

# Just **Like** **the** Jetsons

Yesterday's technology dreams have become today's realities.

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**IMAGINE THIS:** YOU WAKE UP IN THE MORNING AND YOUR LIGHTS TURN ON AUTOMATICALLY. YOUR SHOWER ACTIVATES AT A SET TEMPERATURE, READY FOR YOU TO STEP IN. MUSIC OF YOUR CHOICE IS PIPED THROUGH SPEAKERS AS YOU SHOWER. WHILE YOU ARE GETTING DRESSED, A TV THAT HAS BEEN INTEGRATED INTO A SPECIALLY-DESIGNED MIRROR IS ALREADY TUNED TO THE MORNING NEWS. SOUNDS TO GOOD TO BE TRUE, RIGHT? WELL, IT ISN'T.

This type of technology is available and not just in big cities. You can get it right here in Fort Wayne from a company called Redfli Electronics.

Founded by Dustin Oberlin in 2006 as a way to combine his love of building quality audiovisual systems with his passion for entrepreneurship, Redfli specializes in residential designing and installing custom audio visual systems for commercial and residential customers.

Creative projects are Oberlin's specialty as he personally designs every system. From conception to installation, Redfli takes the smallest details into account so that you don't have to worry about anything.

"Details are important," says Oberlin. "We use only high quality, high performance audio visual components and when you're paying for that kind of quality, you want to make sure that everything looks and sounds perfect when it's installed. We even want the wiring to be neat and clean."

That kind of attention to every detail has become increasingly important with advancements in technology. Where "audio visual" once evoked thoughts of stereo systems and home theaters, the systems designed and installed by Redfli continue to become more complex. Today's systems have the potential to touch every room in a house.

As an example, one of Oberlin's favorite projects involves a local



## FOR REDFLI, THE SKY IS THE LIMIT

Success hasn't come to Redfli Electronics by accident. From the systems it designs to the service it offers, everything (even the company's name) is a detail carefully considered and intentionally executed. According to owner Dustin Oberlin, he wants that kind of purposeful organization to show through in every customer interaction.

Oberlin first took his business online, offering high-end electronics equipment via the Internet. He built a reputation for quality components and knowledge, and by 2008 he had begun designing custom systems for online and local clients alike. The need for a showroom, a place where he could meet people and showcase the

components he had to offer, quickly followed.

Today, business is booming. Redfli has outgrown its original space and has expanded into an additional 700 square feet of showroom space and 700 square feet of warehouse space. The company's year-over-year sales grew by 300 percent in 2012, and the first quarter of 2013 posted revenues that exceeded all of 2012.

Oh, and the name? Succinct and simple with "a little edge to it," the name Redfli is just one more detail that Oberlin has thoughtfully considered. He just can't leave his success to chance. **FWL**



With a redTech home control system, you can dim the lights, lock the doors, arm the alarm and more with a simple keypad, smartphone, tablet or remote.



residence using smart home technology. Motion sensors trigger lighting throughout the home, and every light – including those in the closets and the pantry – is electronically controlled.

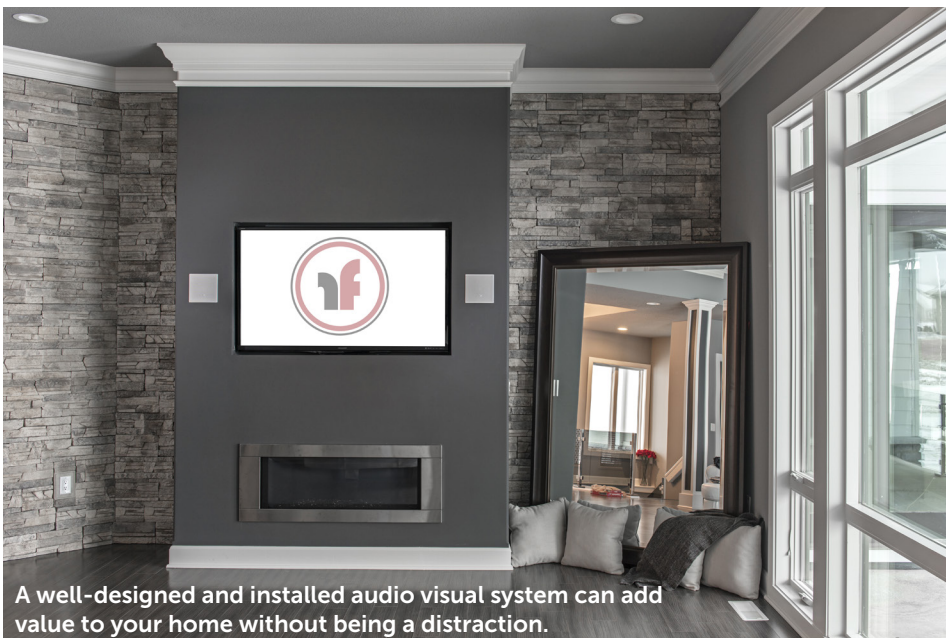
“You can move through your entire home without ever touching a light switch,” says Oberlin.

While some people may not enjoy this kind of system in their own home, it does illustrate the breadth of work Redfli has mastered. From stereo systems to home theaters, lighting and thermostat control systems to motion sensors, security systems to integrated communications alerts, Oberlin says, “Anything that’s possible, we’re doing here.”

And Redfli can do more than just make your home more aesthetically pleasing, it can also create a safer and more energy efficient environment. Oberlin says that systems can encompass cameras and security systems, customized locks and codes, thermostats and lighting, even motorized shades and screens. For example, thermostats and lighting systems can feature programmed responses to accommodate changes in the environment. When the temperature in a room varies by a predetermined amount, the control system can turn lights on or off, raise or lower shades and activate an HVAC system in response. Security systems have also become more complex and that fits right into Redfli’s area of expertise. Redfli features electronic locks

with customizable codes that can be individualized to a specific person and if anything goes awry, the system can send a text message to a designated recipient to alert them to the issue.

For Oberlin and the Redfli team, it’s all about customization. The more sophisticated the technology, the more options Redfli can offer. **FWL**



A well-designed and installed audio visual system can add value to your home without being a distraction.

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