

SIMPLICITY

Presented to you by  CS media

DESIGN WITHOUT COMPROMISE

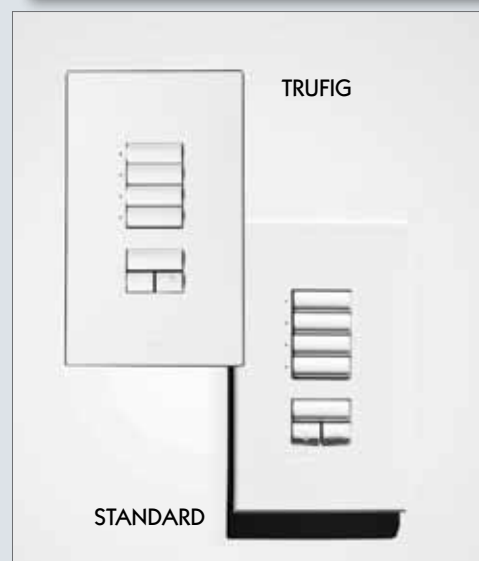
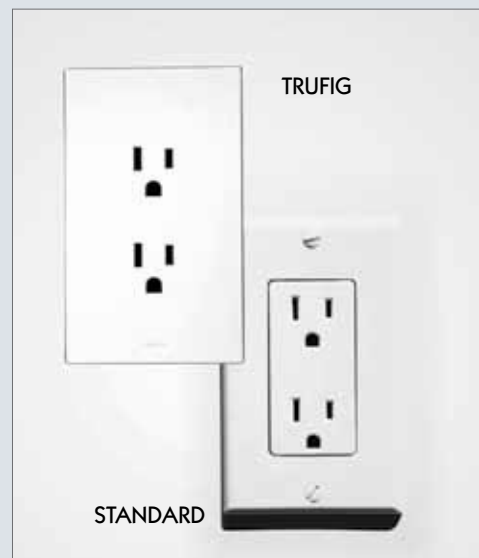
Imagine design that captures attention without catching the eye.

Imagine technology that seamlessly contributes to a room's lines, yet is so understated it's hesitant to interrupt. It craves inquiry, but only by whispering its presence. There are walls and ceilings spattered with functional essentials, making them appear mere after-thoughts. Then, there are rooms that embrace these very same features. Design with extras, not with distraction.

TRUFIG offers what few have before: The innate ability to contribute to brilliant architecture and genius design by taking away. Removing dated, protruding flanges and other traditional wall-mount necessities and replacing them with concave or flush fixtures force the products to bow out of the spotlight and allow the artistic excellence of the structure to grace center stage.

TRUFIG's capabilities run the spectrum from design to manufacturing, with full support at each step along the way. Whether embarking on a new project, making alterations to re-fit a current endeavor, or even starting anew, the TRUFIG approach can be integrated into any decor.

Make the obvious distinction not so obvious. To experience the entire TRUFIG portfolio, contact CS media today!



Join Us Today On
facebook
Become a Fan of Ours in the Month
of November & Be Entered
in a Drawing for a
FREE I-Pod!



ERIC'S VIEWPOINT

There's no getting around it: Electronics like TVs, computers, monitors, DVD players, radios and cell phones are items we use every day, and to some extent rely on for our jobs and social lives. Now, because of their overwhelming popularity as well as hazardous components

inside them, these products have the potential to cause extreme environmental damage. This type of waste is referred to as electronic waste, or e-waste.

CS media wants to be part of the solution when it comes to managing e-waste. We recently partnered with an electronic recycling company to help us dispose of unused and old, broken electronics. In our line of work, we're constantly asked what can be done with the old TV, stereo or speakers that we just replaced. If electronic gear can't be handed down to other family members for use in a college dorm or first-time apartment, these relics get demoted to the basement storeroom or hidden in a closet and forgotten. Or even worse, they get tossed into the garbage and destined for a landfill. This may have been acceptable in the past, but in today's green-conscience environment more people are becoming environmentally aware of the consequences of what we throw away.

Now your broken down or obsolete TVs, computers, etc., can be recycled to continue their lives as something other than a piece of electronics. While the average piece of electronics doesn't have a lot of recyclable parts, there are still bits and pieces that can be removed, and more important, material such as lead is eliminated from the waste stream where it can pose a problem both to the environment and to the safety of sanitation workers [in landfills].

Every little bit helps. With the popularity of plasma and LCD flat screens, HD TVs, Blu-ray DVD players, more powerful computers plus other yet-to-be-discovered electronics, literally tons of old equipment will be replaced in the near future. CS media can be your source for worry-free disposal of your electronic gear. We can even provide a Document of Recycling so you can rest assured that it is properly recycled and not shipped overseas for disposal, where safety and environmental concerns are lenient, or even nonexistent.

