

PRACTICAL

WOW!

How to integrate
everything you
never knew was
possible, in any
space imaginable.



Let's Start *at the very* Beginning

It is, as they say, a very good place to start. And what better way to introduce you to the world of AVD than through marginally tenuous 'The Sound of Music' references? After all, everyone loves The Sound of Music, both the movie and the very thing itself – especially when it's piped in through a remotely controlled, multi-room, purpose-built, hidden speaker system.

So how do you describe a company like AVD? How do you catch a cloud and pin it down? Well, technically, we specialise in the integration of technology to maximise the intended purpose of residential and commercial environments. In other words, we can make a living room more liveable, a study more studious, a showroom showier and a workplace work harder than most people can feasibly imagine.

We do this by gaining a full understanding of the intended purpose of the environment we're working in, and engineering a solution to make the right technology work in that space. From lighting, heating, air quality, energy consumption and generation, audio, video, security, and everything else

that opens and shuts. If it exists, we know about it. If it doesn't exist we find a way. And if it needs to exist, we engineer it.

We've been in this business for 30 years. Our early jobs involved VCRs and Fax machines. Now we're live-streaming 4k video into multiple wall-mounted, retractable screens with additional feeds to the main refrigerator. Who knows what we'll be asked to do tomorrow. But one thing's for sure, we'll be able to do it. And we'll be able to do it well.

A great architect can create your perfect space. We use technology to bring that space to life in the most seamless way possible. So that every action is instinctual and every outcome enhances the way you live. This is why, for the best results, it's good to have us on board with a project from the very beginning.

At first, many clients find what we're able to achieve amazing. But once they've lived with it for a week, they realise that it couldn't possibly be done any other way.

We call that **'practical wow'**.

Access control	Integration solution specialist
Alexa integration	Intercom & phone
Audio Visual solutions	Irrigation control
Augmented reality	Intelligent lighting & lighting design
Automated systems	Master systems integrators
Automation	Maximum demand calculations
Autonomous vehicles	MQA audio
Battery backup & storage	Multi-dwelling developments
Biometric security	Multi-room audio
Building integration	Off-grid
Cabling	Photovoltaic
CCTV	Professional integrators
Cloud	Remote system control
Collaboration	Remote system monitoring
Commercial offices	Renewable energies
Control systems	Residential & commercial
Custom electronics design and installation	Robotics
Data & communications design	Robust
Design and advice	Security
Disruptive innovation	Serial comms
Drones	SIP
Electrical & Electronic engineering	Siri integration
Electrical installation	Smart devices home functions
Environmental monitoring	Smart environments & home automation
Fibre optic networks	Smart homes
Foxtel	Solar
Generator backup	Specialist home theatre & stereo audio
Geothermal	Stored water control
Gigabit everything	Streaming media
Global design and engineering services	Systems integration
Google Glass	Technology integration partner
Ground-air heat exchanger systems	Technology mentors
Heating & cooling control	The internet of things
Hi-Res streaming audio	Tidal
Hidden tech	UPS (Uninterrupted Power Supplies)
Home automation & home integration	Video 4k & 8K
Home performance advisors	Virtual reality & visionary tech
Hydronic	VOIP
ICT (Information and Communications Technology)	Wired & wireless networks
Innovation & integrating design and technology	
Integration gateways	



