

DESIGNNY TAKES AN INSIDER'S LOOK AT...

The Sound Guys

entertainment ... communication ... security

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Photography by Acorn Studios

For the latest in electronic lifestyles, look no further than **The Sound Guys**.

Steve Janczak and Jeff Bradford are partners and true experts in home electronics, whether you're looking for a whole-house music system, state-of-the-art home theater, "smarthouse" home security system or central vacuum.

Specializing in custom integration services, The Sound Guys pride themselves on unleashing the creativity and power you need with innovative home technology from top-ranked manufacturers.

Now in its fifth year, the company offers design and installation of distributed audio and video as well as home theaters, closed-circuit TV, home automation-lighting control and high-tech telephone and security systems.

"Modern systems and components are very simple to use, and that's the beauty of them," according to Steve. "The technology is there to send *whatever* you want *wherever* you want it in the house - audio, video, cameras. But it is extremely easy to use. If it wasn't so easy, it wouldn't be nearly as popular as it is now."

Consider a recent project for a client who relocated from Georgia to Canandaigua, N.Y. The Sound Guys designed and installed low-voltage distributed audio and video throughout the home, including LCD televisions with audio in the library and master bath, telephone and security systems, central vacuum and a plasma television with a surround-sound system in the family room.

"We did the full package," Steve says. "What was so nice is that they only had to deal with one company for everything. That made things easier for them as they planned their move."



Once consumers get a taste of modern technology, they often wonder how they ever got along without it.



"People love the fact that everything is coordinated," he says. "They can access their audio or video from anywhere in the house. The integration of the low-voltage systems is really wonderful."



Referrals from satisfied homeowners generate the bulk of the business, which focuses on the residential market but also includes commercial work. The company offers fine products from Vantage Controls, Audio Design Associates, Escient, Bose, Russound, Marantz and UStec, among others.

Get connected and enhance *your* life with the simple touch of a button. Call The Sound Guys today for more information.

*Certified, Custom Electronic Design and Installation Association (CEDIA)

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