



electronics REVOLT



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# about redfli

Redfli Electronics was started as a company dedicated to providing Red Carpet Customer Service, coupled with exclusive, handpicked product lines that fit any need!

After seeing the lack of quality products, expertise, and service available in big-box stores and other reputable companies, Dustin Oberlin, the owner of Redfli, decided to take his knowledge and passion for gadgets and mix it with his expertise in business to create a better audio/video company.

**electronics REVOLT?** What is an A/V revolution? Simply put, *it is doing things in new ways that break the mold—ways that move us above others with unparalleled customer service and exclusive, handpicked product lines.* We are not your everyday A/V dealer, and we don't want to be. We want to be better!

We only carry lines that we believe in 100%. We do not pick up every brand possible, helping us to stay specialized with advanced knowledge of the products we do sell. Our philosophy is to provide a red carpet customer service experience you will get no where else!

Buying from Redfli, you will find the service and personal attention that most companies have lost. We build long term relationships, not one-time sales with our customers. Once you buy from us and experience the difference that true "old school" personal touch has to offer, you will see that Redfli is the premier source for any of your audio/video needs.

## electronics REVOLT Philosophies

- ✓ Staff that loves audio/video and is properly trained to make sure you get exactly what you want, and more importantly what best suits your needs.
- ✓ Brands that are at the top of their class in quality, manufacturing, value, and the benefits they add to our customers.
- ✓ A state-of-the-art showroom where staff will compently demo real life set-ups and products, allowing you to experience their true performance capabilities.
- ✓ Exclusive lines not found in big-box stores, as well as brands to which we have exclusive rights.
- ✓ Focus always on great long-term customer relationships where we treat you like family.
- ✓ The utmost quality in our work—never cutting corners, never leaving until it is perfect.



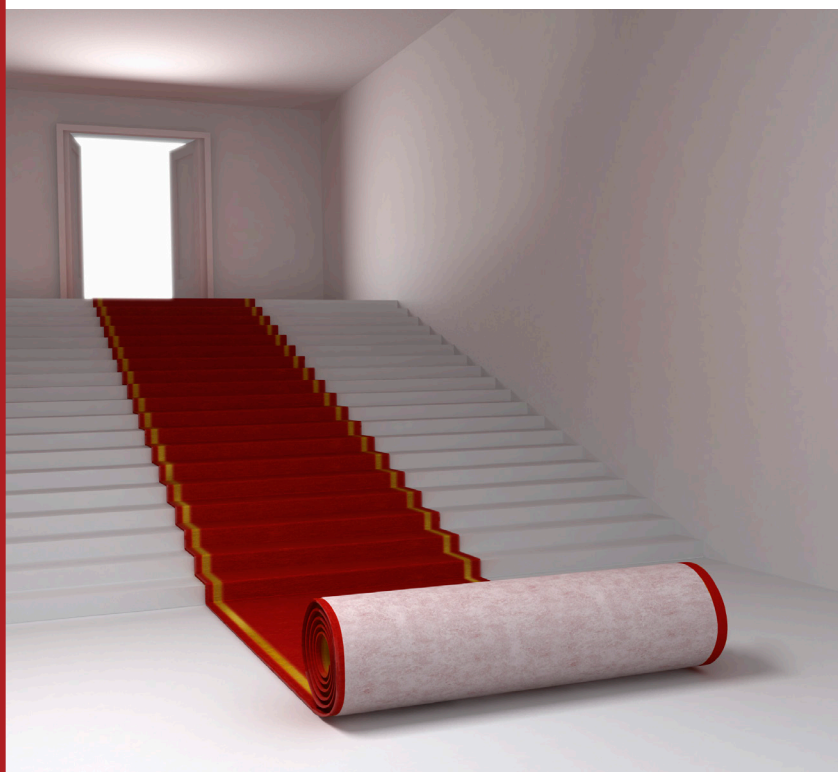
# why choose us

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At Redfli, we live and breathe the audio/video world. We offer much more than simply a place to buy products. We provide a place to design, purchase, and professionally install a state-of-the-art home theater, whole-home solution, or any other custom installed project. Our staff at Redfli works directly with you, the client, along with the designer, architect, builder, interior decorator, and cabinet makers to create individually designed systems that fit your specific needs and lifestyles.

★ **RED CARPET CUSTOMER SERVICE** This is not just our credo—it is our way of life. Business is nothing without its loyal customers. Our success in this industry is directly related to our over-the-top customer service and attention to the details that customers have been missing.