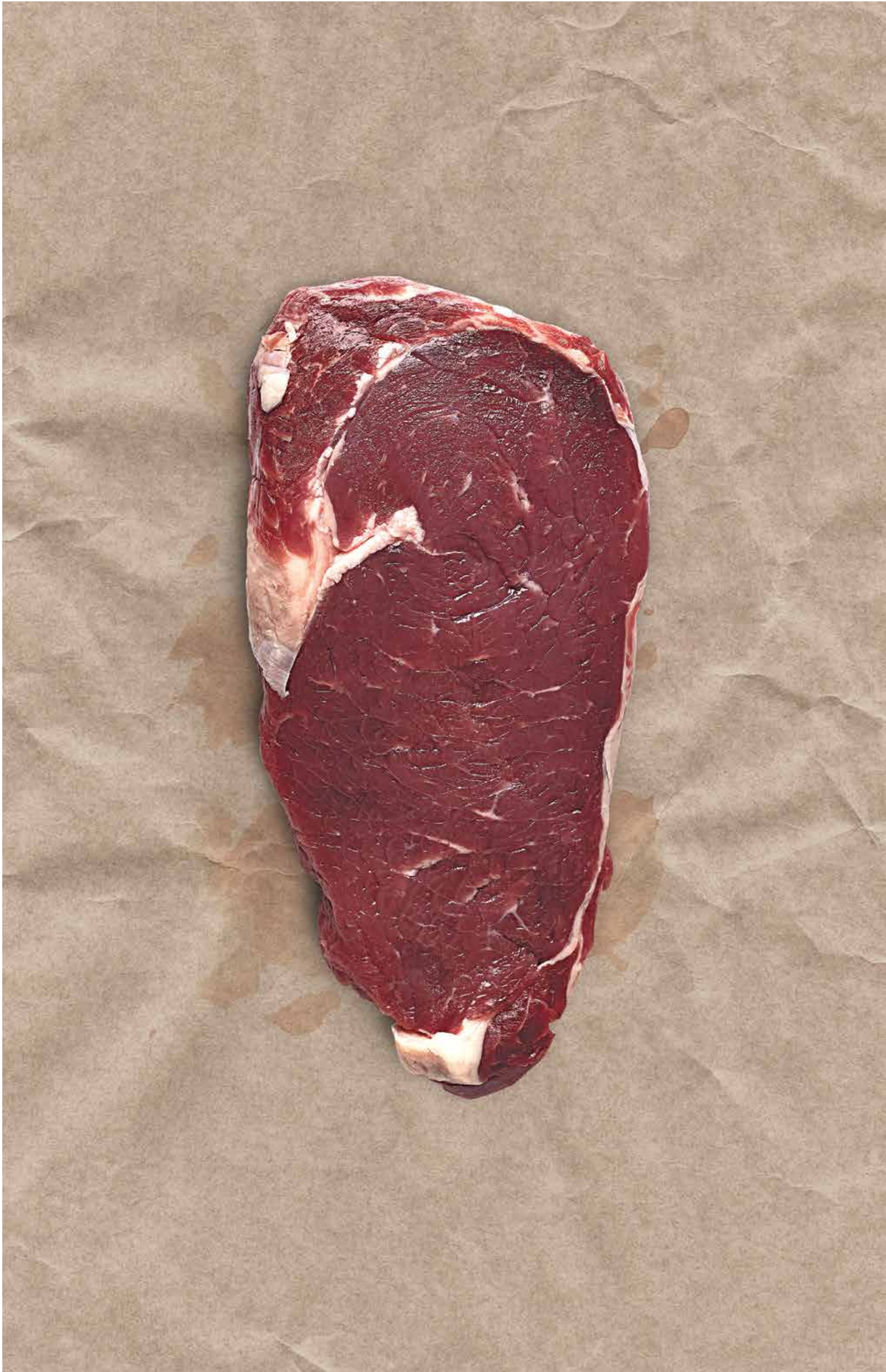
AVD

Every building is a body.

Every project requires a brain, a spine and a central nervous system.

In a body these three things control movement, breathing, vision, sound, action, control and regulate heat, make us safe and help us communicate.

In a building they do exactly the same thing.



A man walked into a butcher's shop. The butcher, a portly, silver-haired gent welcomed him warmly. *"Hello, Sir. How are you on this lovely day? How can I help you? We've got some superb fresh cuts for you that I'm sure you'll love."*

The customer looked over the trays behind the glass and scratched his chin. *"You know, I'm not entirely sure. Are you familiar with a variety of animals?"*

"Oh indeed you are in the right place, Sir. Because if it is one thing that I know back to front and sideways, it's meat. From your humble sausage to a chateaubriand, ground chuck to game, I'm your guy."

The customer nodded and looked around the shop floor and beyond the counter.

"Hmm, you certainly keep a clean shop. That's comforting to see. Good hygiene and all that."

The butcher puffed out his chest and beamed. *"Indeed, Sir. Cleanliness is next to Godliness is what I was always taught. Tidy house, tidy mind."*

"Excellent. And how are your knife skills?"

