

Magnolia | Bringing inspiration to your space™

## MERGING OLD WORLD AND NEW

Integrating the latest technology into a historic home

## GOING BEYOND HIGH DEFINITION

Introducing Sony 4K Ultra HD TVs

## STANDING OUT AT MALL OF AMERICA®

How Intelligent Nutrients draws customers in



# PARTIES DON'T STICK TO ONE ROOM. NEITHER SHOULD YOUR MUSIC.

## SONOS



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“ALL UNDER ONE ROOF.” You’ve heard the saying, and when it comes to buying most things, you’ve come to expect it. When you go to buy a suit, for example, you’d never expect to have to buy the pants at one store, the jacket at another, the tie over here, and the shirt over there. It all comes together seamlessly, and coordinates perfectly because you get it in one location. Now let’s say you’re building a new home, remodeling a home, or just want to deck out your current home with the finest audio, video and home automation. While you’re at it, perhaps you want to update or remodel your kitchen with new appliances, then maybe remodel your bathrooms. Not only is this a lot more complicated than buying a suit, but when it comes to your home and buying items in the more premium category, service, quality and trust are paramount. It’s about the services as much as it is about the gear. But finding the right place to buy these items, without driving all over town, and coordinating all these disparate shops can be a huge hassle.

The solution: Magnolia Design Centers and Pacific Kitchen & Home. These two stores are located inside the newest Best Buy stores, and they’ll work with you to outfit your entire home with the finest home entertainment gear on the market. And by entertainment gear, I’m speaking of audio, video and home automation gear, as well as kitchen appliances like refrigerators, ranges, dishwashers and laundry, all from the finest brands, all with expert sales and service, and all under one roof.

## PREMIUM ENTERTAINMENT FOR YOUR ENTIRE HOME

### It starts with the brands

You’re not a player in the world of premium without the right brands. Those who expect the best are often loyal to specific brands. And because these brands are often the finest in the market, they can be very difficult to find. Cost, performance, design and build quality all contribute to this; so if you want high end, you often have to search to find it. And in the world of audio, video and appliances, many of the finest brands could once only be found in exclusive boutique shops. If your town didn’t have one of these exclusive dealers, you were left empty handed.

It’s this ability to get a superior level of selection and quality brands that separates Magnolia and Pacific Kitchen & Home from any other retailer. The fact that you can find both the audio and video side of this world, plus the appliances side, makes these stores both exclusive and yet somehow convenient.








### Step inside & feel the difference

It's safe to say that when you walk into a store that sells premium products, you're expecting something more; knowledge, comfort and impeccable service. So it is with the Magnolia Design Centers and Pacific Kitchen & Home. Together, these stores have expert, professional sales staffs that understand the products inside and out, and are trained to exceed your every expectation. Magnolia Design Centers also offer installation professionals and engineering for everything from the smallest to the most complicated projects. It's this ability to work with you, your builder and your architect to develop the ultimate home theater, kitchen, whole home audio system, or all of the above, that makes these stores the perfect one-stop shopping destination. And it all starts the second you step into these stores.

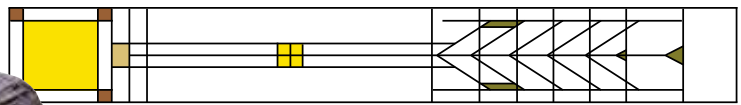
In many of the new Best Buy locations, the Magnolia Design Centers and Pacific Kitchen & Home are located right next to one another. When you walk into a Magnolia Design Center, you're stepping into a home-like setting, with a dedicated theater, family room and outdoor great room. Just steps away, you're invited into Pacific Kitchen & Home. Here, you'll find full kitchen vignettes complete with the finest appliances. Together, these environments allow you to dream of how these products might live in your own space. To touch, to feel, to experience—that's a major difference these stores offer, so when you get your products home, they're just how you expected them to be. And because they're all together, you're not left wondering, "does this work with that," or "how will this all come together?" It's like that suit and tie: because you're buying them both together, you're positive they'll work together.

### It's all about one thing—you

The term "all under one roof" can also have a bad connotation: too much stuff, not enough focus. Thankfully, even though Magnolia Design Centers and Pacific Kitchen & Home are inside Best Buy stores, the goal is to shrink the world that surrounds them into a uniquely focused world—yours. Once you're inside these stores, you're the focus; your project, your goals, your solutions. So whether your needs are the ultra premium, or more mainstream, these stores can meet any need and any budget. And because these stores offer solutions to both your audio and video needs as well as solutions for your kitchen and bath, you now have a single point of contact to outfit your entire home and complete the home entertainment solution of your dreams.

Ultimately, you get the best of both worlds; the strength of a company backed by a multi-billion dollar corporation, with the ability to hone their focus onto one thing—you. It's this combination that separates Magnolia Design Centers and Pacific Kitchen & Home from anywhere else you can shop. In the end, you're left with a project you're not only proud of, but confident that it will be backed for years to come with premium services. So the next time you're ready to deck out a new house, do a remodel, or just want to put in the ultimate audio, video, home automation or kitchen, there's really only one place to go to get all your needs taken care of, all under one roof. 





THE WORLD WAS A DIFFERENT PLACE IN THE EARLY 20TH CENTURY. There was no such thing as social networking, fast food or TMZ. Getting most things instantly didn't exist. Hard work, pride in labor and quality craftsmanship were king, and nowhere was this more evident than in the prairie style homes of the time. So when Mr. and Mrs. Royall, huge enthusiasts of this era, first laid eyes on this historic 1905 home, they knew they had to have it. Instead of renovating it to suit today's high-speed world, they chose to restore it to its original look, feel and style. But they did more than just bring the structure back to its historical roots, they brought nearly every aspect of the house back to its original 1905 glory, integrating this craftsmanship, style and design into the furniture, the lights and even the accessories. And when it came time for the family to integrate their other passion, music, into the home, they partnered with Magnolia to bring these same attributes to their new home entertainment system as well.



# MERGING OLD WORLD & NEW PRAIRIE STYLE

INTEGRATING TECHNOLOGY INTO 1905





### Going back in time

If restoring a 100-year-old house wasn't daunting enough, the Royalls were also putting on an addition that would double the size of the home. Aiming to keep this addition as historically accurate as the rest of the house, they wanted to match the original structure as closely as possible. "We took those front couple of rooms that were original to the house and used them as a template for everything else—including how the woodwork was done, the texture of the plaster walls... everything. So you see the same kind of beams, crown molding and woodwork throughout the house," Sean explained.

Furnishing the house to that specific era was equally important. "Once I learned that antiques from that period were still available and you could use them in your home, I became passionate about collecting them. Much of our furniture dates from 1900 to 1910. I look for practical antiques that you can live with and have around your home, and our house is full of that today, including the pottery, many of the lamps, the light fixtures and a lot of the furniture. But we also have a number of antique reproductions."

With the expansion of the house, finding antiques to fit into every room would be nearly impossible, so Sean used his creative side to design historically accurate period reproductions. "I did research to come up with the designs, then refined them working with

various craftsmen," Sean explained. This collaboration of design and craftsmanship can be seen throughout the house, from the dining room table to nearly every light fixture.

### Bring in the music

When incorporating electronics into this home, collaboration with Magnolia was also key. And like everything else in the house, it was a process. "When I began to work with Magnolia, it wasn't one of these things where I walked in one day and said 'let's do it.' I really wanted to get educated," Sean explained. "So I spent time talking through what kind of systems were available and how they would work."

"When we started working with the home owners, we first walked the house," explained Justin Talbott, General Manager of the Park Lane Magnolia Design Center. "We asked about the home and they went into detail about every part of the house. Everything had to be correct to that era. That's when we said, 'Hey, if you're this picky about these things, we need to be just as picky matching you with some of the best audio and video equipment that will be incorporated into your home, and not devalue the hard work you've already put into it.'"

With a passion to keep with the look and feel that had been established in the home, the electronics that were chosen also needed to have a sense of craftsmanship and design. "I felt having speakers in the



MAGNOLIA NEEDED TO BE AS METICULOUS IN THEIR PROCESSES AS THE ROYALLS HAD BEEN IN THEIR

ceiling was at odds with the style of this historic house," explained Sean. "I didn't want to see speakers in the ceiling and I certainly didn't want to see control pads on the walls. We were looking for high-end, high-quality components, and we wanted them to show the same kind of attention to craftsmanship that this house represents."

"They clearly appreciate handmade quality items, hand crafted items, the artisanship that goes into it," added Justin. "So that's when we started talking about brands like Runco and McIntosh. They loved their story and how they could incorporate them into the narrative of this house."

Not wanting televisions that would jump out and clash with the established style of the house made Runco a perfect choice. Not only does the black and bronze finish of these TVs fit nicely within the space, but they are also items from a smaller producer that values craftsmanship.

When it came to the audio, it was more than just about having sound in the rooms; the speakers and other components needed to fit this idea of being handcrafted. "For me, it was about finding a speaker that showed the same kind of attention to craftsmanship that the rest



The main family room outfitted with a Runco LCD TV, two Monitor Audio Platinum 200 speakers, a Monitor Audio Platinum subwoofer placed in the back of the room, and a custom fit rack with McIntosh components.

**Above:** The billiards room with its dual Monitor Audio Platinum 200 speakers. These speakers were chosen to perfectly match the wood detailing throughout the house.





