. "We've been successful by meeting the growing desire of homeowners to access multiple media forms through a single simple interface. Working with RealNetworks on this first-of-its-kind, ground breaking digital home initiative has been a fantastic opportunity for our company and the entire home automation category."

As part of the launch of the Rhapsody/Control4 integration, Control4 users will have access to an automatic free 30-day trial of Rhapsody. You can choose to continue your Rhapsody service beyond the trial for \$12.99 per month. Current Rhapsody subscribers can access their existing Rhapsody music libraries (including artists, albums, playlists and channels) at no extra charge.

Who is RealNetworks

RealNetworks®, Inc. delivers digital entertainment services to you the consumer via PC, portable music player, home entertainment system or mobile phone. Real created the streaming media category in 1995 and has continued to lead the market with pio-

neering products and services, including: RealPlayer®; the award-winning Rhapsody® digital music service; RealArcade®, one of the largest casual games destinations on the Web; and a variety of mobile entertainment services, such as ringback tones. Still need more info? Check out their website www.realnetworks.com/company

Who is Rhapsody

Rhapsody® offers an integrated and immersive digital music experience accessible to you via your computer, portable music device and soon your mobile phone. Rhapsody is the exclusive digital music service for RealNetworks and for MTV Networks. Curious about what they have to offer? Visit their website at www.rhapsody.com.

Who is Innovative?

We are the people who can make this happen for you. We will install everything required to automate your home, show you how to use it and offer you the support and maintenance to keep it running problem free. Still not convinced?

Contact us at 800-875-5675 or info@purelyinnovative.com to see about a free In-Home Consultation. It's free, what do you have to lose? Call or write now.

Gamers Continued from Page 1...

more than 54 percent of PS3 and 48 percent of Xbox 360 consoles are currently connected to multi-channel (5.1 or greater), home theater systems.

In fact, more gaming consoles are now connected to surround sound systems than traditional stereo television speakers. This indicates that surround sound has grown in importance among the gaming community and more and more console owners are making the jump to multi-channel systems.



The New Entertainment Hub

Ten years ago, game consoles were relegated to the bedroom. It was kids' stuff. Today, they are front and center. According to the

Nielsen study, 40 percent of all American households now have at least one console, and the majority of these are located in a living or family room.

This indicates that game consoles themselves are becoming an entertainment hub not only for playing games, but also for watching movies and listening to music. In fact, close to half of those surveyed indicated that they use their game consoles to watch movies.

Don't let us forget about you. Whether the gamer is your kid or you, the online gamer that pays someone to play their character for you to gain experience levels, talk to us at Innovative. Tell us who you are and what you want. We can get your family out of their rooms and back in the family room. Let us integrate your gaming and home theater systems so you can enjoy them comfortably.

Call 800-875-5675 or email us at info@purelyinnovative.com

New at INNOVATIVE

Panasonic PT-AX200U Projector For Home Theater and Gaming

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A Bigger Picture Brings Images to Life!

The PT-AX200 is ideal for watching sports events or playing video games in daylight conditions and surely for viewing movies in a dark room. Powerful 2,000-lumen brightness and new Light Harmonizer 2 technology make it easy for people to enjoy vibrant, dynamic images even if they don't have a special theater room. Panasonic's advanced technologies improve color reproduction accuracy in movies, to deliver images with a refined "Hollywood picture quality," making this projector ideal as the heart of a home cinema system.

- **2x Optical Zoom Lens** - A wide throw range gives you outstanding setup flexibility.
- **Vertical and Horizontal Lens Shift** - Joystick-operated picture positioning.
- **User Memory Customization** - Store up to eight adjustment settings with custom names.
- **Two HDMI Inputs** - Connect two devices at the same time, eliminating the need for an HDMI switcher.

Light Harmonizer 2 Brings Crisp Picture in Various Lightings

The Light Harmonizer 2 technology produces vivid and easy to see images even in the kind of bright lighting that makes images from other projectors look whitish, faded or lacking in detail. In addition, it has a built-in ambient light sensor (ALS) that measures the amount of light in your room to optimize the picture quality at different lighting conditions.

It not only adjusts the gamma curve, but also controls iris setting, lamp power, and picture sharpness to maintain easy, comfortable viewing at all times.

Game Mode for Stress-Free Playing

The PT-AX200 features a "Game" mode that improves signal processing for better response, allowing you to play games with minimal stress.

Panasonic Projector PT-AX200U



Cinema 1 Mode Offers Hollywood Picture Quality

Panasonic worked with experts in Hollywood to create the ideal image reproduction for viewing movies. This allows the PT-AX200 to deliver true Hollywood picture quality.

Pure Color Filter

The light spectrum is adjusted to produce a level of light that maximizes the performance of the LCD panels, which expands the color range and produces truer blacks.

Reviews

"The game feels very smooth on the projection screen, which is largely due to their feature, "game mode". In this mode it reduces the lag/delay by 60% which is a HUGE difference. On normal projection screens or even HDTV's you notice an enormous amount of lag and in all honestly I can play Halo on this and enjoy my experience."

Tom Taylor, MLGPro.com

"The AX200U is the company's first projector targeted explicitly at console gamers: a special toggle cuts response times to one third of their normal rate and tunes the image to help reveal details in dark areas."

Electronista

Contact us at INNOVATIVE to see about this and all of our Panasonic products.

800-875-5675 or

info@purelyinnovative.com

"It also has two HDMI inputs, making it friendly to home theater lovers who want to enjoy their high definition content on a bigger screen."

SlipperyBrick.com

2,000-Lumen Brightness

Panasonic developed an extremely powerful lamp to realize an outstanding brightness of 2,000 lumens, **brightest in its class.**

The Light Harmonizer 2 technology produces vivid and easy to see images even in the kind of bright lighting that makes images from other projectors look whitish, faded or lacking in detail. In addition, it has a built-in



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

Services We Offer:

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- Home and Office Automation
- Time and Billing IT Services/Consulting
- Customer Tracking and Accounting Software Solutions
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- On Site Training
- QuickBooks Certified
- Verizon and Sprint Authorized Dealers - Save on Business Plans

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Random Animal Facts...

- The lifespan of a squirrel is about nine years.
- Sharks and rays are the only animals known to man that don't get cancer. Scientists believe this has something to do with the fact that they don't have bones, but cartilage.
- Giraffes can't cough.
- Elephants can smell water from as far away as three miles.
- All shrimp are born male, but slowly grow into females as they mature.
- You can house break an armadillo.
- The Kiwi can't fly. It lives in a hole in the ground, is almost blind and lays only one egg each year. Despite this, it has survived for more than 10 thousand years.
- It takes seven years for a lobster to grow 1 pound.

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