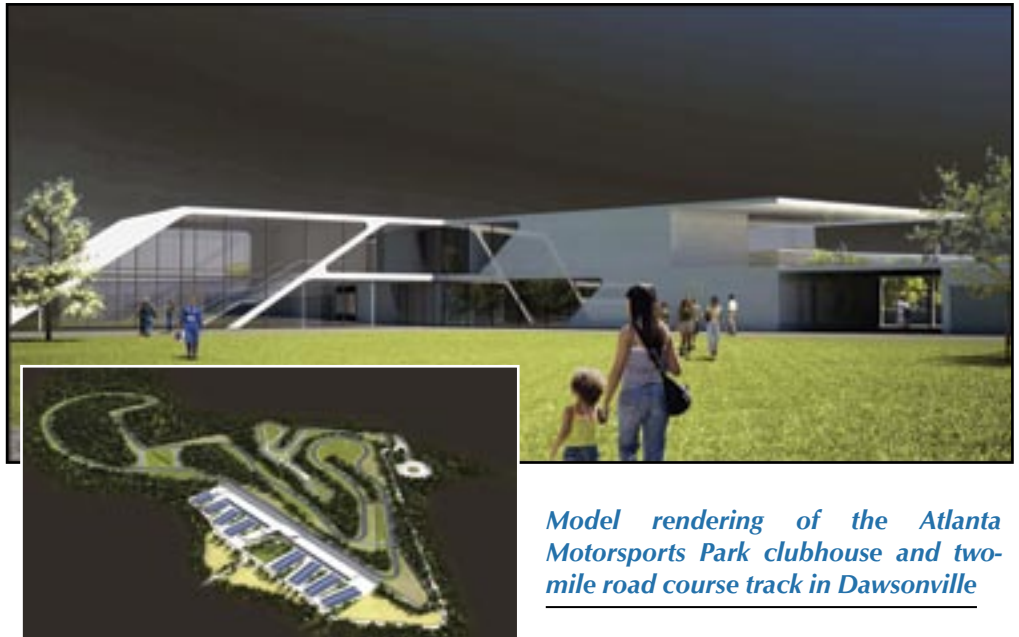


## DIGITAL INTERIORS ZOOMS INTO THE ATLANTA MOTORSPORTS PARK



*Model rendering of the Atlanta Motorsports Park clubhouse and two-mile road course track in Dawsonville*

Feel the need for speed? Then the Atlanta Motorsports Park is the place for you.

With a 10,000 sq. ft. clubhouse tricked out in the finest consumer electronics by **Digital Interiors**, and a professionally designed two-

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*“Digital Interiors is a well-respected company...and they are known for outstanding systems and installations,”*  
*Jeremy Porter, AMP*

---

mile road course, the **Atlanta Motorsports Park** is ideal for driving enthusiasts.

“It’s a country club for families,” says Jeremy Porter, managing partner AMP adding that instead of golf or tennis, it’s a safe place to drive fast.

Having the best amenities and technology to offer members is important to AMP, says Jeremy Porter. So is building relationships in the community.

“We know that Digital Interiors’ owner [Ron Rimawi] lives in Dawsonville and we wanted to invest in local businesses,” adds Porter.

The AMP will include:

- 120” HD projection TV
- HDTVs screens in the clubhouse
- Biometric fingerprint access for members
- Multi-room audio
- Security for the garages

Dawsonville resident Chuck Schlick is already looking forward to driving fast at AMP.

For more info look for the next issue of *DigitalInk* or go online to [atlantamotorsportspark.net](http://atlantamotorsportspark.net). □

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## LUNCH AND LEARN PROGRAM GROWS BUILDER TRAINING

**D**igital Interiors now offers NAHB approved classes for Atlanta home builders and remodelers, to help them design and build homes for how Atlantans live and entertain.

### Courses Include:

- Planning for Residential Electronics Systems
- Lighting Control

“This is what people want, this is what will sell houses,” says **Troy Stowe**, top sales agent of high-end luxury homes for Beacham and Company Realtors.

Stowe adds that there’s a difference in how someone lives in a \$1 million, \$3 million or \$6 million dollar home.

Digital Interiors educates Atlanta builders on those lifestyle technology

features via Lunch and Learns, and Builder Seminar programs. This offers great value to builders, says Stowe.



“You need to know your craft, your floor plans, everything from kitchens to the latest home technology,” says Stowe.

Troy thinks in this competitive market, it can be a deal maker.

“I was able to sell a multi-million dollar listing, with more than 40 other homes in the community,” says Troy, “and the high-end electronics is what sealed the deal,” set the home apart.

Digital Interiors will also take a look at saving money and the environment, showcasing growing improvements in residential Digital Health Services.