"Sharp as a tack, my good man. Handcrafted knives passed down to me from the three generations above. Requisite skills passed down with them. If I may be so boastful, there's nothing I can't cut with the precision of a master."

"That's all I need to hear" replied the customer.

"Alright then, what can I get for you?" asked the butcher.

"Well, actually I'd like you to remove my appendix."

"I'm sorry, Sir, I didn't quite catch that. You'd like me to what?"

"Remove my appendix. Cut me open, whip it out and stitch me back up again. If you wouldn't mind."

The butcher was taken aback. He surreptitiously glanced around the room for hidden cameras before convincing himself that the erstwhile customer was simply having him on and this was all a bit of good natured banter, nothing more.

*"Ah..."*he smiled with a youthful glint in his eye, *"you nearly had me. Very good. Very good. So, what'll it be? I've got some lovely pork and fennel sausages."*

The customer's expression remained steadfastly deadpan.

"I actually do, in all honesty and sincerity, want you to remove my appendix. By your own admission, you are well educated in anatomy, you have impeccable hygiene and you possess both the surgical steel and skills to wield them."

The butcher didn't like where this was going. He was used to the odd tyre kicker or indecisive octogenarian wasting his time, but he was yet to experience anything quite like this.

"My good man, most of the beasts I slice into don't expect to get up and walk out when I'm done. In case you didn't see the sign before you walked in, this is a butcher, not a surgery."

Still, the customer pressed.

"Look, here's the thing. I saw my doctor the other day complaining of stomach pains. He suggested it was appendicitis and that I should have it out. After a bit of research, I learned that to make this happen I would require someone with skills and tools almost identical to yours to do the job. I only added the hygiene part after discussing the solution with my wife. It was all her idea, and a jolly good one at that."

"But what about anaesthesia?" interjected the butcher.

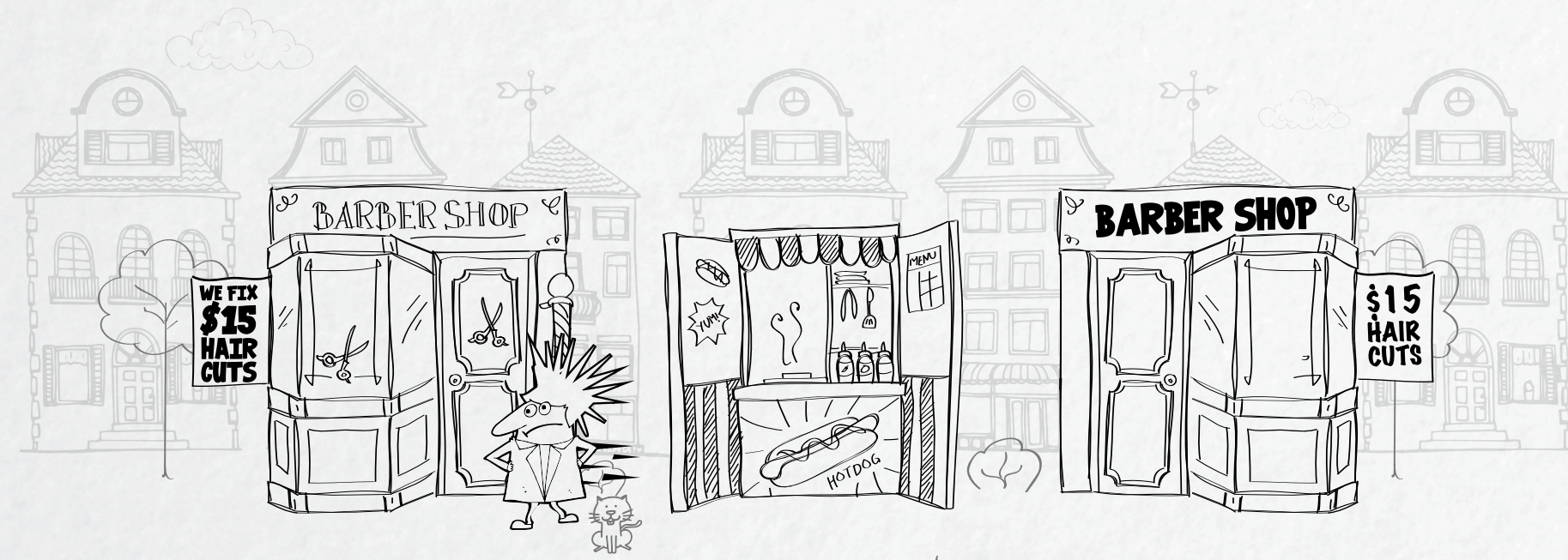
"Good point," replied the man *"hadn't thought of that. But I do have a pretty high tolerance for pain. Does that help?"*