"WE WERE LOOKING FOR HIGH-END, HIGH-QUALITY COMPONENTS, AND WE WANTED THEM TO SHOW THE SAME KIND OF ATTENTION TO CRAFTSMANSHIP THAT THIS HOUSE REPRESENTS."—Sean Royall

**Above:** The dining room with two Monitor Audio Platinum speakers. Each speaker connects to the main rack in the pantry by audio cables that run below the house.

of the house represents. Part of that was the choice of wood tones, while another part was the handmade nature of things. Many of the things inside of our house are made by hand, so I really appreciated McIntosh components, because they are made by hand and are highly reflective of this craftsmanship mentality. They are the best of their class, and for those who truly appreciate something made by hand and not by a major assembly line operation, the McIntosh brand represents that."

Like most items in this house, the choice of these speakers wasn't a quick decision. "We went through all the wood finish formats of Bowers & Wilkins, then Sonus faber, but no woods matched," explains Matt Roberts, System Designer at Magnolia. "So we looked at Monitor Audio, went through all their wood samples, and chose the ebony, which matched perfectly with the other wood tones in the house."

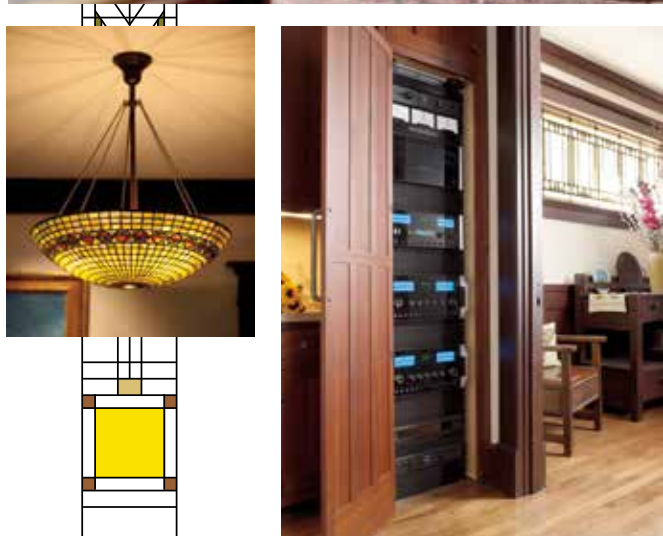
"But it wasn't just the color that needed to be perfect," added Justin. "The size profile needed to be just right, too. We wanted something that would control the room, because of how big the air space is in here, but which also wouldn't visually dominate the space. We had originally looked at the Monitor Audio 300s, but they were too big."

Speaking about the dining room, Justin continued, "With the table and all these pieces made specifically for this room, we didn't want to take away from the original feel, so we looked for a speaker with a traditional look in the right color. They needed to be the right size to be heard and not necessarily seen, but when you did see them, you would see gorgeous, fantastic speakers."

In the end, Monitor Audio Platinum 200s were chosen for the family room, billiards room, master bedroom and dining room, because of their size, shape and integration into the space. In the main room just off the foyer, they chose Monitor Audio Platinum 100s. This allowed the owners to be able to take these speakers off their stands and hide them when they wanted to show off the historical accuracy of the room.







**Top:** The master bedroom with its Runco LCD TV, and Monitor Audio Platinum speakers.

**Middle:** The Royall's custom-built cabinet with McIntosh components.

**Bottom:** The main rack for all the speakers in the dining room, billiards room and front sitting area—all powered by McIntosh components with three Sonos Connects.

## Getting things just right

When you're in a home that's been designed and built with precise detail, nothing is left to chance. To meet this desire, Magnolia needed to be as meticulous in their processes as the Royalls had been in theirs. To live up to this challenge, Magnolia teamed with audio vendors as well as the home owners' craftsmen to integrate this new audio equipment. "We worked diligently with McIntosh to find the right gear," Justin explains. "We had a dozen mock-up racks that we worked with to fit the pieces with the right speakers, and to provide them with the right functionality and power."


"For the family room, we went to the Royalls' cabinet maker and looked at the builder's plans so we could extend the cabinet into the wall and make the components fit," Justin continued. "We actually had them cut the back of the cabinet so the amp could slide into the wall cavity; this allowed the cabinet doors to close properly. Our engineering team then added fans to keep the equipment cool."

"In the master bedroom we ended up cutting the back of the custom-built cabinet, which was not an easy decision, especially for the home owners," Justin added, "but it was the only way we could make the gear fit."

Because the speaker cables weren't running to outlets in the walls, Magnolia dedicated an entire day to speaker delivery, ensuring they were placed perfectly. To keep the rooms as true to the home's era as possible, the speaker cables ran under the house. Perfect grommets were drilled into the hardwood floor with the speakers placed just above them, leaving no sign of cables or wires. This large task had the installation crew crawling under the floors of this historic home to attach the cables.

In the family room, Justin explains how even the placement of the subwoofer was well thought out. "Originally they wanted the sub in the front of the room, and we said, 'We've been so meticulous throughout the house, the last thing we want to do is put a subwoofer randomly in a corner somewhere. In this four-story home, we ran a sub cable down two flights to the back of the room to hide the sub on the back wall.' Every decision, every detail, was a group effort to ensure the perfect result.

## What's next

With plans to finish the basement with a theater-style room, perfect for kicking back and relaxing, the Royalls plan to work with Magnolia again. "We want the basement to be a place where everyone can relax and not fear that they're going to break something or put a water stain on some antique wood finish," Sean says with a smile. So, even though this room may not be in keeping with the 1905 look, it will certainly keep with the 1905 mentality of spending time together with family, and enjoying the simpler things in life. And as the clock keeps ticking, one thing is certain; the Royalls will continue to strive to keep their home 1905-accurate, and Magnolia will continue to offer them the kind of service one might expect from a period craftsman. 



# WORKING WITH MAGNOLIA, 1905 SERVICE IN 2013

"It's been a great experience working with Magnolia—from start to finish. Every one of the Magnolia employees that's come over has been a pleasure to have in the house in terms of how respectful they are, how responsive they are and how knowledgeable they are about what they're doing. They came over, they looked at the house, and they appreciated the scope of the project and what we were trying to do. Justin assured me early on that their approach would be to completely have our back on this project—that's the wording he used. If we were going to commit and move forward with them, they were going to commit and do everything possible to take care of us."

"And they've been helpful in making design decisions in terms of where to place speakers and exactly what components to use and what approach to take—these weren't easy decisions, they were very helpful in working through those issues with us."

"It's a big project and a lot of things are going to get tweaked over time, but we never had to worry about getting charged for the various visits to our house—and there have been many of them. It's all part of the price and the scope of the project, which we've really appreciated."

**Sean Royall**

**The Magnolia Crew:** Lawrence Polski, Custom Programmer; Justin Talbott, General Manager; Matt Roberts, System Designer; Visal Patel, System Designer; Brandon Fields, Project Manager; James Scott, Installer





# SEE IT. BELIEVE IT.

Introducing Sony's  
4K Ultra HD TVs

Recently, Magnolia caught up with the President & COO of Sony Electronics, Inc., Phil Molyneux, to discuss their latest innovation in TV technology, 4K Ultra HD TVs, and Sony's leading position in this new market. While we think that only seeing this new TV in person can truly make you believe in its powerful presence, our recent conversation with Sony helps paint a clear picture of this revolutionary experience in home entertainment.



President and COO of Sony Electronics  
**Phil Molyneux**

This is more than just the next step of where TVs are going, it's really more like a huge leap. Because when you check out one of these Sony 4K Ultra HD TVs, you'll see just how dramatic four times the resolution really is: "When people ask 'What does it look like?' I say it's like a window you're looking through, but you're deciding what you want to see in that window," explained Mr. Molyneux.

## See the difference with Sony 4K Ultra HD TVs

Sony has truly raised the bar on picture quality, now offering a TV that boasts four times more resolution than Full HD. Not only does Sony's 4K technology offer an eye-catching 'revolution in resolution,' but Sony has packed over 8 million pixels onto an absurdly large screen. The first 4K model on the market offers 84" of real estate as your new visual playing field.

Many Magnolia Design Centers feature this 84" 4K Ultra HD TV, and if you've had the opportunity to take a look at one of these generously proportioned beauties, then you know just how clear the images have become. It's like you didn't realize how much detail ordinary TVs—even HDTVs—were missing. You can count the hairs on an actor's head or enumerate the shingles on the roof of a house that's in the background.

## Forward-thinking technology

Surprisingly, 4K technology has been in the works for over half a decade at Sony with roots in the world of cinema.

In 2007, Sony began exploring this technology, working with major cinemas who wanted a new projector that could provide a brighter picture on larger screens to accommodate 3D content. Sony provided that solution, and then went one step further by engineering a projector that was equipped with 4K capabilities. "At the time, we already had our eye on the future. We wanted Sony to be the one to bring 4K to market," said Mr. Molyneux.

This forward-thinking set the stage for even more 4K firsts from the company. In 2011, Sony launched the world's first true native 4K camera, the F65, a milestone that allowed content creators to begin capturing native 4K content. And in September of that same year,





A 16GB Xperia™ Tablet S is included with Sony's 84" 4K Ultra HD TV.

at the CEDIA show, Sony introduced the next thrilling experience: The world's first 4K home projector.

These first-to-market innovations have made Sony the forerunner of this technology, lending them a strategic position in making the magic of 4K content real. Sony offers what they call a 'lens to the living room' or 'scene to screen' advantage, which means Sony cameras capture content which is carried through to consumers, who now can enjoy that content in the comfort of their own living room. Simply said, only Sony is building content from the ground up and delivering it to the consumer.

As Mr. Molyneux put it: "Sony is the only company in the world that provides an in-home, true native 4K content TV experience. We have the movies, the post-production and the re-mastering capabilities, and we have the engineering resources as well to put this solution together. And only Sony is doing this because only Sony can do this."

