

SIMPLICITY

Presented to you by  CS media

Dear Valued Customer,
Welcome to the first edition of Simplicity. Since April 2006, we at CS media have found ourselves very fortunate to have such a strong customer base, and, as a result, have benefited from so many of you sharing your CS media experiences with others. For this we thank you! A key component of our company goal is to make technology an exciting experience by ensuring your system is enjoyable and easy to use. Your system was designed to fit your lifestyle, and we trust that intent meets your expectations and satisfaction. In keeping with our commitment to customer service and support, we've created this newsletter to let you know what we are doing inside the company as well as bring you up to date on new products and exciting news within the industry.

Our continued success is due in large part to your kind words. Thank you to all who continue to tell your family, friends, and neighbors about us!



FRONT ROW: BRAD ODEGARD, JAKE RAISANEN, ROB GRAFF, CHRISSEY BURR, LAURA WHITEIS **BACK ROW:** MARK KURILLA, JEREMY PIERQUET, MIKE JOHNSHOY, RAY EK, ERIC WING

THE GOOD, THE BAD AND THE OBNOXIOUS

Don't be offended if you still have or have had things on our list.

THE GOOD:
iPod docks



THE BAD:
Betamax



THE OBNOXIOUS:
6-foot satellite dishes





Welcome everyone to the very first issue of the CS media newsletter. I want to thank everyone for taking a few minutes out of their busy schedules to look through what we have put together. We are extremely fortunate to work in an industry that brings joy and excitement to people. Every day we get to see smiles from people who are amazed that technology can be so much fun and so easy to use.

When we began CS media, we relied on our unique experiences to help guide us in our goal to become what we believe is the best technology company in this area. We documented every step throughout our process to ensure that everything would run smoothly and projects would be completed with complete satisfaction from everyone. I believe we have achieved those goals. To be honest though, I don't think it happened because we simply documented our process. It happened because we have a team of people who really care about our customers.

Thank you again for taking the time to look over our newsletter. We look forward to serving you in the future.

Mark Kurilla

SONY OLED DISPLAY



NEW PRODUCTS ON THE HORIZON

Q Question: How flat is too flat?

A Answer: You can never be too flat when it comes to a television. Some manufacturers are looking at new ways of slimming down LCD and Plasma sets even more than they are now. On the horizon is the organic light emitting diode (OLED) display. Samsung confirms its plans to begin shipping 14–21" OLED computer monitors by 2009, and 40–42" OLED HDTVs by 2010. Sony currently has a model with an 11" diagonal screen that is an incredible 3mm thick.

DIGITAL TV CLARIFICATIONS

On February 17, 2009, television stations will stop broadcasting in analog and switch to broadcasting digitally. This will only affect you if you have an older TV and use rabbit ears or a rooftop antenna to receive broadcast signals. If this is the case you will need to add a converter box. A \$40 coupon towards the purchase of an eligible converter box can be ordered from www.dtv2009.gov and redeemed at participating retailers. You can request up to two coupons per household, but keep in mind these coupons have an expiration date, about three months after receiving them. Newer TVs with a built-in digital tuner or ATSC tuner will continue to work with rabbit ears or a rooftop antenna after the transition.

TVs connected to cable or satellite will not require a converter box.



FIND MORE INFORMATION AT WWW.DTV2009.GOV

GOING GREEN

WITH LIGHTING CONTROL

In these days of rising energy costs everyone is doing their part to conserve energy and starting to think green. One easy way to conserve electricity around your home is to install dimmers for your lights. Just dimming your lights by 10% will double your bulb life and save you 10% in electricity costs. Dimming your lights 10% is not noticeable by the human eye, and dimming them even more can help create different moods or looks for a room. Dimmers can be installed into new or existing homes and can dim nearly any type of light fixture.

Another way to conserve energy is to control the amount of sunlight that enters your home by using motorized shades. Motorized shades can be set to automatically come down to keep the sunlight out, thereby keeping your home cooler. Another benefit of motorized shades is the added protection from ultraviolet rays fading your furniture and flooring. Fabrics can be selected in a variety of weaves and colors to match your décor.

**DIMMING YOUR LIGHTS
JUST 25% SAVES 20% IN
ENERGY AND EXTENDS
BULB LIFE.**



DIMMING THE LIGHTS	SAVES ELECTRICITY	AVERAGE BULB LIFE	AVERAGE SAVINGS IN 5 YEARS
10%	10%	3 YEARS	\$29 ⁰⁰
25%	20%	6 YEARS	\$49 ⁰⁰
35%	28%	10 YEARS	\$64 ⁰⁰

Numbers based on (4) 75 W bulbs, operating for 3 hours a day, at \$.10 per kilowatt-hour. Average dimmer cost is \$18.00 (1500 hour incandescent bulb at \$1.75 each or 3000 hour halogen bulb at \$3.35 each.)



ACCOLADES CS media's goal is to help the industry by contributing to continued education. Since the start of the year, our company has been working with the Custom Electronic Design & Installation Society (CEDIA) and the American Institute of Architects (AIA) to bring more training programs to Minneapolis. CS media President Mark Kurilla has been recently certified as a

Registered Outreach Instructor and is excited to begin teaching continuing education classes related to the industry. With Mark's passion for all things media, these classes will definitely be something to look into.

Congratulations and thank you to Mark.

SIMPLICITY by CSmedia



CS MEDIA'S REFERRAL PROGRAM

Want a free service call?

Tell your friends and neighbors about CS media. When they use us for home theater, audio distribution, lighting control or any of our other electronic solutions, you'll get free labor on your next service call.

HOME THEATER | LIGHTING CONTROL | HOME INTEGRATION | COMMUNICATIONS



6101 BAKER RD. SUITE 202
MINNETONKA, MN 55345