

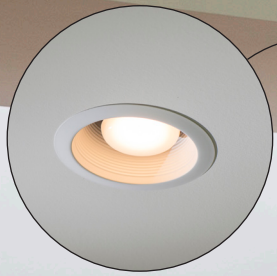


# The **New** Standard

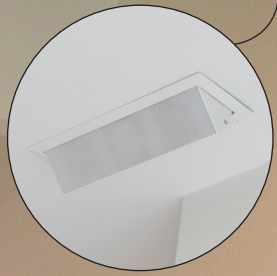
in Technology for Your Home

With the touch of just one button, Redfli can make your surroundings smart, energy efficient and convenient...not to mention, totally cool!

WORDS Jennifer Blomquist • PHOTOS Jeffrey Crane & provided



**Control4 Smart Lights:** You can create a number of different settings for your lights that will automatically respond to any particular situation you want.



**KEF In-Ceiling Motorized Speakers:** When you turn your system on, hidden speakers drop out of the ceiling. When the system is turned off, they disappear.



**Sony 80" 4K UHD TV:** Sony's 4K TVs have the highest resolution picture on the market, not to mention, the latest smart technology so you can stream everything from all of your favorite apps.

**Control4 Universal Remote:** One remote is all you need to control your TV, audio and video system, lights, thermostat, shades and security system.



You sit down in your home theater to watch a flick with your family. All you have to do is hit "play" on your smart remote and: The TV comes on along with the movie at the perfect volume level and picture, the shades on the windows lower to darken the room, the lights slowly dim to zero, the thermostat fan switches to auto so the sound won't interfere with the movie; the garage door closes and the house doors automatically lock, so you can watch the movie knowing your family is safe and secure.

But wait, there's more! Let's say you want to get up and take a break...press "pause" and the lights come up to 50 percent, so you can see what you're doing until you resume watching the movie.

*Sound too good to be true?*

"It's not," says Dustin Oberlin, CEO and president of Redfli. "With a smart remote that's connected to integrated devices, you can control just about anything in your house. That's what we do at Redfli. We customize your home to make it as efficient, smart and convenient as possible."

Oberlin says Redfli can make the difference between automation and control.

"Control is when I take a remote and make something happen with the push of a button," he says. "Automation is the ability for the system to do things on its own without needing direct assistance."

Besides the convenience factor, Oberlin says having a "smart" home is having a "green" home.

"It's definitely a good thing to do to make your home energy efficient," Oberlin says. "For example, we can program your house so that, if the temperature outside is 85 degrees or above, the window shades will automatically lower from 11 a.m. to 3 p.m. The homeowner might not be there, but the house is keeping itself cool on its own. Or, we can say, if the thermostat changes by two degrees within an hour, the window shades will lower and the ceiling fans will come on."

Oberlin says Redfli is all about customizing your living space to meet your unique and specific needs. It can be done to new homes as well as existing ones. The sky is really the limit.

"A lot of people will start out by getting the security features from us and then realize, 'Wow, that's super

cool!' and then they incorporate the ultra-convenient factors."

You can check out many of those ultra-convenient products at the Redfli showroom off Georgetown Boulevard in Fort Wayne. It's open to the public from 9 a.m. to 5:30 p.m. Monday through Friday.

"It's that small town feel with a big town reach," says Oberlin. "We have all the big products and we have all the capabilities. We have everything the big box stores have, but, when you walk through our showroom, you're talking to the same handful of guys every day. They get to know you and your needs. For our guys, this isn't just a job—it's a career. They know everything about everything we offer and they can answer all of your questions with expertise. We're proud of that."

Oberlin realizes that living in a totally automated home may seem like something from "The Jetsons" cartoon from years ago. But, he points out that what may seem like over-the-top luxuries in the home today, will be tomorrow's standard.

"The best way I can get this point across is to use the example of remote controls for TVs. When TVs first came out, there was no such thing as a remote. You got up to switch the channel and adjust the volume and that's just how it was. Then came the remote and there was no turning back. Within a few years, it became unheard of to sell a TV without a remote control. The same is true of smart automation. In the next five or 10 years, it's going to be the style of the home. People will just expect it and Redfli is ready to deliver that." FWL



**Redfli**

6427 Georgetown North Blvd.  
Fort Wayne, Indiana 46815  
(877) RED-FLI7  
Redfli.com  
dustin@redfli.com  
**President/CEO:** Dustin Oberlin  
**Number of employees:** 11  
**Years in business:** 9  
**Products & Services:**  
Audio/video equipment, smart technology, security and custom designs and installation