#### Why 4K now?

You might be saying, 'Why would I buy a 4K TV now when I've heard there's no 4K content?' For Sony, it's just not true. It's not that 4K content is "coming soon," rather, 4K content is available in home theaters now for owners of the 84" 4K

Ultra HD TV; and only Sony can provide this content by drawing on their proprietary sources. For example, after working closely with Sony Pictures Entertainment, Sony re-mastered 10 movies, including *The Amazing Spider-Man™*, into 4K resolution.

Furthermore, Sony informed us: "We are uniquely positioned in the marketplace to leverage our complete assets, including Sony Pictures Entertainment assets. We will bring into fruition a download service later this year where there will be a catalog of native 4K content for our consumers to enjoy." What's more, Sony will release new content as it's created with this exclusive download service.

Still another amazing benefit to Sony's line of \*4K Ultra HD TVs is the upscaling ability. Sony's 4K Ultra HD TVs will upscale to near-4K any video source that comes into the TV. This means that approximately 7000 Blu-ray titles available right now can be coupled with their 4K TVs' upscaling ability for a truly immersive experience. But it's not just Blu-ray discs. In fact, all your content can be upscaled to near-4K quality; it doesn't matter whether you're enjoying broadcast programs or streaming from the Internet, because the TVs are connectable as well.

## SONY'S 4K ULTRA HD TVS WILL UPSCALE TO NEAR-4K ANY VIDEO SOURCE THAT COMES INTO THE TV

So, 'Why buy 4K now?' Because you aren't just getting a TV; you're getting a complete experience that's different than anything else out there: "Consumers who buy the 84" TV also get the complete 4K Ultra HD experience with the 4K Ultra HD Video Player that comes with the TV. This player is overlaid with a user interface, and together with the Sony 16GB Xperia™ Tablet, offers the first in-home, true native 4K content TV experience in the world," explained Mr. Molyneux.

#### Beyond the big screen

Sony's 4K TVs—the 84", 65" and 55" models—offer more than a brilliant picture on a giant screen. These TVs offer all the incredible capabilities you've come to expect from the finest TVs available today.

To start, these 4K Ultra HD TVs are Internet-enabled, 3D capable and come with Sony's TRILUMINOS display technology that lets viewers enjoy deeper reds, more vibrant greens, and an overall intense experience that's both realistic and nearly unbelievable, all at once.


And for gamers, Sony's 4K HD TVs feature patented technology, too. The big screens and hyper-real resolution complement yet another dramatic capability: Dual-screen gaming with no split. Now you don't have to share the screen and be distracted by another player's game. With light, easy-to-wear glasses (that don't require batteries), SimulView™ lets two players enjoy gaming at the same time—with no split screen. (For more on this technology, please read our story in *M* Magazine issue 10.)

Another important key to touch upon is the mind-blowing sound. All of Sony's 4K TV models include powerful, front-facing speakers with incredible cinematic sound. Integrated into the front bezel, the design shows off the TVs' beauty and brains: "Rather than bouncing the sound off the wall or bouncing it into the ground, the speakers are pointing directly at you making use of unique Magnetic Fluid Speaker Technology," explained Mr. Molyneux. "Sony is the only company to currently use this technology. It gives you a much better dynamic audio range and surround sound effect from very small speakers, which is another key benefit to our offering."

#### 'Better than real life'

According to System Designer Rob Dutton, Sony's 4K TV, grandly positioned on its own unique space in the Magnolia Design Center in Richfield, Minnesota, drives foot traffic like nothing else: "It's the next big thing. On any given day, on average, we give 17 to 20 4K demos for people who have come in specifically to check out the TV."

Not surprisingly, it seems the final word on Sony's 4K Ultra HD TVs comes from anyone who's had the chance to see these TVs in person. As it turns out, Rob also echoes the words of Sony—and of everyone at Magnolia who's checked out this 84" solution. In Rob's words, "To me, it looks better than real life."

To experience the next big thing in TV, visit your nearest Magnolia—where seeing is believing. 



BOWERS & WILKINS AND MASERATI

# An Impeccable Combination of Car and Audio Precision

When I was a young boy, two things cluttered my bedroom walls: posters of sports cars, and posters of my favorite bands. My dreams rotated between being the lead guitarist of one of these heavy metal hair bands, and driving 150 miles per hour through the countryside in one of these impeccable four-wheeled beauties.

The sound of a Maserati engine has seven distinct musical notes. So could the engine also be a musical instrument? To find out, B&W brought together the car, a legendary music producer, and Abbey Road Studios. The result, two original pieces of music, each featuring the notes of the Maserati engine.

Bowers & Wilkins and Maserati have one big thing in common: a total, uncompromising commitment to engineering excellence and technological innovation.





### Combining a love of cars & a love of music

My love of cars comes from my Dad, a huge car nut who owned a 1965 Mustang convertible until the day I was born (boy number 3, and no room for a sports car). He could hear a V8 engine from a mile away, and would always hush my brothers and I as one rumbled by. I quickly grew to appreciate the intoxicating sound from those cars as much as I appreciated the sound from those bands whose posters filled my bedroom walls.

So when I heard Bowers & Wilkins was teaming up with Maserati to outfit their new Quattroporte, I thought, "this is going to be sweet." A car so refined that it requires an equally awe-inspiring sound system. And so these two amazing brands came together. Maserati, an Italian manufacturer of iconic sports cars, and Bowers & Wilkins, a British maker of high-end audio products. Two very different companies in many respects, but two companies with one big thing in common: a total, uncompromising commitment to engineering excellence and technological innovation.

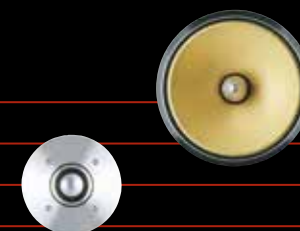
### 530 horsepower, 1280-watt sound system

Behind the trident marque of the Maserati Quattroporte lies the full-blooded roar of its V8 engine—delivering the infamous seven notes that all Maserati automobiles are known for. Now, thanks to a combination of careful speaker placement and fine-tuning, the Quattroporte's audio system produces an in-car acoustic experience that's just as rich and exciting.

Like all features of a Maserati, or a Bowers & Wilkins


speaker, the system inside the Quattroporte was anything but an afterthought. This system raises the bar for acoustic detail and clarity in a Maserati, or any car for that matter. These speakers have been tuned to perfection by the same engineers who were responsible for Bowers & Wilkins' flagship 800 Series—speakers used by Abbey Road Studios in London. Fifteen speaker units have been built into the cabin of the Quattroporte's internal architecture, strategically placed to ensure the best possible acoustics. The system's architecture and advanced digital features produce truly immersive surround sound, offering perfect acoustics for every seat in the cabin.

And just like the materials used throughout the design and build of every Maserati, the speakers inside the Quattroporte integrate the finest materials Bowers & Wilkins has to offer. These materials include Kevlar, which delivers a cleaner sound to a wider group of listeners. The aluminum tweeters capture the subtleties of music, such as the delicate brush strokes across the surface of a cymbal, with amazing accuracy. And finally, the system incorporates Rohacell—a stiff, highly resilient material often used in the construction of rockets and aircraft. In the Quattroporte, Rohacell forms the structural heart of the audio system's bass drivers, delivering unshakable, rock-solid bass throughout the car. Together, these materials not only make up the amazing sound you get from Bowers & Wilkins floorstanding speakers, they combine to give you the ultimate car audio experience, an experience few are lucky enough to enjoy in their home, much less their car.



### Precision, performance, design, love

For those who truly love exceptional audio, you'll find it in the Quattroporte. Not only is it a spectacle of automobile precision, it's also a rolling example of the uncompromising nature of every Bowers & Wilkins speaker. That's why you don't need to drive the Quattroporte to appreciate its amazing sound system. In fact, you only need to walk into your nearest Magnolia to test drive the impeccable sound that can only be found in Bowers & Wilkins speakers. Precision, performance and a unique focus on every detail can be felt by simply pushing "play." And while we can't offer the feeling of 530 horses pushing your heart rate to its max, we can offer you an adrenaline rush your ears, heart and soul won't soon forget.

So tonight, as I lay my head down to dream the dreams of my youth, that dream won't be of some permed-out rock star or some two-door red coupe. No, tonight I'll be dreaming of a four-door luxury rocket, decked out with a sound system so sweet that it would make even a car fanatic like my Dad stop thinking about the car for a few seconds, and instead take in that perfect Bowers & Wilkins sound. 

Not only is the Quattroporte a spectacle of automobile precision, it's also a rolling example of the uncompromising nature of every Bowers & Wilkins speaker.



Inside the cabin of the Quattroporte, you'll find fifteen speaker units that have been strategically placed to ensure the best possible acoustics.



# STANDING OUT IN MALL OF AMERICA®



**Above:** The entrance to Intelligent Nutrients with its dual 46" commercial grade Samsung TVs that help tell the brand's story.

**Right:** Inside the store looking out to the mall. Matching Samsung TVs hang from a single mount from the ceiling.



In the Twin Cities suburb of Bloomington is the largest shopping mall in the United States, aptly named, Mall of America. Over 400 storefronts scream for your attention in a sea of signs, lights, products and videos. And if that weren't enough, there's a full sized amusement park in the center of the mall with games, rides and enough fun to last more than a few afternoons. So how do you stand out in this crowd of excitement? How do you get your store noticed? How do you present a new store concept to thousands of patrons that pass by each day? For Intelligent Nutrients, the answer came when they sat down with Magnolia, who designed, installed and brought Intelligent Nutrients to life in this giant of giant shopping malls.

