

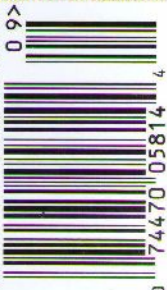
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* Shades open and close in anticipation of your lighting preferences.

* Wires and speakers are hidden in the walls.

* Television display turns into a mirror when not in use.

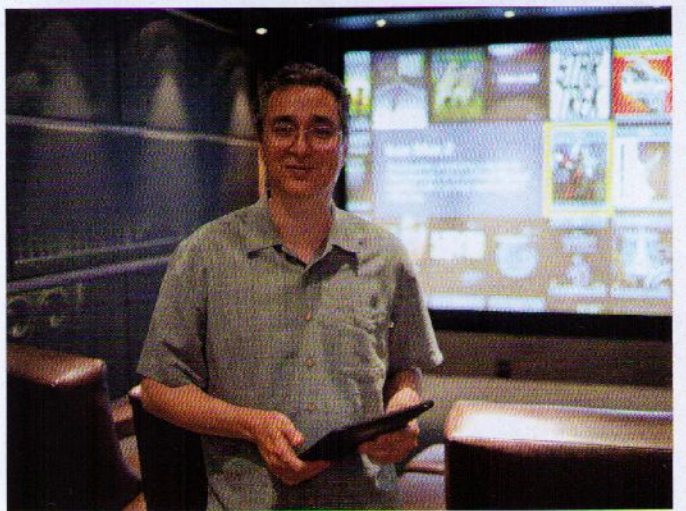
TECHNOLOGY *plus elegance*

BY ALLEN COX | PHOTOS BY CAMERON COWLES

It's Possible with Smart Design and Products

High-tech without a jumble of cords cluttering the floor. Outlets that visually vanish into the wall. Security systems that discern raccoons from humans. Lights that dimly turn on as you walk through a room and off again as you leave. And all of it integrated into one system. Sound out of reach? Well, it's not, in a "smart house."

Amir Majidimehr didn't have a smart house once. Late one night, he returned from a business trip, stepped into his dark house, and left the light off because he didn't want to wake his wife. He tiptoed to the corner of the hall and set down his suitcase. A sudden shattering so loud it set the dog next door on a barking binge made him flip on the light only to see shards of china strewn about the hall, his suitcase resting on top of them. The shipment of heirloom china once owned by his wife's grandmother had arrived while he was away and had been unpacked but not put in the cabinet. He regretted not turning on the light when he entered the house. Even more, he regretted not having a "smart house" that would detect his presence and turn on the light for him. >>



Majidimehr is a former vice-president at Microsoft and an industry expert in digital media technology. He founded Madrona Digital in 2009. Since then, his client's homes have become smarter, and their china collections safer.

According to Majidimehr, "a smart house anticipates what you want and does it." That understatement describes an array of product and service solutions his top-form team integrates and installs for their clients.

"We call this 'technology with elegance,'" says Bryan Levy, who wears many hats at Madrona Digital, including sales, marketing and project management. "This means designing, selling and installing elegant home electronic systems that are easy to use and that blend seamlessly with a client's decor." This not only includes media and entertainment, but any basic and not-so-basic functions clients can dream up.

Madrona Digital's Bellevue showroom is the equivalent of having a home show for state-of-the-art electronics 365 days a year. "As technology gets more and more advanced, we feel that it's critical for customers to have a relaxing environment where they can experience the scenarios that may interest them in electronics," says Levy.

The sophistication of technology has risen sharply in the short time since Madrona Digital was founded, and it has become more affordable. That's great news for homeowners who are the company's main client base: owners of high-end residential remodel and new construction properties, with an emphasis on larger multimillion dollar homes.

Most homeowners or builders in the smart house market prefer dealing with professionals with a digital engineering background. Who wouldn't? The difference between hiring the employees from the local electronics store along with an electrical contractor as opposed to the professionals at Madrona Digital is sophistication of personnel, design and products.



But the residential market isn't the only application for Madrona Digital's services. The company completed a project at the Barrier Mercedes dealership in Bellevue. "The goal was to go beyond anything that had been done in a dealership," Levy says. "The star of the show is a video wall with a huge mural visible from the high-traffic street. Our innovation was to break the barriers on implementation costs, making the system affordable for the first time."

If a client can dream it, Madrona Digital can make it happen — and hide the wires. Take the case of a homeowner who, among other integrated solutions, needed a security system that could detect the movement of humans approaching the home as opposed to the movement of animals or vegetation moving in the wind. "The standard scheme of using motion detection wouldn't work for this," says Levy. Madrona Digital designed and installed a state-of-the-art system that accomplished what the homeowner needed, with security video displayed on touchscreens.

Digital dreams can and do come true. madronadigital.com