

Case & Point

» HIGH END OLD TOWN REFURBISHMENT



Overview

- » High quality bespoke apartments with stunning views over the New Town, Fife and beyond
- » £300k+ Homes.
- » 1 showhome kitted out as standard
- » Award winning development
- » Client looking for a unique product offering in a tough market place



Challenge

The developers predominant target market were business travellers that spend time in the capital during the working week as well as downsizers looking to purchase a smaller property. They often had a lot of equity in their homes allowing them to spend on luxury features. The installed technology had to be easy to use and enhance the homeowners lifestyle.

The client specifically wanted:

1. To be able to offer home buyers increased functionality and flexibility to upgrade their home.
2. To create a unique selling point that would help differentiate from other top end apartments on the market in the same area.
3. To add value to each home.
4. To help boost sales in a tough market place.





Deliverables

With property prices starting from £300k the specification had to reflect the value of the homes. The specification for the 3rd floor apartments was to be higher than the rest of the properties to help achieve a deserved premium price.

A cabling platform was required to which equipment could be added by the homeowner depending on their individual requirements and lifestyle. The platform allowed distribution of broadband, telephone, TV, High Definition (HD) content and audio throughout the property. This was star wired and cabled back to a central cupboard where customers were able to locate all kit yet control it within each appropriate room.

Unbeatable Showhome

The third floor apartment was utilised as a marketing suite where customers were met to discuss the features of the technology. A Denon cinema system and Crestron Prodigy audio system were installed, demonstrating the flexibility of the cabling infrastructure that the developer had invested in.

The Crestron audio system allowed the homeowner to drop their iPod into a dock, for use as an audio source and allowed them to control the iPod from either the in-wall colour touch panels or from the handheld remote that also controls the cinema system. Both of these have two way communication with the iPod allowing the homeowner to drill down on artist, album track etc.

All screens were wall mounted with all the cables concealed behind the walls, speakers either in-ceiling or floor standing and the 'hub' located in the central hall cupboard. Both systems were easily controlled by a Crestron all-in-one touch screen remote.

When the apartment was sold they included the hardware within the sale which increased the property price to reflect the value of the kit.

Getting the Right Light

The developer chose to fit out all apartments with a whole home automated KNX switched lighting, which allowed the homeowners to create mood lighting and scenes as an upgrade without disrupting the fabric of the building.

This helped to delineate spaces within the open plan areas as the target market were often not used to open plan living.

Working Together

With the size of the properties maximising the available space was a necessity. HTI worked with the kitchen installers and the carpenters to cleverly hide the technology. The breakfast bar was designed so that the unit underneath could hold all the AV equipment as well as the broadband router and telephone distribution. HTI worked with the carpenter to create a bespoke TV wall so that the homeowner had the ability to fit a flat screen up to 55". The unit was designed in such a way

that, if speakers were not chosen, the unit could be used for storage and for 'framing' a picture.

Aiding the Sale

As the showhome was fitted with the latest technology, the site sales staff were taken through a demonstration on the main features and benefits to aid selling the properties. This helped the sales process as the negotiators gained an appropriate understanding of the technology without getting too over complicated with the detail. HTI were on hand to go into the detail and help sell the technology. Bespoke instructions were left within the showhome so each sales negotiator knew how to switch the system on and off, and as each developer has a dedicated account manager HTI were always at the end of the phone should they require any help.

Clean up at the National Awards

This development went on to receive a number of awards, for its design, finish and integration of technology.

Your Space. Your Way.

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