★ **HONESTY** This is something we believe in above everything else. You will find that our system designs have “no catches,” that is, no unexpected charges at a later date. We don’t want you to worry about excess charges. You should know what it is going to cost—period!



★ **EXPERIENCE** This is not our first rodeo. We have over 40 years of combined experience in just our top 3 executive employees alone. We have completed projects ranging from several hundred to several million and everything in between. No project is too big for us!

★ **COMPANY STRENGTH** If you are just finding out about us, that does not mean we are new. We have been going strong since 2006. Each year we have been very blessed to experience double or triple digit growth. We are here to support you for the long haul.

★ **SYSTEM DESIGNS & PROCESS** Our system designs offer the best possible options to accomplish the needs and wants that you convey to us. We are very particular about the brands and models we implement into our designs. The ultimate goal is always to provide our customers with the most value in products and overall system, whatever the need or budget.

★ **QUALITY** Without superior quality in our workmanship, integrations, and installations, we would be nothing. We treat every project as if it were going into our personal homes or showroom. To prove this, we back all of our installations with a 1 year warranty after successful completion of the project.

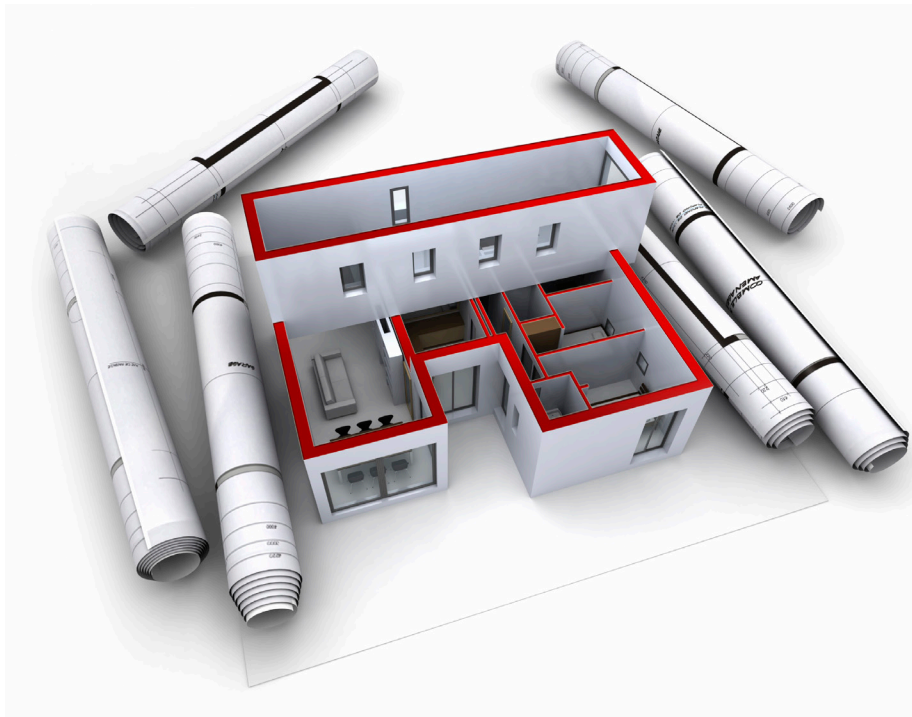


# what to consider

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**NEW CONSTRUCTION** New construction is the perfect time to have a custom solution installed and designed. This allows us endless possibilities for what you would like to accomplish, as well as giving us the opportunity to “future proof” your home. Here are just a few things to consider when planning out your new home to prevent headaches down the road.

- ! **Can't the electrician wire my home for my AV needs?** This is one of the biggest mistakes customers make. Electricians are fantastic at what they do; specifically, the home's electrical needs. There is, however, no substitute for using a dedicated audio/video company for everything else. We keep up-to-date on all the latest technology trends, so that we properly pre-wire the home for anything you will need now, or in the future.
- ! **Not now, but maybe later.** If you are thinking about adding that whole-home system down the road, adding a TV location or any other feature, there are cost effective ways to pre-wire for tomorrow. Without this forward thinking, the cost to complete the task in the future is exponentially higher.
- ! **It's too much to think about already!** We know there are already a million things to choose between when building your new home. The last thing we want is for the most fun part of your home to be cumbersome. We simplify your decisions by giving you the best setup for your desires. We won't bog you down with model numbers or unnecessary technical data. We simply deliver the best product mix that meets your goals—that's it.