## New store, new ideas

Intelligent Nutrients is a product line by Horst Rechelbacher, founder of the Aveda Corporation. It's his next venture into the world of organic health and skin care products. The store not only sells beauty products, but products that use scents to help energize lives with a sense of health, beauty, focus and all-around well being. "Horst has always believed in aroma therapy, how aromas not only change the energy in your body but also your moods and your memories," explains Deborah Otten, National Salon Sales Manager for Intelligent Nutrients.





IN  
CERTIFIED ORGANIC  
**SKIN CARE**  
RADIANT. BIOACTIVE. ADVANCED SCIENCE.

IN  
CERTIFIED ORGANIC  
**NUTRACEUTICALS**  
NUTRIENT-RICH. TARGETED. EFFECTIVE.

The store itself consists of two areas: the main retail side that sells the Intelligent Nutrients line of products, and a small, two-chair studio salon in back that is referred to as an experience center. The store's design is simple and elegant, smart and sophisticated, warm and welcoming. So the electronics in this store also needed to have these characteristics, while delivering the message of what Intelligent Nutrients is all about.

"They wanted displays to bring people into the store," explained Cory Hollies, Magnolia System Designer for the project. "They wanted something that was going to stand out in this bright environment, so that's how we ended up with panels in the windows."

"Magnolia did some work for Horst on a personal level," Deborah explains. "So when he decided to open this store, he brought in Magnolia. The goal was to make an impact at Mall of America and that's exactly what we're doing; we're telling our story on monitors at the front of the store to draw people in."

"Horst wanted something that wasn't too intrusive, because it's not a tech store; it's for beauty, so he wanted solutions that were more aesthetically pleasing, like the single pole coming from the ceiling, and everything hidden within it," Corey explains. "So we used a lot of special order products, like Chief brackets, to custom fit the poles into the space, and make it all clean." Each dual-sided mount holds two 46" commercial grade Samsung TVs, one that faces shoppers in the mall, the other that faces those in the store. These TVs were chosen



"THE GOAL WAS TO MAKE AN  
IMPACT AT MALL OF AMERICA  
AND THAT'S EXACTLY WHAT WE'RE DOING."

Deborah Otten


because of their ultra-thin design, in keeping with the sleek, clean look of the store. On the screens, Intelligent Nutrients offers customers insight into who they are, what they offer and how they are different, with signage that can be changed using an Avid digital signage streamer. This allows Intelligent Nutrients to access the screens and change the content remotely from their headquarters in Minneapolis.

**The right sights, sounds & smells = happy feelings & happy customers**

Intelligent Nutrients focuses on the sense of smell to create elevated feelings of health, love and harmony. Sounds also contribute greatly to this mood, so having the right audio was critically important to the ambiance of the store. "You must have wonderful sound wherever you are when doing business in the retail center or in the hair salon" explains Deborah. "And we have that."

To create the proper audio experience, Magnolia installed Sonance in-ceiling speakers powered by two Sonos players—one player for the retail side of the store, the other for the salon in back. This allows employees to control the shop's audio, and give it the proper audio

mood, by choosing music from their own playlists, or from Internet radio stations.

In the end, it's all about creating a holistic feel, where every aspect comes together as one. The electronics had to fit the sense and mood of the store as well, with visuals and audio that added to the look and feel. Together, Magnolia and Intelligent Nutrients created an inviting space whose store environment is as appealing to all the senses as the products and services sold within. "It's fun to be in the store and have people stop, watch the monitors, then come in. They want a tour or want to know what we're about. It really has been a great first footprint for us," says Deborah with a smile. And if you can make a footprint in Mall of America, you can make a footprint anywhere. 

**Above Left:** The Sonos app that controls the Sonos players hidden in the back room.

**Middle:** Sonance in-ceiling speakers—with its round shape to match the lighting.

**Right:** Magnolia System Designer Cory Hollies with Deborah Otten: National Salon Sales Manager for Intelligent Nutrients.



# SONOS PLAYBAR

the soundbar that streams  
all the music on earth

The word “and” is one of the most powerful words in the English language. It takes things that are great, and makes them even greater. So it is with the Sonos Playbar. If it were just a soundbar, it would be one of the finest on the market. If it were just a Sonos player, it would be Sonos’ biggest, most robust system to date. But the fact that it’s both a soundbar and a Sonos player makes the Playbar the wireless HiFi system that’s sure to rock the TV room of anyone who truly loves great audio.

## UNDER THE HOOD

Behind its refined, simple design, Playbar is a beast, incorporating 9 speaker drivers—6 midwoofers and 3 tweeters—each driven by a Class D amplifier. “It’s the most powerful player we’ve built to date,” explains Scott Fink, Product Manager at Sonos. “It includes Sonos software intelligence to create a phased speaker array, so it creates a wide soundstage, wider than the physical dimensions of the bar itself. So you can really get immersed with TV and music.”

And while the Playbar is truly amazing on its own, one of its great features is how easy it is to turn it into a 5.1 system. For example: say it’s movie night and you want surround sound for that blockbuster action thriller. All you need to do is add additional Sonos players. And they don’t need to be dedicated to that room. You can bring in your Play:3 from the bedroom, plus one from your kitchen, and use them as the rear speakers. Because they’re wireless, it’s as simple as plugging them into an outlet for power and placing them in the back of the room. Then add the award winning Sonos Sub and you have a perfect 5.1 surround sound system; it’s that easy.



## THE SOUNDBAR INSIDE THE PLAYBAR

Disappointed with how music was being brought to the living room and other rooms with a TV, Sonos set out to make a change. “Playbar was born out of our mission to fill every home with music,” explains Scott. “We wanted the simplest way to bring music to the living room and also make the TV sound amazing at the same time.” And while amazing sound drives the Playbar, it is simplicity that drives all the added features within this amazing system.


To start, setup is a snap. It has two cords: one you plug into your TV, the other into an outlet for power, that’s it. Now, no matter what you play through your TV, it plays through the Playbar, whether that’s TV, movies from a Blu-ray player, video games, TiVo, whatever. And controlling it is simple, too. “We wanted to create a speaker that anyone in the house can use,” Scott explains. “So during setup, Playbar learns your existing TV remote, so you can use the same remote you use to control your TV—whether that’s a TV remote, cable box remote or a universal remote. Or, like all Sonos products, you can download the free Sonos Controller Apps and control the Playbar with your smartphone or tablet.”

Additionally, Playbar offers several other features few other soundbars can match. To start, it offers speech enhancement. When content is mixed where the dialog is difficult to hear, it brings out the dialog so you can hear it more clearly. It also offers night sound, for those evenings when you want to watch a movie but don’t want to

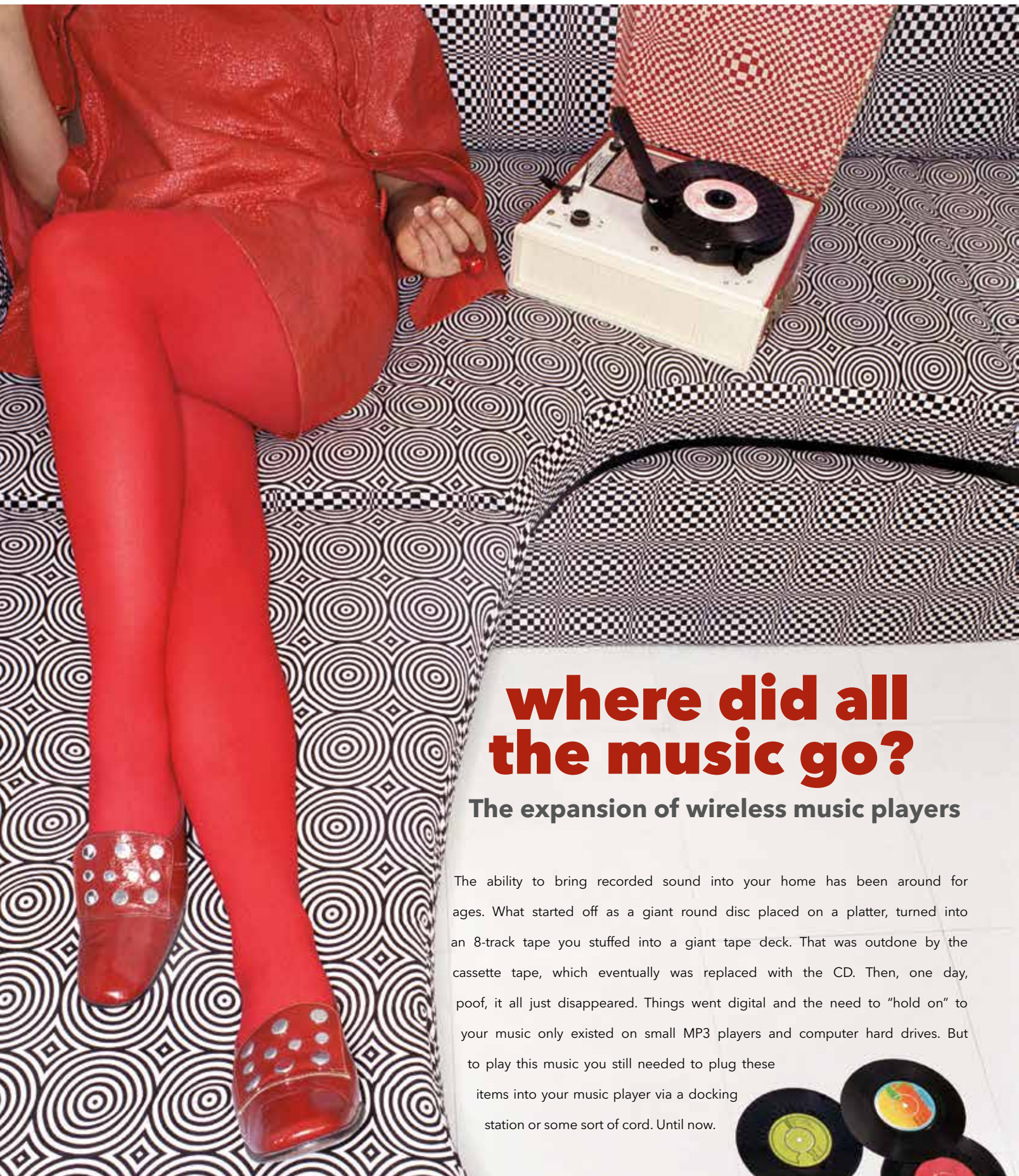
wake the kids. Night sound uses dynamic range compression—which lowers high volume sound while raising low volume sound, boosting overall clarity when watching TV at lower volumes. And whether you mount the Playbar on your wall or place it on your TV cabinet, it makes all the necessary acoustic adjustments on its own, so it always sounds its best. Truly a smart speaker for your smart TV.

