Stellar Systems

BY HEIDI DOERFERT

THE LIGHTS ARE DIMMED, YOU SIT BACK IN YOUR SEAT, and the roar of stampeding elephants fills the room. The picture on the high definition screen is so vivid you feel like you can reach out and touch them. Now imagine that you're not in a movie theater enjoying the latest animated family film, but in the privacy and comfort of your own home.

The addition of a home theater is the ultimate luxury and one that should be entrusted to a professional with the knowledge to bring out the best in the latest technology. Eric Cox, owner of 20/20 dB, is a licensed contractor specializing in custom electronic residential and commercial sales, design, and installation. His services include home theater, multi-room audio and home automation. He has 12 years of experience in the industry and knows that understanding the structure of your home is crucial in giving you the perfect set-up for your lifestyle.

"I want my clients to see technology as a specialty like an architect or an interior designer. It's just as important to hire someone who has the experience in home electronics as it is for other areas of your house."

Eric likes to educate his clients so the equipment doesn't intimidate them. During a free consultation, he inspects his clients home or business and discusses their needs and options. One of Eric's first recommendations is a universal remote. Say goodbye to multiple remotes and the need for a manual to turn on your television! A single remote control with a very simple interface allows everyone in the household to use and enjoy the entertainment system. 20/20 dB uses only the highest quality and most innovative product lines such as Hitachi, Furman, TruAudio, Sherbourn, and Colorado vNet.



Customer satisfaction is Eric's main goal. A 20/20 dB client in San Leandro says, "Eric knew exactly what the project entailed and the price of the complete project was very reasonable for the quality. He was extremely polite, did exactly what I needed, was neat, and promptly made his appointments on time."

For a recent project in Scottsdale, Arizona, Eric installed a home theater, a multi-room audio system, and a central control system by Colorado vNet. With the central control system, the homeowner is able to control the audio system, lighting system, security, and even heating and ventilation from multiple touch panels throughout the property. "There's a term in the industry called wall acne," explains Eric. "That's when you have a light switch, security keypad, intercom and thermostat cluttering up a particular area on your wall. An automation system can eliminate all of that by giving you remote access to the systems in your house with a simple to use interface!"

Unlike the big chains that send strangers to install your equipment, never to be heard from again, Eric builds a relationship with each and every client. "When you call 20/20 dB, you get me on the line. I will continue to be there to assist you so you get the most out of your system for years to come," says Eric.

To learn more about adding a high quality audio and video system to your home, please call Eric Cox, of 20/20 dB, at (510) 432-0180. THM

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