Having had quite enough, the butcher saw the opportunity to put an end to this nonsense.

"What about recovery? Blood loss? What kind of stitching am I supposed to use? I mean, I've got this stuff" said the butcher waving a box of twine usually reserved for trussing up turkey legs *"but I'm not sure it's surgical grade. What if something goes wrong? I'm not insured against malpractice. You've thought of three of about a thousand things you should have considered before walking in here. You'd have more luck asking a child who's just cobbled together his first soapbox derby cart to whip you up a Rolls Royce, or an electrician to install a fully-integrated environment control, remote security and home entertainment system into a completed, minimalist, bespoke cliff-side eco-lodge."*

"Who on earth would ask an electrician to do something as intricate and complicated as that?" asked the customer.

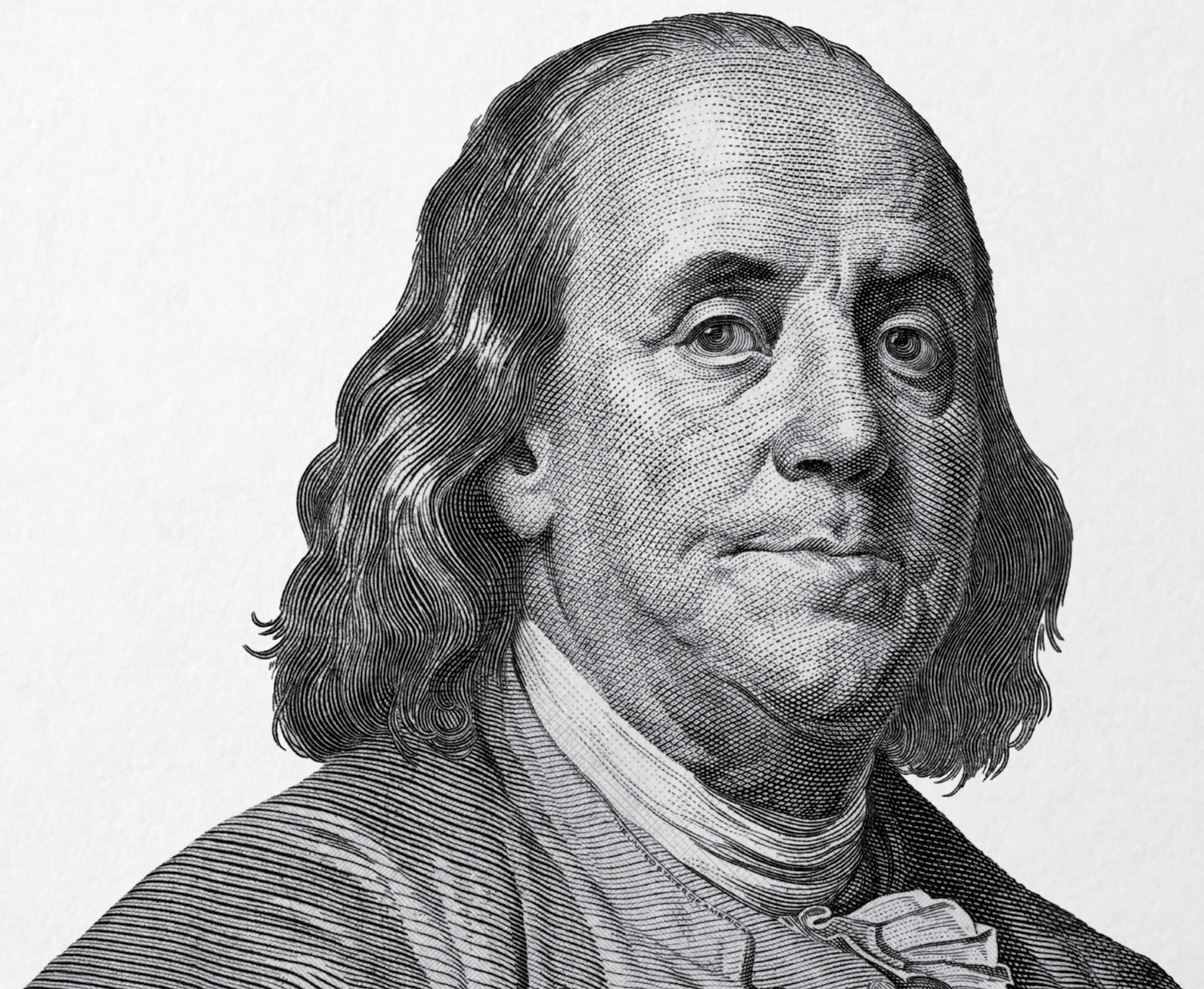
"You'd be surprised" replied the butcher, winking.