**RETROFIT HOMES** Not everyone walks into the home of their dreams. Often, there are things one person will prefer that the previous owner did not. We can help here, too. We have many solutions that can be retrofitted into an existing home to bring it up to the new owner's standards. We have put together some of the most innovative product lines, along with products that can easily be implemented after the home is finished, reducing remodeling costs and time involved.



Security is as important, if not more, today than ever before. Keeping your property and family protected is an invaluable necessity. We can install a system into your existing home or your new construction. In addition to monthly service rates that are very competitive, we can also tie the security into a complete control solution.



Redfli Security is your total security solution. We offer it all from sales and installation to outstanding prices and world-renowned service you will find nowhere else! A well designed security system is essential to providing smooth operation and giving you the peace of mind you deserve. There are many companies doing security these days, so why should you choose us?



**Products** Offering much more than just intrusion, our CCTV camera systems and control options will all work together to complement each other in your home as one unified system.



**Monitoring** We have partnered with one of the oldest & most trusted security monitoring services in the nation. You need the best monitoring for your property, and we have it.



**Integration** Does your current security system ramp up the lights when the alarm sounds? Does it flash the exterior lights to alert the neighbors? Our smart systems can do this, and more.



REPLACES UNSIGHTLY  
SECURITY KEYPADS

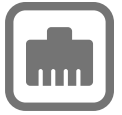
INSTANTLY SEE IF DOORS  
OR WINDOWS ARE OPEN

FULL EVENT HISTORY

ARM OR DISARM THE  
SYSTEM REMOTELY

MOBILE PHONE ALERTS

# networking



Our world is ever-changing. One of the most significant shifts and areas of growth in a home is the networking. The speed and capability of a home's system required to match the increasing number of network driven devices is more important than ever before.

Here is the hard thing . . . most consumers did not go to school to become their own personal IT department. That is where we step in. We have the technical expertise and high quality equipment to vastly improve your wireless connection and overall system operation. Drawing on our experience and continual studying of network design, we will professionally set up each device, along with personalized secured SSID (wireless signal name) connections for you and your homes guests.



**ROUTER** This is the “brain” of the operation. A dedicated router will help direct your system’s entire operations like air traffic control. Every device connected to a network asks for many things, so having a high quality router that can handle a large quantity of demands is paramount.



**SWITCH** A switch is the “hub” of a system. Each hard wired device is plugged into a switch allowing the router to communicate with it. High transfer capabilities separate great switches from average switches.



**ACCESS POINT** Access points are the “wireless” parts of your home’s network. Dedicated access points provide drastically increased range and speed using high gain antennas. Having the access point as an individual unit also allows us to place it in the best location to maximize a homes overall operation.



# smart home



What if you could dim the lights, lock the doors, turn up the heat, and arm the alarm from any room in the house or anywhere in the world with a simple keypad, smartphone, tablet or remote? This is what a control system from Redfli can do for you. It simplifies your life, empowers you, and makes your home more green and efficient.



The word "automation" sometimes comes across as a scary or intimidating phrase. People immediately think it is going to take a PHD to operate, will require all kinds of maintenance, and will always cost as much as a second mortgage. This couldn't be further from the truth. The systems we integrate in a customer's home are simple to operate, can often times be maintained by us remotely, and can be configured affordably within your price range. There are virtually no limits to what we can integrate to simplify your life, allowing you more time to do the things you love.

## KEY CONTROL ITEMS + FEATURES



**Home Theater / Media** Your movie cues, lights dim, and drapes lower.



**Climate / Energy** Change climate settings from the couch or vacation. A smarter, more efficient home.



**Lighting & Shades** One touch controls for good night, entertainment scenes, and so much more.



**Multi-Room Music** Make sure your music is with you wherever you go, and with full control.



**Security** Arm you home from bed or on the road. Have your home lock and arm at 11 p.m. automatically. Check video feeds from anywhere you are.



**Remote Access & More** Do everything you can at home or from anywhere in the world from your phone or computer. Control irrigation, messaging, and more.





# home theater



The true home theater experience is something that has to be encountered to truly grasp. Today's speakers and technological advances have brought to your personal environment everything you can get at the movie theater. Home theaters are a phenomenon in and of themselves.

Home theaters are exhilarating, both visually and audibly. They truly get a hold of your emotions, bringing your entertainment to life. We have every solution you need from a completely custom built dedicated theater room, to a simple living room system providing superb sound that blends into the decor.