Finally, you get an integrated IR repeater. When most soundbars are placed in front of a TV, they end up blocking the IR receiver, so you have to do gymnastics just to get the TV to recognize the remote. But with Playbar, it reads the remote’s signal from the front of the unit and passes it straight through to the back of the system so the TV automatically reads the signal—a simple addition that makes a big difference when trying to control your TV.

## THE INTERSECTION OF SIMPLICITY AND SOUND

The Sonos Playbar is the ultimate “and” machine. Great sound, simple design and ease of use. It’s an incredible soundbar and the biggest Sonos player to date. As Scott Fink told us, “It’s a reinvention of home theater, where amazing sound for your TV and all the music on earth come together in a radically simple way.” It’s this combination of simplicity, functionality and unbelievable sound that makes the Playbar the perfect player for every music lover, in every room where you want incredible sound for your TV, and incredible music when that TV is off. 





# where did all the music go?

## The expansion of wireless music players

The ability to bring recorded sound into your home has been around for ages. What started off as a giant round disc placed on a platter, turned into an 8-track tape you stuffed into a giant tape deck. That was outdone by the cassette tape, which eventually was replaced with the CD. Then, one day, poof, it all just disappeared. Things went digital and the need to “hold on” to your music only existed on small MP3 players and computer hard drives. But to play this music you still needed to plug these items into your music player via a docking station or some sort of cord. Until now.



### Enter the digital age

Today, many of the machines that play our music have no inputs for music at all. There's no holder for a disc, or a tape or even a plug to attach your iPod or computer. There are rarely any buttons at all, besides perhaps an on/off switch, but even that's not needed. In fact, for many of these devices, you simply have what appears to be a speaker with a power cord coming out of it.

Gone are the days of grabbing a CD off your shelf, opening the case, realizing it's the wrong CD in that case, grabbing another case, finding the CD you originally wanted, and putting it into the player and pushing play. Today, it can all be done digitally, wirelessly and at the touch of a button from devices that you already have with you, whether that's your smartphone, tablet or computer.


### More players, more ways to play

OK, I'll admit it, for most of us, this wireless music thing isn't new, but until recently, the players that would play this digital music wirelessly were not very common. Enter AirPlay and Sonos, two great ways to get your music from your digital music library or from Internet radio, and bring it straight to your home entertainment system, a set of speakers or an all-in-one unit like the Sonos Play:5. And while these technologies aren't that new either, they are more available than ever. So now, there's no more docking your iPod to have to play your music, no more hooking anything up. Simply use your home's Internet signal and instantly stream all your digital music from your tablet, MP3 player, smartphone and computer, or directly stream audio from Spotify, Pandora, MOG or SiriusXM radio. You can also stream different audio to different players throughout the house, or you can stream the same music to multiple players for whole home audio—pretty cool!

And the number of products getting this technology are growing every day. Nearly every new receiver Magnolia sells has AirPlay built in. Other products like the Bowers & Wilkins Zeppelin Air, the A7 and the A5 are stand-alone players that look like nothing more than a speaker. The McIntosh McAire uses AirPlay technology and, while it looks a little like a boom box, the buttons are an on/off switch, a volume knob and a source knob. It's as simple as it gets. The Sonos System is like this as well, offering stand alone Sonos speakers, plus add-on units that you can connect to your favorite receiver or speaker components to allow them to stream music wirelessly. The choices are many, and growing, but one thing is certain: digital audio won't be going the way of the cassette tape any time soon.

### It's not just for music anymore

AirPlay isn't just for music: it also streams videos, photos and anything you might have stored in your iTunes library. Now, with the click of a button, you can take that movie you have stored on your computer, and stream it to your second generation Apple TV and watch it on the 60" TV in your family room. And with the Sonos Playbar, you can stream the audio from your TV to any Sonos device in your home—it's like whole home audio for your TV.

The applications are growing, as is the technology. That means more ways to play, and more ways to simplify your music system. And the best part: it's all getting easier, clearer and more enjoyable. Visit your nearest Magnolia store and explore the latest gear to make your physical music library a thing of the past. 



**Top:** The Bowers & Wilkins Zeppelin Air wireless music system.  
**Middle:** With your tablet, smartphone or computer, you can stream music to any number of wireless music players.  
**Bottom:** The Sonos Play:5 wireless music system in white.



# SOUND SOLUTIONS



The Sarkinen's home theater: complete with a 70" Elite TV, four Summit X speakers, dual Descent subs (in the back of the room) and a Stage X center channel speaker. The room also incorporates Acoustic Geometry panels on the walls and ceiling to get the most out of these amazing MartinLogan speakers.

When you think of a home theater, you think of a perfectly shaped room with impeccable acoustics and viewing angles. But for many of us, the space we have is rarely perfect, and the acoustics can leave much to be desired. This was the case for the Sarkinen family, who, with the help of LDK Homes, created an amazing addition over their garage. And while the room was designed to give the family maximum usable space, it left some interesting challenges when it came to sound. To solve this, and bring this new home theater and its adjoining gaming room to life, the Sarkinen family reached out to Magnolia to help them get the most out of every inch.

## Bringing the right gear together

Chris Sarkinen is a huge fan of great audio. So when it came to outfitting the family's new theater and game room, he looked for a company that not only offered the right products, but also had the right service to match. "When I came to Magnolia, I was very impressed with the knowledge base of the people who work there. I also really liked that they carried the lines of components I wanted and I had been reading about in magazines for years," explained Chris.

After some quality demo time in the premium audio room, Chris had narrowed his speaker choice down to two: Bowers & Wilkins and MartinLogan. "I loved them both, but in the end, the temptation of an open tweeter or an open mid made me nervous that a kid might walk up and poke or push at it. I thought the MartinLogans seemed more durable, especially in a house where a lot of kids will be."

As far as components, for Chris, it was McIntosh all the way. "I've had an affinity for McIntosh for a long time. Plus, it's a bonus that they're American made. Even people who don't know McIntosh will stop and look to appreciate the real glass, the real knobs—they can tell it's a quality piece."

This new MartinLogan 5.2 system incorporates 4 Summit X speakers, dual Descent subs (in the back of the room) and a Stage X center. Powering the system is a McIntosh MX121 processor with an MC205 amplifier. Add to that an Oppo Blu-ray player and Direct TV, and you have one amazing system. Now all that was left was to get the most out of the system.







### The art of acoustics

To get the most out of the sound from these amazing speakers, Magnolia teamed up with Acoustic Geometry, their vendor for all things acoustics. “Because of the way the room is laid out, we thought it would be important to have an acoustical team come in and take a look at the space,” explained Bob Woods, System Designer from the Richfield, Minnesota, Magnolia Design Center.

“The unique fireplace in the room also created a bit of a challenge—it did some interesting things with the sound. So Acoustic Geometry made that work with the room, too.”

“Acoustic Geometry investigated where sound would reflect off the walls and where panels would need to go. Then we played that balancing act between what

they thought would sound optimal and what we wanted to look at every day. In the end, I think we came to a very happy medium,” explained Chris. “We had the theater up for about a week before the acoustic panels went up, and my wife immediately heard a difference. She was the biggest skeptic—she thought it would hurt the look of the room and really not make a difference, but she was won over.”

“Aesthetics versus performance is one of the great conundrums of my business,” Bob added. “How do you have both? This room does a really nice job of it. The acoustics are phenomenal in this space, the speakers and the aesthetics of the room look incredible—we couldn’t have asked for a better result.”



### Bringing more fun to the game room

Attached to this home theater is a game room complete with a pinball machine, bubble hockey, dartboard, Wii video game system and a player piano. It’s the perfect space to complement the theater, for those who would rather play around while others enjoy a movie. To bring this space to life, Magnolia incorporated in-ceiling audio to enhance whatever activity the family might be enjoying.

For the player piano, which features an integrated media player that allows for the sounds of a full band to accompany the piano, Magnolia linked the audio to the in-ceiling speaker system. Now, instead of the added sound of drums, guitars and vocals coming from a small speaker underneath the piano, the entire room fills with the sounds of a full band with vocals, while the actual piano plays away.


The in-ceiling speakers are also set up to play all the audio from the TV—with an added feature: when the TV is in Wii mode, only the speaker above the TV plays. This is perfect for those times when others are playing pinball or bubble hockey, and don’t want to listen to the sounds of the Wii while they play.