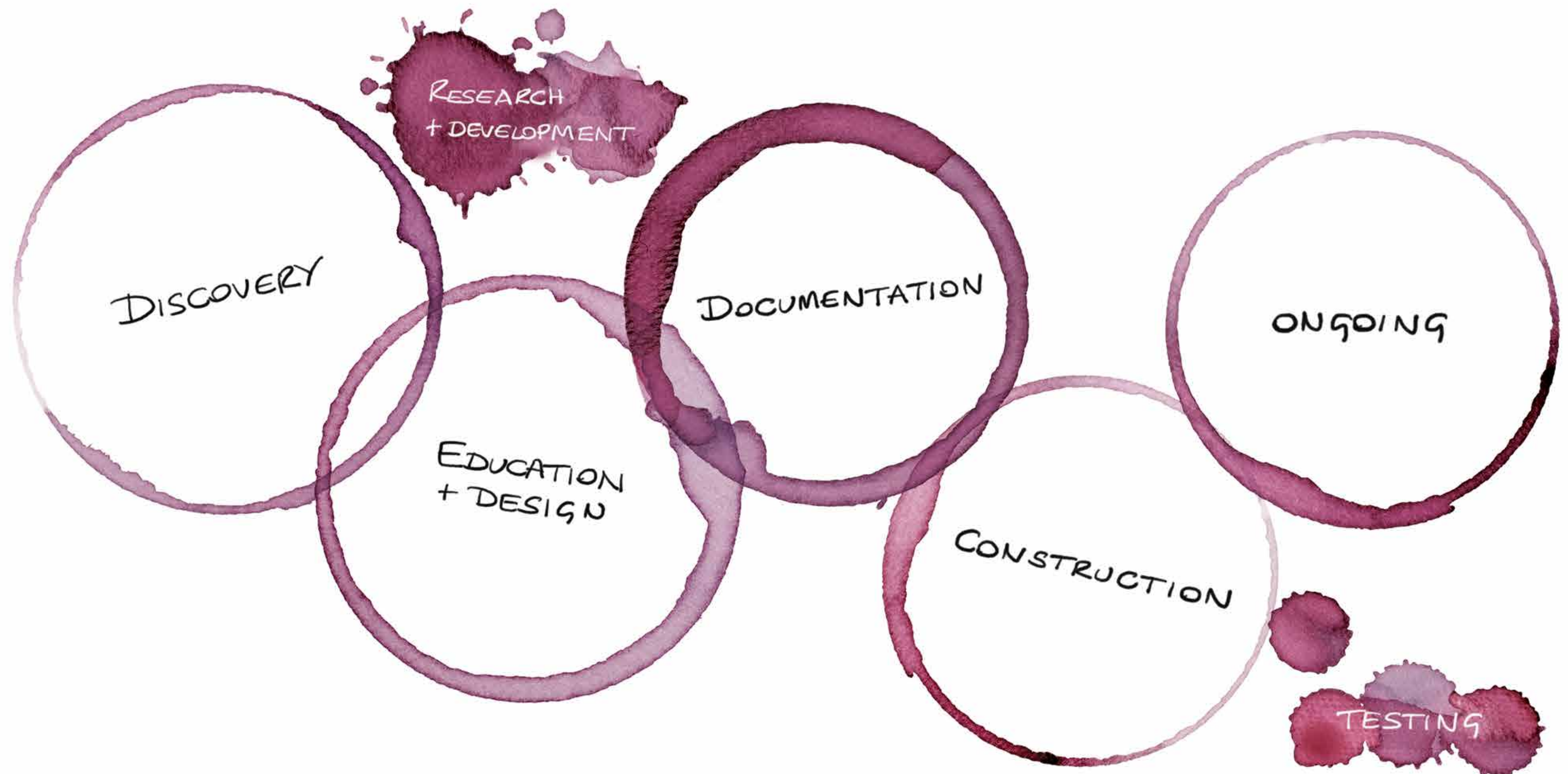
AND

‘The bitterness of poor quality remains long after the sweetness of low price is forgotten’

Benjamin Franklin



After 30 years, our process is so perfect it's almost worth bottling.



- 20% SPENT ON RESEARCH, DEVELOPMENT & TESTING TECH
- TIME SPENT ON LEARNING WHAT ALL KEY STAKEHOLDERS DESIRE FROM THE PROJECT
- EDUCATION ON WHAT IS POSSIBLE, WHAT IT WILL COST & WHAT IT WILL LOOK LIKE
- CREATE BEAUTIFULLY CRAFTED, DETAILED COORDINATED DOCUMENTS FOR CONSTRUCTION
- WE RUN ALL CABLING & INSTALL & COMMISSION ALL SYSTEMS, OR WE SIMPLY MANAGE THE PROCESS FOR YOU
- ONCE YOU ARE UP AND RUNNING WE ARE HERE TO ADVISE ON ADDITIONS OR SIMPLY ENSURE EVERYTHING IS AS IT SHOULD BE

We've done our research and the future looks nothing like this.

Flying cars, hoverboards, three-course meals in tablet form – when we think about the future, our minds take us to some pretty far out places. Yet, no matter how far and wide we let our imaginations run, the reality of the future, when we finally get there, doesn't always sync up.

We spend 20% of our time researching and developing new technology. We sort the wheat from the chaff to ensure that everything that goes into every project is practical, functional and stands the test of time. Plus the supporting infrastructure is designed to be as futureproof as possible so you'll never be stuck with a Betamax cassette player, LaserDisc and dial-up modem running on a 'state-of-the-art' 3G network. So you can be sure that every project we're a part of will deliver 'practical wow' today, tomorrow and long into the future.