**Dedicated Theater Room** The ultimate, unmatched viewing experience, custom built to any standard set forth by the customer.



**Big But Beautiful** Floorstands and other speakers made for sound first, with incredible looks that are worth the extra space.



**Invisible Theater** Equipment that blends in with the decor rendering it nearly unseen, yet keeping the sound that makes the experience.



**So Much More** No shortage of options, from the best brands available today—brands we've picked with the future in mind.









# two-channel audio



Few things in this world can be as relaxing, engaging, and enjoyable as a true hi-fi dedicated 2-channel set-up. We carry the best 2-channel brands and equipment, and are the only true hi-fi shop in the Fort Wayne area—a place where you can actually hear the high-end gear you want to buy. No one comes close to what we have to demo!



Whether you're old school and want to hear your vinyl collection on tube amplifiers and turntables, or embrace the newest technology with solid state preamplifiers and amps, we have everything you need. Our audio equipment and speaker selection is unparalleled in the market. We carry the highest quality manufactured products from the oldest and most respected companies in the world. Don't let your budget stop you from enjoying a fantastic 2-channel set-up. We can put together price conscious options, as well as the most advanced system money can buy. No matter what you are looking for, you will find it here.

-  **Speakers** It all comes down to the speaker, and you won't find a better, more exclusive collection than at Redfli. Without speakers that can replicate the sound the way it was meant to be heard, you simply have a beautiful looking stack of components.
-  **Sources** Whether a CD player, vinyl, or any other, the source's limits to what it produces is all you've got. There is nothing that can bring back detail that a source omits. Choosing quality sources is paramount to a system that will bring out the best in your speakers.
-  **Components** Without quality audio components to process and power the sound, you will lose vital details from the original recording. Good components give your speakers the best opportunity to produce the artist's intended expression.
-  **Cables & Accessories** Speakers, components, and sources have to be connected. As with everything, quality speaker cables, connections, stands, and other accessories help to make sure you're getting the most out of your system.

# distributed video



Clutter . . . no one likes it! Distributed video solutions eliminate the clutter of boxes and furniture at each TV. All sources, such as Blu-Ray players, satellite boxes, and more are located in a back room. Each TV still uses these sources, but with no need for them to be located next to that TV!

The power of a distributed video system goes far beyond the cool factor of switching multiple sources on the fly. Once you experience the flexibility, cleanliness, and cost-savings a system provides you, it is hard to live without. Even better, when we pair a distributed system with one of our control systems, everything happens in the background without you having to adjust a single setting. We have you covered with options to fit whatever size system you need from small to extreme.



**Simple** Simplicity is the key to so many things, yet it is hard to accomplish with complex systems. Our distributed video systems provide a simple solution that works seamlessly behind the scenes without the homeowner needing to do a thing.



**Clean** The epitome of the perfect TV wall installation is when you see nothing *but* the TV. No ugly shelves holding cable boxes or wires hanging down the wall. With a distributed solution there is nothing showing except your beautiful TV, yet you maintain all of the power to watch the sources you want.



**Shared Sources** Every TV in the home shares the same remote satellite boxes and other sources. This means that your Blu-Ray player can be watched on *any* TV not just one. Want to view your CCTV cameras? Every TV now becomes a security monitor to maintain eyes on your home and family.



**Save Money** **Traditional 10 TV Home:** Requires a satellite box (*with a monthly rental for each*), Blu-Ray Player, and a furniture piece to house the gear at *each* TV location. **Distributed Video 10 TV System:** Requires only 1 satellite box and Blu-Ray player that all TV's share. The result is approximately a \$90 savings per month *just* for the satellite boxes alone!

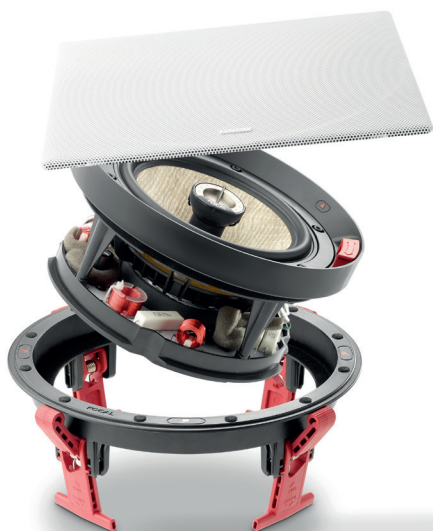




# distributed audio



Everyone loves music, but so many times where you are is not where your music system is. This is where a discreet distributed whole-home, multi-room audio system can provide immense value and listening pleasure. The music follows you wherever you are and when it's time to entertain, everyone gets to hear the party!



