

SIMPLICITY

Presented to you by  CS media

TAKE IT OUTDOORS

From poolside and around the garden walkway, near the barbeque pit or on the deck, you can enjoy your favorite music in just about any corner of the backyard. All you need is a music source and a way to hide your outdoor speakers. That's where we can help. Outdoor speakers have become so unique they're practically invisible without sacrificing quality. Technology continues to become more aesthetically

pleasing every day, and we wanted to bring to your attention these high-quality speakers that will allow you to enjoy your music outdoors. Imagine having a speaker that looks

like part of your planter or trellis, or better yet part of your landscape lighting. The products are available and we want to share with you the great designs that are also pleasing to your eyes and ears. So as you're enjoying your patio, pool or even your front stoop, don't compromise your pleasure; take the music to where you'll enjoy it again and again.





MARK'S VIEWPOINT

When Sharing the Experience Benefits the Customer (Client)

Educational Opportunities Lead to Client Satisfaction

When CS Media was first conceived, we vowed to be a different kind of

custom installation company. Our goal was to be a company that stressed quality versus quantity, service versus sales, performance versus products. Of course the outcome of striving for these principles is sometimes happiness versus frustration. Still, over the years we came to realize the main component for our success was education: Education for our staff, for our clients and most importantly, for the other professionals with whom we work on a daily basis.

Discussions with architects, designers and contractors are often the only interaction a client has early in the design process. After speaking with many of our friends in the industry, we learned that clients had many questions up front on how electronic systems could be incorporated into their homes. We also learned that no one was in a

position to answer these questions. Since answering clients' questions came easy for us, we felt here was an opportunity for CS Media to be a qualified resource for the professionals in our industry. In time, when questions were asked, the architects, designers and contractors could provide definite answers quickly, clearly and effectively.

It was clear to us that we needed to be even more proactive. We became certified to provide continuing education to architects, designers and very soon, to Minnesota building contractors. This allows us to impart our knowledge to hundreds of people interested in expanding their understanding of the industry while they gained important credits toward their credentials. Just as important, we acquired important insight into the issues that arise among these professionals, which in turn will help our processes evolve.

The experience we have gained after conducting these educational events has been extremely beneficial for us, and by the responses from the attendees, for them as well. It has turned a design process — that at times was somewhat stressful — into a collaborative effort where all parties feel engaged. In the end, our clients benefit from an end product that is of very high quality by everyone's standards.



GOING GREEN!

CS Media Inc utilizes a local licensed recycling facility and can now offer recycling of your old, bad and obnoxious electronic gear. Simply let us know if you have any televisions, phones, tape decks, stereo receivers, VCR's, computers, printers, and/or monitors and we can assist you in getting those disposed of properly. We can provide "Document of Recycling" for each item upon request.

If you need more information, please call. We can be reached at 952-486-7345

MOVING THE NUMBERS:

LEARN HOW AMERICA'S LEADING COMPANIES
HAVE DRIVEN SUSTAINED PROFITABLE GROWTH
THROUGH ALIGNED MARKETING

In today's challenging market each and every opportunity counts. Come and hear some new ways to align your company and its brand so that you will continue to be successful and stand out to your customer. John Foley has worked with a number of organizations over the past 26 years, and now you have the opportunity to hear his message.



SEPTEMBER 23RD, 2009

CS MEDIA INC

7:15 BREAKFAST

8-9:00 PRESENTATION

PLEASE RSVP SPACE IS LIMITED.



John Foley CEO LEVEL

John Foley is the CEO and founder of LEVEL, a brand and reputation firm in the United States. LEVEL helps companies build and protect world-class brands and reputations.

John was also the founder of the full-service brand agency The Foley Group in Minneapolis. He has provided strategic brand planning since 1986 for such organizations as American Express, Blue Cross and Blue Shield, 3M, Coca-Cola USA, Cargill, Caterpillar, Dain Rauscher, Fair Isaac, Honeywell, Hazelden, KPMG, Lawson Software, Medtronic, Tiffany & Co., United Healthcare and the University of Minnesota.

In addition to consulting, John writes for numerous business and trade publications in the areas of brand and reputation. He's been a guest lecturer at the University of Minnesota, Carlson School of Business, Design Institute and St. Thomas University, and was keynote and practicum leader for the Reputation Institute and Conference Board.