If you have unused electronics ready for disposal, please let us know. For only \$.40 a pound you can have your electronics recycled, and we accept all small electronics such as DVD players, VCRs, stereo receivers, speakers, even your old cathode ray tube (CRT) televisions. Depending on the weight, a DVD player would cost about \$3, while an old-school TV will cost around \$25 to recycle. We don't take large home appliances such as refrigerators or water heaters, but there are other companies that will take items like that off your hands.



CONGRATULATIONS ARE IN ORDER

Registered Outreach Instructor of the Year award goes to....Mark Kurilla!!! This year at the national CEDIA convention, Mark was honored with the Registered Outreach Instructor of the Year award. Congratulations Mark. A huge thank you goes out to all the builders, architects and interior designers who have welcomed Mark Kurilla's outreach classes into their schedule. New classes have been released for this year so please contact Chrissy for scheduling your next CEU-rated lunch and learn.

THE GIFT GIVING TIME OF YEAR IS HERE. WE CAN HELP!

- LCD Television
- On-Demand Movies
- Outdoor Speakers
- I-Pod Dock
- Blu-ray DVD Changer
- Universal Remote

3D IS COOL AGAIN!

September brings one of the highlights every year when CS media attends the CEDIA (Custom Electronics Dealers and Installers Association) convention and tradeshow. Each year we take the opportunity to attend a variety of classes offered by manufacturers and industry leaders on all subjects in the industry. We also meet with the engineering and technical staffs from our manufacturer partners as well as see all the current and future products coming to the market. CEDIA is where we learn about the future of the Home Entertainment industry and how it can help our customers.

This year, CEDIA was held in Atlanta, where we once again took in all the technologies that are likely to be released over the next 6-12 months.

All of the major television brands were demonstrating flat panel displays with the ability to show 3D material. In addition, several of the projector vendors were showing systems allowing 3D on large and very large screens.

You may have noticed the recent surge in 3D films being released at theaters. Some studios — Disney, for example — have even announced that all future films they produce will be available in 3D. The movie studios see 3D as a technology they can leverage to differentiate themselves from cable and satellite, and to that end the



electronics companies are working hard to bring that 3D experience home to your home theater or media room.

In our review of the various products and demonstrations, some of the most compelling 3D experiences were in gaming. Though the movie and television products have great potential, the video gaming industry is definitely taking

advantage of the experience 3D can provide, immersing players into evermore realistic experiences.

CS media stands ready to use these new and emerging product areas to provide our customers with the best entertainment experience possible.

WE HAVE GROWN

Jason Swenson

I'm originally from Billings, Montana, and came to Minnesota in 2000 after being recruited to the U of M for the decathlon. My original major was aerospace engineering (yes, I wanted to be a rocket scientist), but I swapped majors after thoroughly enjoying my requisite electrical engineering course. I'm only a few credits shy of a major in aerospace engineering, but I did earn a degree in electrical engineering. As for my track experience, I was ranked 11th in the nation in javelin during my career. I started in this business because I was training for NCAA's after graduating and needed a "temp" job. A friend of mine managed an audio video company, so I applied. I discovered I had an aptitude for programming Crestron (basically electrical engineering in programming form), and a new career took off. I'm currently power limited certified, Lutron lighting certified, Crestron Lighting certified, Crestron Basic, Intermediate certified, and will be going for full Crestron certification this September.



Mike Pedersen

With over a decade of experience in computer and network consulting, Mike holds certifications in Cisco networking and computer engineering, as well as over 8 years experience with live concert production. Mike has added fresh energy to our team of installers and we feel very lucky to have him on board.





MOVIE REVIEWS WITH MARTY & MARY



Who wouldn't like to watch a movie like this? Great scenery, hot bodies, even the rap community makes an appearance... best of all a minimal romance. This modern day treasure hunt will keep you entertained and laughing until the end. My favorite character of course is Jemma... "Will you teach me how to dive?" Come on she has it all, rich dad, a hot body, great clothes and the sweetness that make you adore her. Enjoy!



If you don't expect much from a Matthew McConaughey movie, then you won't be disappointed. The plot is predictable, the story is weak and the movie is too long. If you are forced to watch this movie, watch it on Blu-ray. The movie takes place off the shores of Florida where they are looking for sunken treasures of gold and the scenery is beautiful. Much of the movie takes place underwater and it looks and sounds really good. Spoiler alert: He finds the treasure and get's the girl. But you knew that going into the movie.

HOME THEATER | LIGHTING CONTROL | HOME INTEGRATION | COMMUNICATIONS



6101 BAKER ROAD SUITE 202
MINNETONKA, MN 55345