*We can build out the right combination of features and spacing to make sure all of the areas in your home that you want covered are complete.*



**Sources** Choosing your sources can be one of the most important features of a whole home solution. Knowing what kind of music you want and where it will come from will help make sure your system plays what you want.



**Power** Power is the driving force behind your system. We can help you choose the right amount of power for the type of application you decide to implement.




**Room & Volume Control** The selection of touchscreens & keypads we have are very powerful and stylish. They can be used to change the source, volume, track, and see the metadata (song information) in the room you are in. We can match your decorating style so the system blends seamlessly into the home.




# wireless audio




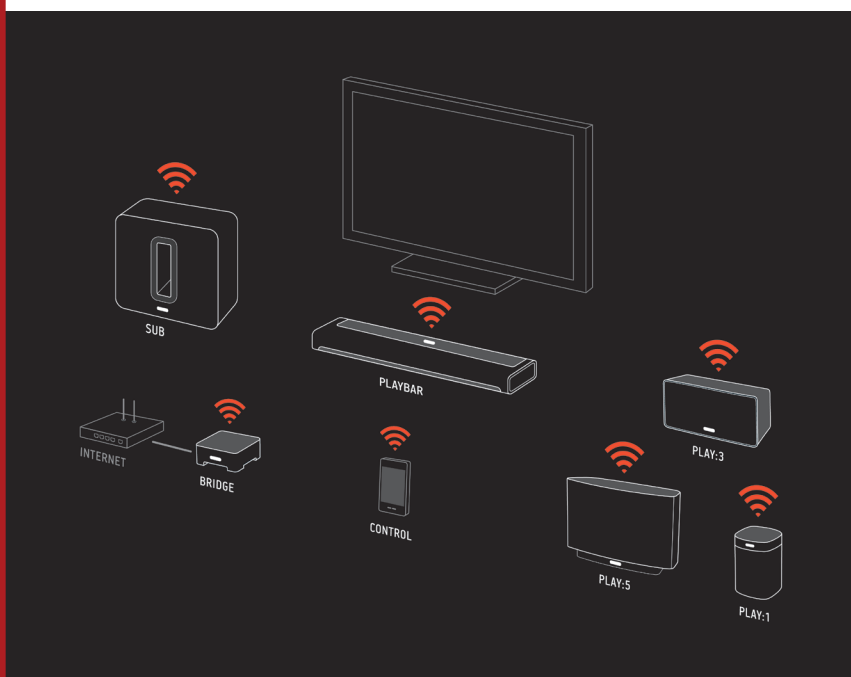
In some cases, one may not want to run wires behind walls or in ceilings. Well, technology has advanced such that you can implement a complete wireless system that still outputs high quality audio.


 **Speakers** Sonos has five different kinds of speakers from which to choose. Their Play 1, 3, and 5 can be used in combination with each other or as a single speaker for a room. Even though these speakers can stand alone, they can also be set up with the Sonos Sub and Playbar for an excellent 5.1 surround sound system.



 **Music** With Sonos, you can stream “all the music on earth” through your system. From Pandora®, Spotify®, Deezer, and XM radio, for example, to your local radio stations and even your MP3s on your phone or home network—it’s all at your fingertips.

 **Control** If you enjoy idea of Bluetooth®, then you’ll appreciate even more how easy it to control your Sonos system. Just download the app, connect it to your system, and away you go. Because the system is on your network, you can control it from anywhere.



 **Trueplay** Sonos isn’t only concerned about the convenience of a wireless audio system. They have gone above and beyond to provide the pieces that provide the highest quality sound. With Trueplay, simply touch a button in the app and the speaker(s) will adjust its levels to ensure you get the best sound for the particular room your speaker is in.

# SONOS



# shades / blinds



Understated or standing out—beautiful shades can dramatically improve your home's overall appeal and efficiency. We offer every option you need to complete your home, your way.

**Motorized or Manual** We offer fully motorized custom shades that give you control with the touch of a button. For windows where motorization is not needed or wanted, there are manual versions that match perfectly.

**Wireless** With battery operated wireless shades, it is simple to add to an existing home just as easily as it is a new build. They operate using standard D batteries that can last 5-7 years thanks to patented technology.

**Shade or Blind** Whether your style is elegant, sleek roller shades or honeycomb blinds, we have options to fit both needs.

