

SIMPLICITY

Presented to you by  CS media



BRINGING PEOPLE TOGETHER

How fun! An HD camera, the Cisco Umi, that simply plugs into your HD television and lets you make video calls to anyone with a Cisco Umi or to anyone on Google Talk, all from the comfort of your living room. Imagine sitting on your couch with a cup of coffee and looking that family member or friend in the eye while having a nice conversation!

This exciting new product is getting great reviews — and for good reason. The picture quality is remarkable; the person on the other end of the line moves fluidly and looks sharp and real, as if the person were in the same room. Two great features of the Umi are true optical zoom with tilt and a pan feature within the camera, allowing you to adjust how much the viewer sees

of your space. Though there isn't an external microphone, the audio quality is exceptional and does a great job of canceling background noise while bringing the voices to the foreground. The Cisco Umi is a great tool as well for small to mid-sized businesses. If you find yourself traveling across country

or even across town, the Umi can keep your productive by connecting you to the home office. You can even connect your clients to the key people back in the office for a high-tech conference call. Umi is much more advanced than the current PC-based applications. Do we have your interest yet? Want to know more? Ask us today!





ERIC'S VIEWPOINT

The Prius Effect

I don't own a Prius, nor do I plan on buying one in the near future. But the car stands as a good example for conserving energy. The Prius isn't as stylish as a Land Rover or as fast as a Corvette, but the one thing it does well is increase your awareness of energy consumption. You become more efficient just by driving the car. The car's dashboard display provides instant feedback on your quest to save gasoline. By displaying more or fewer green leaves on the dashboard display, the car turns saving energy into a game. It becomes a contest to see how many more green leaves you can get, and when one disappears you wonder what you did wrong to decrease your fuel efficiency. The Prius feature instantly personalizes saving gasoline and you become vested in conservation.

This "Prius Effect" can be carried over into your home (and you don't have to buy a new car). Energy management systems are becoming more mainstream and affordable, with devices made by TED (The Energy Detective) and Powerhouse Dynamics bringing the technology to the home. Just installing one of these devices in your home instantly makes you more aware of your energy usage. Once you see how leaving a light on or your computer running overnight is draining your budget, you'll take steps to change habits and reduce your energy consumption. Both of the aforementioned systems make gathering the

information very easy. You can access the information via a Google Power Meter website or even take a quick glance via an iPhone app. All of that information at your fingertips makes it easy to obsess about your consumption habits. You're going to

start questioning how much energy is wasted by leaving your cell phone charger plugged in all the time. Cell phone chargers, laptop power adapters and other "switched off" electronic appliances have become known as "vampire loads." The name is meant to scare you; they sneak up and suck energy. Even if your phone isn't charging, yet the charger is plugged into the wall, it's consuming electricity. Granted it's not that much, but if everyone in your house has one, it can certainly add up. Think about all the small appliances left plugged in at home, from iPod chargers to cordless trimmers to a PlayStation 3 on standby mode (but not items with essential features like digital clocks or hardwired smoke detectors). With an energy management system in your home, you'll be more aware of all the appliances sucking electricity, and you can take steps to reduce the amount of power going nowhere. Just being aware of your power consumption is a big first step.

SUDOKU CORNER

Complete the Sudoku puzzle so that each and every row, column, and region contains the numbers one through nine only once. The answers will be posted on our facebook page soon!

		9						
4	2	7		6			9	8
			2	9		3	7	
		5						3
	3	5	1	9	6			
	4					2		
	3	2		7	6			
8	5			3		7	2	4
						9		

DON'T FRET, SOMETHING NEW IS COMING... EXPLORING GOOGLE TV

So a new device is released that is supposed to revolutionize something about our lives. Are you skeptical? Do you wait in line, enduring the freezing cold just to purchase a device you know little about? Or do you play the waiting game, and let all of your friends be the guinea pigs? Well the next technological must-have, according to Google, has many asking these same questions. Google touts that "The coolest thing about Google TV is that we don't even know what the coolest thing about it will be." What is this "Google TV"? Well, I wasn't quite sure myself and have only heard rumors and speculation about possible features. Essentially, this concept of made-up features is what we like to refer to in the business as "Vapor Ware." I figured this would be a great way for us to discover a development that may have a major impact on how we watch media.

Understanding the Basics: The system is designed to work in conjunction with the cable or satellite system currently in your home. It has the ability to search and play movies and TV shows on your cable and satellite systems, Netflix account and on the web. The Google search engine (something we're all familiar with) incorporates its capabilities with your TV, providing the ability to

easily find media that is scattered all over the web on many different platforms. Please do not be confused; this is not a replacement for your television provider. It merely condenses all the many forms of media we receive and displays it neatly in one place on the TV. For example, all the



football fans out there who play fantasy will have a new way to keep track of their teams. The ability to have picture in picture (PIP) Web and TV on the same screen is a notable feature.

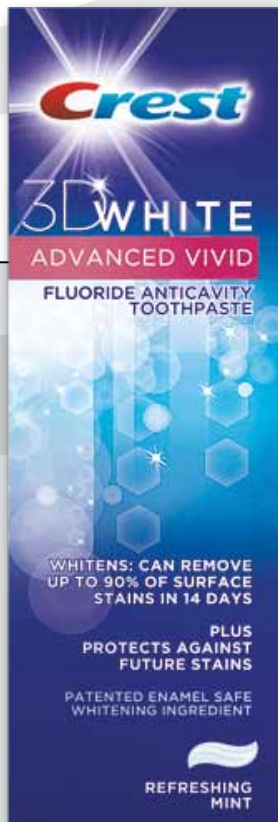
Something for the Techies:

Another cool feature that can save you is the remote control app. Do you have trouble keeping track of the remote? Well now you can use your Android device as a remote control. I know this isn't an earth-shattering

feature, but still neat. Just think of the other IP-based control system options with AMX and Crestron. Pick your poison: Google TV is only being offered on select Sony TV's, Logitech devices and Dish Network receivers. Earlier I mentioned the term "Vapor Ware." Some of the features that Google TV is advertising on the new system is not quite ready for the masses, yet. I think that with time and a growing support base, maybe we really don't even know

what the coolest thing about it will be.

For more information on Google TV, please visit google.com/tv



3D Toothpaste



3D Shaver

3D IS SO CLICHE

3D is hot right now and everyone is jumping on the bandwagon. Even things you never thought could be in 3D suddenly are being sold as 3D.



3D Commercials



3D Movie



3D Chalk



3D Salad Dressing

SIMPLICITY by CSmedia

OUR FAVORITE APPS FOR IPHONE AND IPAD

iPhone – If you have Direct TV and a Smartphone, this free app is a must-have. With this app you can browse for shows by title, by date and time, or by channel. The app is very fast, plus it allows you to record an individual show or set up a season pass. The best part is being able to set the show to record and have it waiting for you on your TV when you get back home.



iPad – We have chosen the Xfinity iPad app as one of our favorites. This app allows you to use your iPad to interface with your cable box. Use it for a TV guide to program your DVR, or as a remote to scan through the channels and either record or watch the show on TV! You can even invite friends to watch the show with you!



HOME THEATER | LIGHTING CONTROL | HOME INTEGRATION | COMMUNICATIONS



6101 BAKER ROAD SUITE 202
MINNETONKA, MN 55345