*Digital Interiors expands its builder training in Residential Electronics*

*Photo credit: Creative Commons, Flickr*

**Coming this Spring:** To schedule your classes contact Chuck Schlick, Digital Interiors via email: [cschlick@diiatl.com](mailto:cschlick@diiatl.com) or call 770.844.5800. □

# TOP 5 List

## Cool Tech Toys Debut at CES Show

1. 3D TV
2. Medical Monitoring
3. IPTV Service
4. 2160P Projector
5. Wireless Battery Chargers

## WHAT IS IT?

**LED light bulbs:** LED or light emitting diode light bulbs are energy-efficient lights that last longer than traditional incandescent or fluorescent bulbs. LED lights are low voltage, and use up to 90% less electricity than regular light bulbs.

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## VENDOR SPOTLIGHT: CRESTRON PRODIGY: AFFORDABLE AUTOMATION

Crestron is a leader in consumer electronics, offering the best in home entertainment and home automation technology.

Newest jewel in the crown is Prodigy, which offers affordable, simplified control of your home and entertainment from anywhere in the home.

Prodigy offers easy-to-use media, lighting and climate control and automation, at affordable prices.

“It’s not a DIY product, you still need a professional ECS like Digital Interiors,” to install the system says Crestron’s Scott Smith who’s been in the industry for more than 18 years.

Prodigy is easier to install and set up, making it more affordable for home



*Prodigy by Crestron, receiver, touch screen remote control, in wall touch screen panel*



owners and home builders.

“The average consumer just wants to control the TV and few zones of audio, thermostats. Prodigy makes this cost effective to average consumer,” adds Scott Smith.

For more information, visit [www.crestron.com](http://www.crestron.com). □

## PARTNER SPOTLIGHT: SCOTT SMITH, CRESTRON

**D**oes innovation ever get old? Probably not, especially if you’re Scott Smith of Crestron Electronics.

“If people could see what we’re doing,” says Scott, southeast regional manager.

Scott Smith has more than 18 years’ experience in consumer electronics, the last 10 with Crestron. He’s seen

tremendous advances in control and automation, as Crestron continues to innovate and lead the industry.

At the company headquarters in Rockleigh, New Jersey, “Crestron has a think tank of engineers always coming up with new ideas.. working two or three steps ahead.”

As Regional Manager, Scott’s job is to work as liaison between Crestron and custom installers like Digital Interiors.

“I set up sales trainings, new product presentations,” says Scott, to make sure installers know all the latest and greatest technologies Crestron offers. This partnership offers homeowners and builders the best products possible. □

*Left: Scott Smith, Regional Manager for the Southeast for Crestron Electronics*



## News & Notes

- **Digital Interiors** will be featured in the upcoming Mar issue of *Luxury Home Quarterly*.
- *Atlanta Home Improvement* magazine featured **Digital Interiors** and the Atlanta Housing Rebound Summit in its January/February issue. Digital Interiors was also part of its Amped Up home electronics cover story, November 2009. To read the articles, visit the Digital Interiors Facebook page photo albums.
- **George Ide**, Vice President of Digital Interiors, has been certified as a Registered Outreach instructor by **CEDIA**, the Custom Electronic and Design Installation Association. Digital Interiors offers CEUs in Consumer Electronics and Technology installation to Atlanta area architects, builders, designers and remodelers.
- As seen in the *Atlanta Business Chronicle: CE Pro*, the leading consumer electronics trade publication, selected Ron Rimawi of **Digital Interiors**, as one of 100 invited experts and VIP guests for the 2009 *CE Pro* 100 Integrators Summit. Ron was Georgia’s only home theater and home automation representative at the three-day event in Los Angeles last November.
- Digital Interiors was featured in the 2009 fall issue of *Electronic Lifestyles* magazine, produced by CEDIA and was selected as a Finalist for the 2009 Home of the Year awards by *Electronic House*, for Best Fun Room and the *Atlanta Magazine* Dream Home project.



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## CES 2010 REVIEW

### 3D LEADS TOP ELECTRONICS SHOW




*Left: Toshiba hopes to move into the 3D TV market with the Cell XV900. Photo courtesy of Toshiba.*

- Netbooks, tablets and eReaders
- Computer upgrades like USB 3.0
- Green innovations

Other things that impressed Digital Interiors:

- Medical Monitoring
- LED Light Bulbs
- Bigger, Brighter, Faster, Flatter Flat Panel TVs
- IPTV Service
- 2160P Projector
- Wireless Battery Chargers

For more information on the latest from CES, visit [cnet.com](http://cnet.com). 

If you're into tech toys, Las Vegas and the 2010 International CES exhibit was the place to be in January.

More than 2,500 vendors and manufacturers showed off more than 20,000 new technology products. Leading the way were advances in:

- 3-D for home HDTVs
- Mobile, smartphone technologies

## CALENDAR

DII expands training programs:

Lunch and Learns, offering CEUs, and Builder Seminars.

For details or to reserve a spot, call Chuck Schlick at 770-844-5800.

Look for your next issue of *DigitalInk*.