### Control made easy

To control both the game room and the theater, Magnolia incorporated Control4, with RadioRA switches to allow easy control of nearly everything in both rooms, including the piano, ceiling fans and lights. Plus, Magnolia wired the theater for thermostat control and electric window blind control. So now, when it’s time to play, everything is just a button push away. “We like that we can pick up a smartphone or the iPad mini, touch a button and everything turns on,” Chris explained. “5 or 10 years ago, when Grandma and Grandpa would come over to watch the kids, we’d need a full page of directions to turn on our old two-channel system. Now it’s literally (snaps his fingers) that simple. Plus, from downstairs, I can turn everything on and off up there, so I don’t have to worry about the kids forgetting and leaving stuff on.”

### A space for everyone

As every husband knows, a happy wife is a happy life. So making sure Chris’s wife Christine was pleased with the room wasn’t only important to Magnolia, but to Chris as well. “My wife is very happy with it. While she wanted a theater room, it was more my thing. She would have been satisfied with basic, entry-level components, but I don’t think she has any regrets. She knows a good thing when she sees it and hears it, and when we’re watching a movie and the sofa is shaking because of an explosion, she’s delighted.”

Delighting every customer is Magnolia’s ultimate goal. And there’s no better feeling than turning a room, that might not be the perfect shape, into the perfect home theater, with incredible sights, amazing sounds and unparalleled acoustics. 



**Top:** The Sarkinen family: Chris, Christine, Will and Cole.

**Right:** Bob Woods, System Designer at the Richfield, Minnesota, Magnolia Design Center.



# MAGNOLIA & AUDIOQUEST

Let's take a brief trip back about two decades. E-mail was just entering your collective electronic mailboxes, flat-screen HDTVs wouldn't adorn your living room walls for another four years and clamshell phones had just begun to let you break free from your cordless landline. Oh, and the Apple® iPod? Well, that palm-sized white wonder wouldn't line your jacket pockets for another seven years. My how things have changed.

So what does this have to do with anything? Simple: it was 20 years ago that Magnolia and the iconic cable manufacturer AudioQuest began their partnership together. That's quite a run, and something even a thirty-plus-year cable veteran like Bill Low ponders over with both awe and humility.

The last time we spoke to Mr. Low, AudioQuest Owner and resident cable guru, (*M* Magazine, Issue 6), he candidly explained his philosophy on minimizing signal loss in cables and creating a human connection through his products. This time around, he discusses his 20-year-long relationship with Magnolia, and where he sees the future of audio heading.

**So Magnolia and AudioQuest have been in business together now for twenty years. Can you talk a little about the relationship, how it began and how it has evolved?**

**Bill Low:** Well, it has changed dramatically. Magnolia's role in the marketplace has changed, because there are individuals who own that singular relationship, such as (Magnolia) managers; they have a definite opinion about a particular product, and feel strongly that a certain product is going to make a difference in an ability to sell. This has always remained at the core of our relationship.

When I created AudioQuest, I drove around the country, opened a phone book in Dayton, Ohio, and looked at what kind of

dealers carried the better brands. I cold-called, and usually within a matter of minutes, would talk to the manager of a store, and generated what I call a shared evaluation, where we'd sit together through a process of listening to and evaluating a cable. There was that directness present, and you felt there was an incremental edge there; a mutual, genuine passion present as well. It's a very important part of all this. It's not like you supply a product and tell that person, 'Okay, now go out there and be more passionate.' That's the key to this relationship, and has been since I first met Len Tweten<sup>1</sup> and he only had the one Magnolia store in the University District of Seattle. Since then, there has always been an understanding of the job, which was to make that direct connection and to make sure people feel happy with their decisions.

## AudioQuest Diamond USB cable

Like AQ's other pure silver digital cables, this USB version delivers a purity of tone, outstanding dynamics and a breathtaking level of resolution.



Bill Low, AudioQuest founder (top right and above), and Joe Harley (top left), renowned record producer and first AudioQuest employee, in their early days at the cable startup.

**20 YEARS OF HIGHER FIDELITY,**  
AND LOOKING FORWARD TO WHAT  
THE FUTURE OF AUDIO WILL BRING

<sup>1</sup>Len Tweten: The original owner and founder of Magnolia.



The true draw of dealing with Magnolia, even during the years when developing MHT stores, lies in the degree to which they are carrying the most high-end of all messages. The key to this message is that there is something better...it's worth having... and here it is. "Can I come show you what I mean?" The men and women at Magnolia have the ability to take that message to the public in a way that no other organization has been able to do before. They champion our message that it's okay to simply want something better than what they have. As a retailer, expanding that message to the consumer beyond the Seattle

## THERE HAS ALWAYS BEEN AN UNDERSTANDING OF THE JOB, WHICH WAS TO MAKE THAT DIRECT CONNECTION AND TO MAKE SURE PEOPLE FEEL HAPPY WITH THEIR DECISIONS.

area, and even expanding it to let others know that they are proud, and even delighted to carry such a group of products while being in alignment with us on this very fundamental outlook has been nothing short of exhilarating, and has continued in this spirit for what is now twenty years.

### Will you continue to put in the R&D to make better analog cables; or does much of what you're currently working on fit more into the digital marketplace?

**Bill Low:** Well, each home has a plug with a cable waiting to go into it, right? So, it's equal parts, really. I don't decide whether it should be balanced or unbalanced; whether you should use Toslink or SPDIF. My job is to make the product that causes the least amount of distortion from one signal to the other. It's really the hardware that drives all of this.

As an attachment, we ventured into digital because there were TVs being sold without an HDMI cable. That may look like digital dominates our current business, but it doesn't in the way you're asking. There's no preference, per se. We simply don't have hierarchy in that sense. They're all equal and have equally important jobs in delivering the information package from one end to the other with minimal damage. Where am I headed? You'll have to ask the kind folks at Sony and Samsung.

### Do you see the state of analog in decline, or is there still a viable market for it?

**Bill Low:** Vinyl, in the short term at least, seems to have a permanent residence in the ecology. Some of that was fostered by how bad 128k CD-quality can be. There's a generation who weren't used to CDs, or cassette tapes for that matter. So listening to LPs would seem like such an intense experience, so much more of an event. Which brings me to what this is all about: recreation. There are crucial ingredients necessary to recreation, because we are in the recreation business after all—something that we do which takes us outside of ourselves and is consumed enough that we lose our self-awareness and all of the awkwardness that comes with the price of consciousness. We like being distracted. We immerse ourselves in that other world.

With an LP, I can take it out of its sleeve, look at the album art, you know, interact with it. Same thing to a lesser degree with a CD. (Laughing.) An MP3, well, it's not quite as satisfying, especially if you're like me where half my albums fail to show the cover art. So crossing that threshold and presumably making that commitment for 20 minutes a side is very attractive, and I suspect it will remain so.

### Can you talk a bit about where you see yourself with network media capabilities, and where this fits in with AudioQuest's future endeavors?

**Bill Low:** That is the new frontier, isn't it? I'll just say it's computer audio as a component audio system—a place or a lifestyle, if you will. A serious percentage of the future of our industry lies within the ability of retailers to sit a customer down at a desk environment and experience near-field audio. That is, off-the-head-headphone listening; offering people that intense immersion when they want it, even if that's pulling up a YouTube video.

Then there's network audio, a place where we can be extremely useful to our retailers like Magnolia, helping them understand the technology, the integration and the lifestyle it offers. It is growing. It is how music is going to be around. It is how music will be reproduced throughout people's homes to a significant degree. It's having that simple, single database for both audio and video that can be plugged into wherever you are in your environment. Old CAT cable is really where it's at;



**Tiny in form, but large on performance**  
AudioQuest's **Dragonfly** USB Digital-to-Analog Converter connects to the USB jack on any Mac- or Windows-based computer to deliver vastly superior sound quality from your digital music. It accepts music files ranging from MP3 to full-resolution, standard CD files, and will even play your high-resolution music files.

and the need for long runs of HDMI will diminish because higher standards of CAT6 or CAT7 has come to the forefront. It simply has the electronic plumbing for where we're headed.

### What are some examples of products that fit into this category, be it cables, or a product like the Dragonfly USB DAC?

**Bill Low:** We have four cable types, each showing what a difference a higher quality cable can make. So, four levels of bulk cable, and many more levels of prepared Ethernet cable.

Like I've mentioned before, providing a customer a range of Coax, Ethernet, HDMI, like the entry-level Cinnamon, or even a top-of-the-line reference USB cable like the Diamond series—it's all more a product of demand. So we definitely do accommodations at the tweaky end of digital. Another such example can be seen with the upcoming Thunderbolt cable, to be released some time this year, in fact. And yes, there will be more products much like the Dragonfly Digital-to-Analog Converter...more in the sense of a less expensive version, as well

as the creation of a mobile version for smartphones. This sort of circles back to, 'What is it we're working on other than wire?'

Dragonfly had to live up to our mandate with form factor, ergonomics, utility and performance. It more than answers why are we making this thing. And with that, there will be a family of four 'flying creatures' in the coming months, each living up to that mandate of explaining themselves and their presence in the marketplace. I've maintained hiring some of the most amazing people in the industry for these products. Much like Dragonfly, which was the result of hiring the best designer I know, and finalizing that relationship with Gordon Rankin. He made it possible. Of course, we'd still be in business, and we'd still have the product, but it just wouldn't be as good if Gordon weren't a part of it. Going down this road is a very large part of what we're trying to achieve with this new family of products, this fleshing-out, so we can produce an equally impressive set of products for the real world. It's another example of us being responsible to demand, and remaining current with what's available. Quite simply, it's about offering a superior product wherever we can. 