John is the author of the groundbreaking book BalanceBrand, which explores why organizations must align corporate values with stakeholder values to build and protect strong brands and reputations. BalanceBrand was published by Jossey-Bass in 2006.

John has served on the boards of the Carlson Brand Enterprise at the University of Minnesota, the Design Institute and the Reputation Institute.



WHAT GOES 'ROUND COMES 'ROUND — AT 33 $\frac{1}{3}$ RPM

By Rainer Schulz

Part 2: Vinyl LPs — More Than Just Music

With modern technology and more sophisticated electronic equipment in play, the sound quality on today's LPs surpass that of vinyl of yesteryear. Old-school vinyl weighed in at 120 grams, whereas today's records are thicker and weigh an additional 60 grams.

To millions of rock 'n' rollers snapping up the LP releases from Aerosmith, Foghat, Grand Funk, Eagles, Beatles and Santana, buying an album was more — much more — than just the music. It was the extras packed with the LP that made bringing home a new LP an experience. How many dorm room walls were plastered with posters from Pink Floyd (Dark Side of the Moon), Chicago (II and Carnegie Hall), the Beatles ("White" Album) and Bob Dylan (Greatest Hits I)? Squeeze the top of the album down on the Faces' Ooh La La album and the top-hatted man opens and closes his mouth and rolls his eyes. Led Zeppelin's Physical Graffiti double-album cover is an elaborate die-cut to allow for interchanging

window illustrations in a NYC tenement building. Pull apart Neil Young's triple-sleeved Decade album cover to read introspective notes to each song written in his own distinct hand. The interactive, imaginative graphics, pull-out photos, posters, stickers and liner notes were an extension of the performer's creativity, another way to connect with the listener. And yes, even some new vinyl packages include extras never possible with CDs or downloaded music.

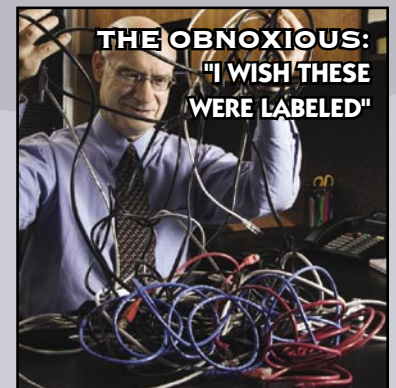
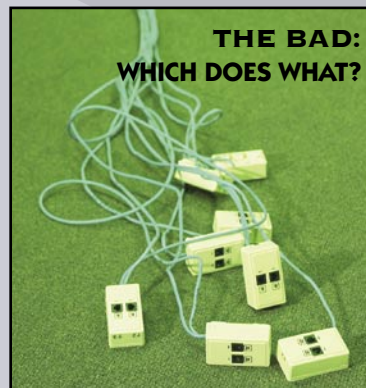
Then there's vinyl's unique smell when a new vinyl LP is first opened, the tactile pleasure of balancing the platter before finding the spindle and placing it on the turntable, the mandatory swipe of the groove brush, aligning the tonearm and stylus to drop directly to the intro rings, giving you just enough time to settle the dust cover before the band begins to play...

But I'll let you experience all that for yourself.



THE GOOD, THE BAD AND THE OBNOXIOUS

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



SIMPLICITY



LET'S TALK COMFORT & COVENIENCE

I know you've heard some of the buzz about the ways to rent or download movies without ever getting up from your couch. But do you know what kind of equipment is involved and if you're even set up to take advantage of this new convenience? Here's a quick summary of how this technology works: You'll need to connect a movie-ready device (a few examples of these are Vudu, Apple TV, or the Roku Netflix device) and your personal computer simultaneously to the Internet. Your computer should have an updated operating system and your Internet connection must be equipped with a router. You'll be able to access the internet through your television with your remote control. You simply search through television shows and movies to

download, submit your request, and after the show is downloaded to the device, you'll soon be watching it on your own television. If you have satellite or digital cable, odds are you already own a device that will allow you to take advantage of this convenient way to receive home entertainment. Take advantage of today's technology to make your life a little more effortless.



HOME THEATER | LIGHTING CONTROL | HOME INTEGRATION | COMMUNICATIONS



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