

# INSIDE CI



Unusually for someone normally found looking forward, our man in motion, DAVE 'Geordie Sure' SLATER, takes time out this issue to reflect on his personal 2012; arriving at the inevitable conclusion that he needs a sauna...

Well, as our wonderful Editor, Sir Stuart, said in his recent email to kick-start my brain into hitting the latest deadline, Christmas is done and it's time to get back to work! I just wonder where 2012 went – as I write this I'm also busy packing my bags to head off to CES in Las Vegas, and it just feels like I have just come back from that mad place! I do look forward to CES, it's not really a CI show more like a 'who has the best screen' show, but it is always worth a visit as it's at least 10 degrees warmer than the UK.

So with the St. Oswald's install finished and my tools back returned to their right place (in the shed), I look back at what a hard working year it has been: we launched *INSIDE CI* on the web over a year ago now and we have worked our socks off with a news item a day being posted on site, along with articles and reviews added to the mix, making over 400 items online for your reading pleasure.

It was been a strange old year too for us at DSE Digital – Custom Install still brought its usual problems, but we have pulled off some really nice installs and I am delighted to see we have a little control back. DSE DIGITAL for some time has been under pressure and this has caused us to miss the all-important things such as being focused on every job and to complete one project before we jump into the next. When you get too busy and take your eye off the ball you can lose control so quickly, so it's back to the old days and, if we are too busy, I am going to say 'no'! As the saying goes, you are only as good as your last job.

I was so pleased to be involved in the St. Oswald's Hospice charity install, the team behind this were awesome with not one person ever complaining on site (Blimey! Never had this before, especially with the Geordie boys we work with day in day out!). I have never seen so much excitement for a cinema, the staff, bosses and children all loved it and looking at other installs hitting the *INSIDE CI* newsdesk everyone getting involved in this project is giving 110% (*Is that on the Louis Walsh Scale? – Ed*). I called back into St. Oswald's recently to see if everybody was getting to grips with the system and took a selection of my favourite Blu-rays for the children to watch – you cannot beat the cartoon movies in high definition. Again a massive thank you to all involved.

## Space; the Pricey Frontier

Amazingly this was not the only install that saw me bringing my boots out of the cupboard last year – I have also just finished a lovely little install in central London. As the square footage of our cities becomes more expensive, it is an increasing challenge to both the installer and designers to get more out of every space. We had such a challenge on this pad, it was 450 foot and cost



Tricia Clarke and Gracie settle in for some fine Fox Fayre...



Jackie Bolam, Gracie, Ian Morrish, Andy Colling and a job well done!



Bonding with the illusion of space...

£1000 per said square foot, so it was really important to the client to create the illusion of space. DSE were involved in the design of the whole space, so this made it easy to specify the digital element.

It was the very first time I had to work on such a small scale as we normally work on 4500 foot spaces up north, so the first challenge was where to fit the 55-inch Panasonic Smart TV. The original layout of the lounge was very traditional with a fireplace on a fire breast wall, albeit without a fire, but this was never going to work for us as I hate seeing a screen too high up wall. This is where the design factor came into play; we turned the whole room around and decided to challenge ourselves with a floor-to-ceiling lump of black glass. With a depth of only 12mm we had to lose the other 15mm of screen into the wall and vent out through the bedroom. Now it's never easy to pull off a surround as complicated as this, as we had less than 5mm clearance around the screen, and with all modern TV panels they have all sorts of shapes to them. With a template shipped back up north where we used a trusted company to produce the work of art glass and after a comedy sketch-esque episode of four burly blokes getting it up three flights of stairs, it fitted perfectly. I have to say it looks truly stunning, taking up very little space and creating the contemporary look we were after.

With a couple of other design-lead products installed, like the amazing plaster over speakers from Amina and the ultra-slim-line Paradigm MilleniaSub hidden behind the Italian sofa, the sound matched the look, with the whole system controlled by Control4 with an HC800 processor and HC250 remote control. Finally, Wyrestorm added to the distribution with their latest QI 4x4 matrix fitted to feed the TV in bedroom and bathroom.

## A Kind of Majik

With the *INSIDE CI* road trips being ever popular, I jumped on the West Coast line to Lancaster to meet the team at The Majik House. I have heard only good things about this lot and on arrival to their demonstration suite it is clear why Tim and his team do so well in the CI game, as he has one of the best demo suites I have seen. It is full of all the toys: a cinema room, an automated lounge with doors which open at the push of a button – it felt like I was on a James Bond set. If it could be automated it was, making the design of the whole building sublime, with colour-changing lighting, Lutron HomeWorks and even motion-sensing cinema chairs. Tucked away upstairs was even a sauna room; I'll have to get myself one of these babies at DSE HQ...

Dave Slater is MD of DSE Group, incorporating DSE DIGITAL.

FOR FURTHER INFORMATION CONTACT:

+44 (0)1914 914 141 dave@dsegroup.co.uk www.dsegroup.co.uk