# A GROWING COMPANY

SFP FERTILIZER TURNS TO  
MAGNOLIA TO HELP THEM GROW



**FERTILIZER ISN'T SOMETHING MANY OF US PUT A LOT OF THOUGHT INTO, BUT IT'S BIG BUSINESS AND IMPORTANT TO THE LIFEBLOOD OF EVERY FARMER.** And, like with every business, you can have

the greatest product in the world, but if nobody knows about it, you're not going to be very successful. For SFP, a big part of their marketing comes from within, bringing in clients to show them just what their products can do. To enhance this brand experience, SFP created a vibrant headquarters, complete with a learning room, lab, and a modern look and feel that incorporates the latest business solutions from Magnolia to bring a wow experience to their clients.

## Wowing them with their numbers & their facility

Picture, if you will, your idea of a fertilizer company. You probably envision a tin-roofed facility down some dusty old farm road in the middle of nowhere. Now think of the exact opposite of this, and you have SFP. Situated in a new part of Kansas City, SFP occupies the upper floors of a modern commercial building surrounded by shops, restaurants, bars and hotels. Walking into the facility, you feel like you could be walking into an advertising agency, or an architectural firm, with its modern look, colorful spaces and rich textured walls.

SFP chose this location and the style of their headquarters to wow their clients, offering them a place where they could come, from all over the world, and learn about their products and their brand. Inside the facility,

they've created comfortable spaces where meetings could take place, educational seminars could happen, and their clients as well as their employees could feel at home.

When SFP brings in growers, dealers and co-ops, their aim is to educate them about their products. SFP shows them what their products can do, with slides, charts, videos and numbers. To achieve this, SFP and Magnolia created a custom training room with three 103" Panasonic Plasma TVs. "It kind of looks like, and functions like, a classroom, because we're trying to educate our dealers and our growers on why these products work and why they work as well as they do," explained Douglas Jewell, IT Director at SFP. "We can bring in large groups and do break-out sessions. That's the most beneficial part of the AV equipment: we can educate those who aren't familiar with our products."

**Top:** SFP's training room with three 103" Panasonic Plasma TVs.

**Left:** The AMX panoramic tabletop touch panel in the company's main board room.

**Right:** Some samples of plants from the research lab. Deeper roots = better growth.





**“WE THROW THE TERM ‘STATE OF THE ART’ AROUND A LOT WHEN WE TALK ABOUT PROJECTS, BUT THAT IS EXACTLY WHAT WE WERE ABLE TO ACCOMPLISH.”**



**Above Middle:** One of several conference rooms Magnolia outfitted with flat-panel TVs.

**Above Left:** Inside one of the executive offices, complete with an Elite TV, MartinLogan EFX speakers and electric scooter (for business purposes only).

**Above Bottom:** Magnolia System Designers Bob Woods and Robert Quasius

**Far right:** Inside the research lab—complete with growing rooms.

**Right Top:** Samples from the lab.

**Right Bottom:** Douglas Jewell, IT Director at SFP

And the reason for these large plasmas instead of projection screens? “We deal with a lot of research, a lot of small numbers, a lot of graphs and a lot of data. Sometimes those numbers can get really small so we wanted as clean a picture as we could get, and we wanted our room to stay as bright as it could without being washed out by a projector,” explained Douglas. Good idea, because there’s nothing like being in a dark room, looking at small numbers to make your eyelids heavy.

The learning room also features retractable walls that can be used to divide this rather large room up into three separate rooms. SFP uses this function to break down larger meetings into smaller group gatherings, so their reps can have teach-outs about each of their clients’ specific regions. And with the AMX controller for the room, content can be changed with the push of a button, from all three screens showing one piece of content, to each screen playing its own content with the reps in each room controlling it.

#### Outfitting the rest of the office

Beyond the training room, Magnolia helped outfit the main conference room with control through AMX. The extra wide AMX controller allows a wide variety of added features and uses for SFP to use during video conferencing sessions. “It has good definition on the screen and it has a ton of features and a lot of real estate that allows us to come up

with some really cool designs,” explained Douglas.

They also outfitted several conference rooms with TVs for presentation purposes. Then they added TVs to many of the executives’ offices. As Douglas explained, “We put TVs in the executives’ offices so they could connect their desktop computers to them. Their offices are large enough to have small meetings, so they can project something to the TV from their computer just by using the AMX remote. Now, everyone can see what’s happening without having to huddle around their computer screen.”

And the technology didn’t stop there. “All employees have iPhones and we use iPads for trade shows, so we brought in Apple TV. During sales meetings, we can show things from these devices to the TV screens.” Apple TV also lets executives connect to different online content on the TVs in their offices with web apps, program directories and so much more, creating a comfortable, almost home-like setting in an environment where these employees spend so much of their time.

#### Working with a company 500 miles away

While Magnolia Design Center stores are growing and expanding, they haven’t reached the Kansas City market yet. But as Bob Woods points out, “We’re not afraid to go anywhere to do a project. We’re working on a project in Costa Rica; so it’s possible for us to go almost anywhere.”

Referrals are key to this process. When Best Buy stores learn of clients that are looking to do more than they have the products or capability to handle, they reach out to their nearest Magnolia Design Center. Then, Magnolia can take over the project and get these clients exactly what they’re looking for.

As Douglas explained: “The relationship started from the local Best Buy store: they’re right across the street. I do as much business with them as I can. I’ve had a very good relationship with them. When we first started the project, we looked at other AV companies, but there aren’t many options in Kansas City. So when I was in my Best Buy store, I asked about the 103" Panasonic TVs, and they said they had a way to get them. Then the salesman told me how they could get me connected with the Magnolia Design Center in Minneapolis.”

To accomplish this far-away install, Magnolia Design Center Project Manager Brian Moring took multiple trips to Kansas City. He looked at the space and recommended what he thought should be done, then they laid out this plan in Minneapolis and the team there started the proposal process.


“Once we had a scope and an idea of what they were doing, it became about putting all the nuts and bolts together,” explained Rob. “We used our engineering team to help us out, and develop a rock solid plan to ensure we covered all our bases.” Then the installation team from the Design Center in Richfield, Minnesota went down and installed the system, making sure it all came together just right.

#### Still growing: helping make SFP #1 in a #2 business

Working with Magnolia, SFP was able to bring in the electronic solutions they needed to not only impress their clients, but to make SFP a cool, fun place to work. “They wanted to have a facility their clients would be impressed to see, and would have them saying, ‘This is the place to buy these products,’” explained Bob Woods.

“They were looking for the wow factor,” added Rob, “and they got it.” Bob concluded by saying, “We throw the term ‘state of the art’ around a lot when we talk about projects, but that is exactly what we were able to accomplish. They wanted a facility that would really impress clients who came to their business, and help them to grow. And I think we’ve accomplished that.”

#### “THEY WERE LOOKING FOR THE WOW FACTOR, AND THEY GOT IT.”

And grow they have. But the best part, as Magnolia has shown, they can do this type of project anywhere, creating audio, video and automation solutions for companies both big and small. So as SFP watches their business grow with the help of the A/V solutions from Magnolia, your business could also benefit from these same solutions. Because, even though SFP is used to seeing amazing growth in farmers’ fields, they are just as happy to see amazing growth inside their corporation. 



# The new **Panasonic ZT Series**, a plasma that goes BEYOND THE REFERENCE

Last year, Panasonic turned heads, opened eyes and dropped jaws with the release of their acclaimed VT series plasma HDTVs. Widely considered among the top displays available, this award-winning Panasonic flagship model was on par with that of professional reference displays. So how do you top that? This year, Panasonic set their sights to go “beyond the reference”, and boldly went where no TV has gone before with the all-new ZT series. Not only are these TVs stunning to behold in terms of picture, besting their reference model from the previous year, but how you interact with this TV is truly amazing. The TV actually gets to know you, recognizing your voice commands and your face<sup>1</sup>. It also works seamlessly with your smartphone and tablet, enabling you to share your photos and videos on the big screen with a swipe of your finger. The ZT series is a true leap forward in performance and personalization. And this summer, you’ll only find it at Magnolia.



The ZT60's one sheet of glass design is accentuated by a narrow metal bezel for the ultimate in functional beauty.

The free VIERA remote 2 app lets you use your smartphone or tablet as a remote control, allowing you to not only change channels, but also adjust settings like color, brightness or contrast.

## True colors

In order to better replicate the movie theater experience in the home, Panasonic has specially tuned the ZT series to the Digital Cinema Initiative color standard (covering 98% of DCI), which goes beyond the home standard to virtually match the color standard of digital theaters. They also incorporated a newly formulated red phosphor to achieve deep, natural reds, and improved gradation to 30,720 steps for velvety scenery, better definition in shadows, dynamic dimensionality and striking detail. To ensure this impressive image quality is maintained through high-speed motion and intense action scenes, the ZT series boasts a 3000 Focused Field Drive, which empowers the display to

<sup>1</sup>Compatible webcam required.

## Ultimate Black

For many enthusiasts, black level performance is a key identifier of a truly remarkable HDTV. Gregg Lee, Training Manager at Panasonic, told us about a new process developed exclusively for the ZT series that gives them “the ability to reproduce a deeper black than any panel we’ve ever had”. Typically there is a slight gap between the layers of a plasma panel, which can allow light to reflect between them, resulting in double images or glare. The ZT series’ new Studio Master Panel utilizes what Panasonic is calling “Air Gapless Technology”, essentially removing the air between the layers to create a seamless bond. To ensure each surface is absolutely purified before adhesion, the panels must be cycled through an autoclave, which is a device commonly used to clean and sterilize medical equipment. It’s a meticulous process, but the end result gives you more direct transmission of light for a crisp, clear picture free from collateral glare and double images. Combined with Panasonic’s Ultimate Black filter technology, which blocks out ambient light, the TV is able to produce unprecedented deep blacks, even in high-contrast scenes.

refresh in split-second bursts (1/3000 of a second, to be exact). Sports fans and adrenaline junkies alike will be captivated through all the high-velocity thrills, whether spotting the seams of a 100MPH fastball or savoring every nuance of an epic battle scene.