AVERAGE HOME

- Smart TV with Netflix
- Spotify on bluetooth speaker
- Wireless internet

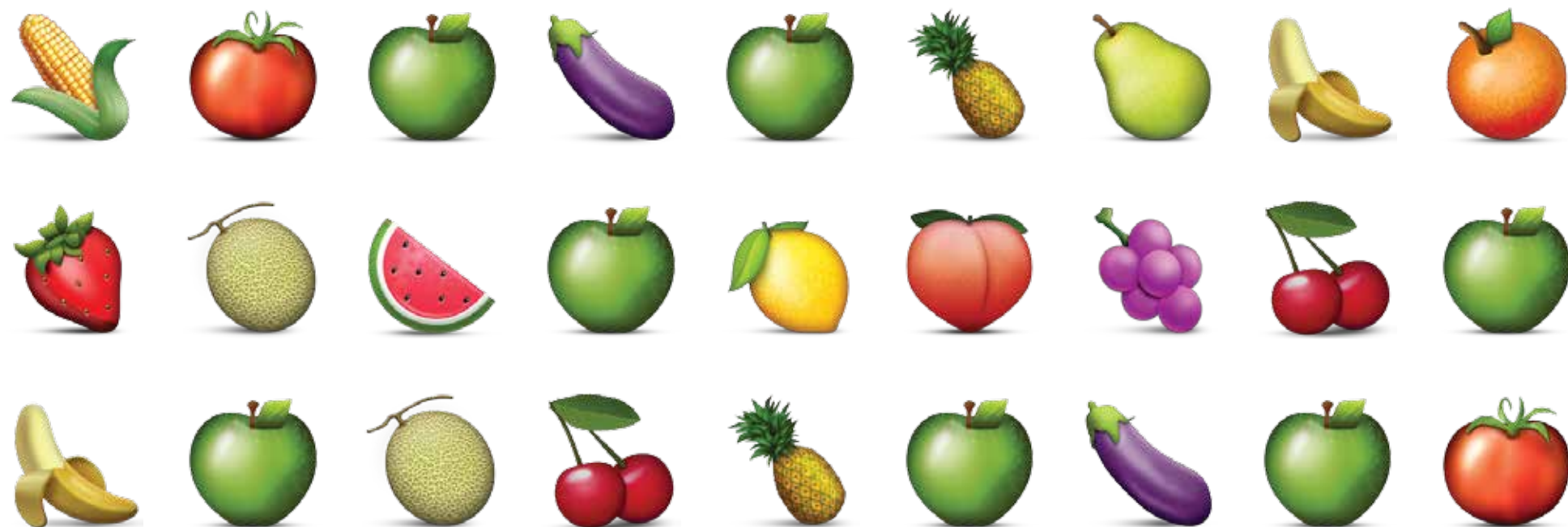
TODAY'S HOME

- Lighting control
- Streaming music & TV content
- Access control
- Managed wireless internet
- Distributed music
- Remote monitoring & connections

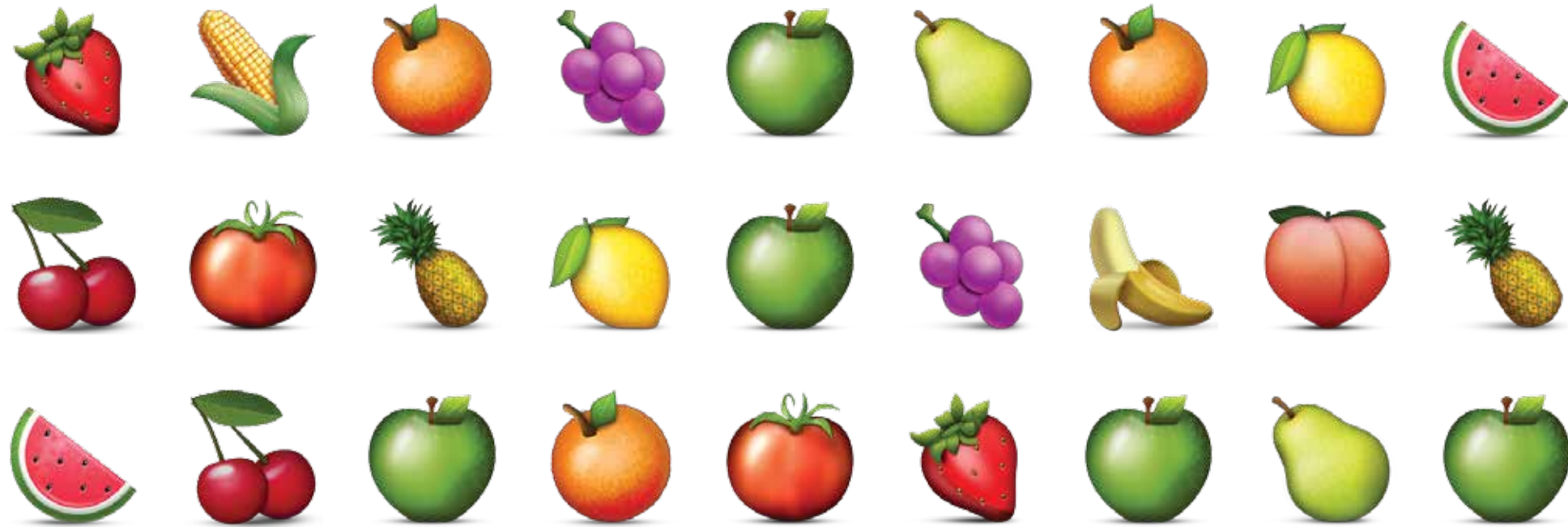
FUTURE HOME

- Energy monitoring
- Control over all systems for efficiency
- Fastest, securest network for 8k streaming
- Perfect air quality & temperature
- Off-grid capability
- 5G wireless technology
- Synthetic sensors
- Fibre optic connectivity
- Immersive video





When we thank our clients for the project, they'll often reply 'Don't mention it.'