**Quiet** Our shades move with the quietest of operation, which is a key feature of any well made product.



# furniture



Furniture is the factor that completes any space. Quality seating and AV furniture not only enhances the look of your home, but adds to the functionality, versatility, and longevity of your products.

We have almost anything you are looking for in the furniture world. Our product line-up consists of hand-selected manufacturers of the highest quality and build to ensure that what you buy lasts. If you need a custom solution, we have you covered there as well.



**AV Furniture** Custom home theater chairs in any color, size, or shape is just the start. We have furniture pieces to house any piece of equipment as well, which can be custom configured in more ways than you can imagine.



**Home Furniture** Love your theater chair but want a couch for the other room or the front row? Our furniture manufactures can build custom couches as well. Dining room sets, armchairs, bedroom suites, accents, outdoor furniture, and virtually any other home furniture need you have we can provide.



**Office Furniture** Office furniture all starts to look the same after a while. Not ours. We have some of the coolest looking and extremely functional chairs, desks, cabinets, and anything else you might need to make your office set a part from the rest.





# led lighting



There's no question that a room's lighting can significantly impact the ambiance of that space. When it comes to personal enjoyment or casual entertainment, having lights that can adjust to the exact brightness you want will undoubtedly add that extra touch of control to create just the mood you're looking for.



**Complete Control** With LED lighting, you can control the exact amount of light your fixtures put out. In addition, you can program your lights to behave a certain way when, for example, you walk in the room, press play on a movie, or wake up in the morning.



**Energy Efficient** LED lights use, on average, 75% less energy than traditional incandescent lightbulbs. On top of that, a traditional lightbulb may last 1,000 hours, whereas an LED light can last up to 30,000 hours (on average). If you used an LED bulb in every light fixture in your home, the energy savings most certainly would be noticeable.



**Versatility** LED technology opens up a much wider range of versatility for your lights. Not only are there many options for your style of bulb, but you can be more precise in the color temperature you're looking for, you can choose a specific lumen range (brightness), and you can even select a particular color (or colors) of light.



**Additional benefits** No UV or infrared emissions; relatively cool running performance; ability to withstand vibration (no filament); no warm-up time or waiting to turn; no detrimental effects from rapid cycling on and off. They can also be used in motion lights and photocells.



We may sell some of the best brands in the AV world, but if we don't provide great care for our customers, we are nothing. We want you to experience what we call Red Carpet Customer Service. Along with the different types of systems we can install, we also offer a number of services for your various AV needs.



**Free On-site Initial Consultation** Our goal on any project is to fully understand your needs and wants—and then deliver those desires in the system we design. The only way to fully understand those needs is by visiting the project location, analyze what equipment is there, and use that information to present you with the right options.



**Theater 3D Modeling** It is one thing to think about that ultimate theater you're dreaming of, but it's an entirely different experience to be able to "see" it beforehand. We are one of the few AV firms able to completely design a state of the art theater through CAD modeling. We can design the theaters look, construction, acoustics, layout and more.



**Video Calibration** Opening the box and simply plugging in your projector or TV will produce a picture, but not the best picture. We use our equipment and training to professionally calibrate projectors and TVs so they reach their optimal performance.



**Audio Calibration** Properly calibrating the audio components of a system can make one of the largest impacts on a system. For our 2-channel customers, we offer many levels of professional calibration based on the desired goal. Our most advanced calibrations spend many hours meticulously moving and positioning speakers to completely optimize their sound for the room and then using our high end equipment to dial in levels, reflections, and other characteristics for the best sound experience possible.



**redBucks** redBucks, simply put, are dollars that can be used to buy anything you need from us. One obtains redBucks either by purchasing a product at full retail price or by buying a gift card. Each item has a corresponding amount of redBucks you can earn, which you can then use just like cash toward your next purchase. There are no limits as to how many redBucks you can earn, and you can use some or all of them on future items—and, they never expire! It's our way of saying "Thank you" for being a loyal customer.



**Second Look Guarantee** Not sure if your current proposal is a good deal or the whole story? We have found many design/install companies leave out full details to keep the initial proposal cost low, only to reveal the true costs later as "extras" once you are under contract. We offer a free, absolute no pressure, second look at your current proposal. Our analysis provides an opportunity to catch many of these tricks before you sign a contract. We will make sure you are comparing apples to apples. We are always very competitive, so if another company is much cheaper, it is for a reason. Part of the Electronics Revolt is to keep the industry honest!



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