## Now seating

Introducing a new dimension of enjoyment for movie buffs. The Panasonic ZT series has met the rigorous performance specifications of THX to become one of an elite group of HDTVs to be THX 3D certified, as well as THX certified for 2D. With over 400 benchmarks, THX ensures that every scene, every color, every movement and every detail is reproduced exactly as it was in the studio, so you see movies as the director intended. 3D certification also includes tests for cross talk, which means anything that could negatively affect the impact of the 3D performance, like double images, blurriness, or loss of dimension, is minimized. And it’s easy to use, too. Simply select the THX Cinema picture mode and you’re set. If your house has a lot of windows and you want to make it a matinee, turn on THX Bright Room mode to experience the same level of detail in the daytime.


## Getting personal

The term “Smart TV” is thrown around a lot these days, but the smart features included on the ZT series put it at the head of the class. For starters, this TV doesn’t just have a home screen, it has My Home Screen, which means you can personalize your own interactive landing page with the information, apps and content you use most. This could be anything from time, date and weather to movie streaming and social networking. Include as much or as little content as you’d like – it’s all up to you. The TV can store up to four unique My Home Screens, so no one in your family feels left out. To access it anytime, push the “Home” button. If you have a compatible webcam connected, it will recognize who is watching and display their Home Screen automatically. Otherwise, you can push a button on the remote and simply say “my Home Screen”; the TV uses Voice Recognition to pull up the right screen every time. Like the sound of that? You can also use voice commands to search the web and post to social media sites. Now that’s smart, and fun.

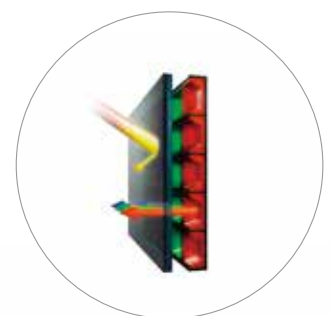
## At your fingertips

Enjoy playing on your phone or tablet while you watch TV? The Panasonic VIERA Remote 2 App keeps you linked to your TV for fun and function. Swipe & Share 2.0 makes it easier than ever to show off photos, videos and web pages by swiping forward to put this content on the big screen. Everyone in the room can join in. And, if anyone shares a photo or video you like, simply swipe backward to view and save it to your device. The app also turns your phone or tablet into a smart remote, complete with Voice Control, and allows you to access and adjust or calibrate TV settings from your touch screen, so you don’t have to pull up a distracting menu screen when the kids are in the middle of their favorite show.

## See for yourself

Trust us when we say you can expect a beyond-impressive viewing experience with an array of fun features the whole family can appreciate. But don’t just take our word for it. The 60” and 65” ZT series Panasonic Plasma HDTVs launch in June exclusively at all Magnolia locations. So stop in this summer and take a test drive. If your reaction is anything like ours, “love at first sight” will be an understatement. 

**Below:** By eliminating the air layer between the panel and the front glass, the Studio Master Panel minimizes reflections from external light, improving panel light transmission, for the ultimate in big screen picture quality.



With My Home Screen, when you turn on your ZT60 Series HDTV, an intuitive menu of your favorite content is presented on your very own personalized screen, including TV programs, Video-on-Demand, your personal videos and pictures, plus a wide variety of apps.



# A SYSTEM FOR EVERY SIZE ROOM



MAGNOLIA CHOSE A  
NUMBER OF DIFFERENT  
SYSTEMS, BIG AND SMALL,  
TO BRING GREAT  
AUDIO AND VIDEO  
TO THIS MODERN  
SPACE

**Bigger is better right? At least that's what they say. And when it comes to the world of audio, most people would agree with this statement. But when Richard Meyrat wanted to bring some new home entertainment to his modern space, Magnolia showed him how the right system for the right room proves that you don't need a giant space to have great sound.**

A huge fan of music, Dr. Meyrat set out to create an atmosphere in his home where audio was ever present. "We like having music around, not only active listening but also ambient listening," explained Richard. "Plus, we have people over all the time and we like to entertain, so having the right music for both relaxation and for entertaining is really important to us." To create a system that would not only satisfy Richard and his fiancé, but also allow them to entertain their many guests, Richard, with the help of Magnolia, chose a number of different systems, big and small, to bring great audio and video to his entire home.



## LIMITED SPACE, UNLIMITED SOUND

Richard's townhome features a family room with a high ceiling and a very open feel, but many of the other spaces in his home are a bit more compact, requiring a specific system for each unique room. The upstairs loft is a perfect example of this. Here, Richard created a fantastic viewing area, with comfortable sectional seating and a flat-panel screen TV. But bringing brilliant 5.1 surround sound to this area proved to be a bit of a challenge. To achieve the kind of audio Richard was looking for, in a space that left little room for large floorstanding speakers, rears and a sub, Magnolia brought in the Bowers & Wilkins Panorama soundbar. With its dual subwoofers, dual midranges, 4 surround channels and metal dome tweeter, the Panorama creates an immersive surround sound experience, in a simple, streamlined soundbar that takes up very little space. This exquisite soundbar allowed Richard to bring his TV and movies to life, without the need for added components, speakers or wires.

To complement this system, Richard mimicked the setup in his bedroom with another Panorama, a 55" Panasonic plasma and an Oppo Blu-ray player. Again, the size of the bedroom made the Panorama the perfect solution for this space.





"I THINK WIRELESS  
IS WHERE IT'S AT.  
I HAVE A PRETTY MODERN  
APARTMENT, AND WIRELESS  
WORKS GREAT."

**Below and right:** Bowers & Wilkins Zeppelin Air



## BIGGER ROOM, BIGGER SYSTEM

In the open family room, Richard already had a very nice system, but when he started working with Magnolia, and his System Designer Chelsie Kile, he knew he wanted to do more. "I was eventually going to build a stereo system. So when I started working with Magnolia I thought, hey, this is a great place to continue building my media," explained Richard.

"He's a premium audio guy, but he doesn't really know he is," explained Chelsie. "He just really likes nice stuff, and he likes great sound."

So to kick off this project in his family room, Richard added a 65" Panasonic plasma and a BDI component TV stand. He already had the other speakers in the room, but plans on doing so much more. "Eventually we're going to replace the gear we have and put in McIntosh," Richard said. He also plans to add Bowers & Wilkins bookshelf 805s to his system, creating the right size surround sound system for this larger sized space.

## TAKING HIS MUSIC WIRELESS

When you want music everywhere, it's nice to have a product that allows you to bring your music with you wherever you may be. For Richard, the Bowers & Wilkins Zeppelin Air allowed him to bring audio throughout his home, even outside. "I wanted to get a good wireless speaker I could take outside. I didn't want to put all these speakers on the walls and have all these wires. And with how good wireless technology is today, I wanted a wireless speaker with really good sound that I could put on my patio when eating outside. The Zeppelin has been amazing for this," Richard remarked.

"I do a lot of wireless listening. I play music through the Internet a lot, whether I listen to Pandora or Internet radio stations, my music selection has become unlimited in that way," explained Richard. "I think wireless is where it's at. I have a pretty modern apartment, and wireless works great because modern apartments don't like wires."




## SERVICE WAS KEY

Magnolia has always had a goal of 100% customer satisfaction, and this wasn't lost on Dr. Meyrat. "There are a couple of high-end audio stores in Dallas, but we didn't like the service, particularly when it came to installing things. Magnolia, however, was very easy to work with and very professional. The service was very good."

"There was also a sense of modesty, which I think is important when you're putting in high-end equipment," Richard continued. "It's been a great experience and we will continue to work with them."

For Chelsie, it's all about working with the customer's needs. "I figure out what kind of experience the customer wants and then I give them options. Most people like me because I keep it on their level; I don't like talking over people's heads. And that's what drew me to Magnolia—their passion for the customers, and that's what I have. I build amazing relationships with my customers. Richard is a very easygoing guy, I love him to death, he's awesome. That's what I love about Magnolia; it's more about the customers than the products."

## SIZE, BIG AND SMALL, MATTERS

No matter the size of your system, no matter your space and your budget, Magnolia has solutions to fit every need. And as Dr. Meyrat's home shows very well, great audio comes in many different sizes, and Magnolia will help you find the perfect system for every space in your home. Big or small, the goal is always the same: to give you great products and great service, from start to finish. 



**Above:** Panasonic VIERA Touch Pad Controller, designed especially for easy web page browsing.

**Below:** Magnolia System Designers Aaron Hughes and Chelsie Kile.






# PRODUCT SPOTLIGHT

## McIntosh McAire



### Supersizing the sound of your iTunes® library

Get ready to take your digital music to a whole new level. The McAire combines the look and sound quality you've come to expect from McIntosh, from a system whose sound belies its compact size. Using built-in AirPlay® technology, the McAire wirelessly streams all the music from your PC-based iTunes library, Mac computer, iPad®, iPhone® or iPod touch®. Two 4" woofers, two 2" midranges and two ¾" tweeters combine to deliver full room sound from a system that fits neatly on a shelf. You can also quickly connect computers, TVs and other sources to the McAire for full range, high-fidelity sound. The McIntosh McAire®: a well-built, well thought-out player that delivers amazing sound from a small system without discs, tapes or wires needed to play your favorite music. 



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1. Actual panel resolution of XBR X900A 4K Ultra HD TV is 3,840 x 2,160 pixels (in 16:9 aspect ratio). HDTVs have a panel resolution of 1,920 x 1080 pixels.

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