Let's be honest, the kinds of clients we usually attract don't particularly love publicity. That's not to say that they're not famous (or infamous). In some cases, like ██████████ for example, they're household names. It's just that they're the kind of people who would prefer it if we didn't go bandying their names about in the public sphere for promotional purposes. One client in particular, who we won't name for obvious reasons, oh ok, it was ██████████ was adamant to the point of threatening that we don't use his name. When we sought further clarity on whether he was referring to his first name, ████████, or his surname,

██████████, he again made in painfully clear, in no uncertain terms, that it was both. ██████████ had the same reaction, only she had sharper fingernails. But it's not just the rich and famous like ██████████, ██████████, ██████████ and ██████████ who have requested discretion and anonymity. Some of our corporate clients feel precisely the same way. Which I guess isn't entirely surprising for tech giants like ██████████ – who, while they aren't competitors, certainly do play in our space. However, even companies who would

benefit from having their name or brand image associated with forward-thinking, environmentally friendly solutions like ██████████, ██████████ and ██████████ have also politely asked us not to mention them by name. So, naturally, we haven't. Of course, this blanket anonymity only applies to written materials and they're all more than happy for us to discuss the wonderful solutions that we've provided to each and every one of them over the years. Yes, even ██████████. In fact, they're the one that most people ask about. The fruity ones usually are.

THE BEST HEADACHE RELIEF IS THE ONE YOU NEVER NEED.

Complex technology integration projects can cause untold amounts of unforeseen financial and emotional stress.

For a headache-free experience on your next project, large or small, simply take one member of the AVD team, sit down and chat.

They're fast-acting, painless and work just about anywhere. If symptoms persist, well, actually that's never happened!.



For best results, take one member of the **AVD** team and get them to sort everything out.

This is why
we insist on
stringent, thorough
documentation.

At the completion of every project we like to ask our clients about their experience so we can tweak things and make improvements where necessary. One of the recurring pieces of feedback we receive is about the 'excessive' documentation that we deliver throughout our process. While we work with some of the most cutting-edge technology on the planet, we still adhere to the tried and true 'measure twice, cut once' philosophy of doing business. Which is why we might need to go through up to four rounds of

pre-drawings to get to the first draft of the final set of fully-specified, architectural-quality plans.

Over-cautious? Perhaps. Well, clearly some people think so. But from our perspective it's 100% necessary. It's more than ensuring the i's are dotted and the t's are crossed. Our experience tells us that perfect planning more often than not achieves perfect results. So please excuse the process. Take comfort in the knowledge that if it starts to feel laborious, you know it's working.





Our team is like an iceberg. But not in a ‘cold, drifting about but generally lifeless’ kind of way.

Icebergs are great for analogies. But people always use them the same way - to represent that there's more than meets the eye. While this is absolutely true of the team at AVD, in that our clients rarely get to see the hard work and dedication that goes on behind the scenes, the analogy goes deeper with us.

That little part of the iceberg that sits on top, basking in the glorious sunshine, is only able to do so thanks to the support of considerably more ice below. That bit literally keeps the whole thing afloat, and stops it from toppling over and making a goose of itself. That's the chunky

part that finds ways through, discovers better solutions and makes the magic happen. From the designers who marry flamboyance with fastidiousness to those who put the ‘research’ and ‘development’ in to our R&D.

So we're dedicating this page to all the cool guys we get to hang out and do cool stuff with. A finer, more dedicated, focussed and experienced group of individuals you'd be hard pressed to find.

We encourage you to make their jobs as inspirationally challenging as you can.

We pride ourselves on knowing when to implement the appropriate technological solution for every occasion. In this instance, we chose the tried and true medium of newsprint. An email would have been easier, but it wouldn't have been '*practical wow*'.



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