



Alpine Home Media

Custom Home Systems

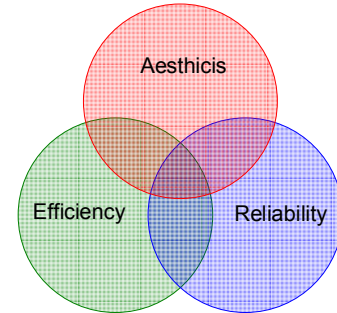
Home Theater & Audio • Networks • Automation

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Alpine's roots – Arts and Engineering

Alpine Home Media is different from other technology integration companies in that we place great emphasis on the softer, more humanistic side of the design – those things that make it a joy to own and use. This comes from our founder, John Vitiello's interests and accomplishments in both the fine and industrial arts.



Aesthetics - John is an accomplished photographer who has traveled the country capturing America's unique landscape. He has taken ten's of thousands of photographs from Maine to Hawaii, all the while seeking to capture the play of light as it intersects with the scene's unique composition.



North Barn – Grand Teton National Park

This visual aesthetic serves John well in understanding balance as it applies to the selection and placement of home entertainment equipment so as to optimize the balance between audio visual performance and visual design aesthetics. We select products that not only perform well but harmonize seamlessly with your décor. Unlike many integration companies that routinely butt heads with interior designers, for Alpine the interior designer is often our best ally in realizing the client's dream.

Efficiency – John spent several years as a short run production machinist using a milling machine to make intricate parts for precision medical cameras. Short run production work means that parts are fabricated on batches of 100 or so. These batches are too small for an automated production line but large enough that considerable thought and care are taken to



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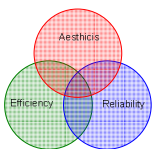
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develop an efficient process of production that minimizes the steps, hand movements and equipment adjustments necessary to produce the parts.

This ingrained sense of efficiency guides John and his team in designing a control protocol for your system that ensures that all of the commonly used features are very easy to get to - both on the control panel and throughout the home. It also ensures that those features, when used, precisely accommodate the client's intentions at the moment, be it a beautifully designed lighting scene for an intimate party or the perfect music, at the right volume for dinner or relaxing. To use a computer analogy, we take considerable time to analyze your daily activities and build a series of bookmarks that conveniently and precisely tailor your environment to the task at hand. Much as you build a series of bookmarks to quickly go to your favorite, weather, news and traffic websites each day.

Reliability – Before founding Alpine Home Media, John was Director of Network Engineering and Operations for Verizon Long Distance. As an operations manager, it was his responsibility to ensure that the network was always running correctly so that calls could be placed. As an engineer it was also his job to design that system so that would be inherently reliable. The reliability objective was a minimum of 'five nines' or 99.999% uptime. That equates to no more than 26 SECONDS of downtime for the system per month!

This intense, professional experience has made John very intolerant of reliability issues. As such, inordinate efforts are taken to ensure that the correct subsystem foundations are built into every system. Power conditioning, network cable conformance testing, elegant system programming, thorough documentation, remote monitoring and routine maintenance are just of the few of the disciplines that are methodically implemented in each system. The results are a robust, reliable system that is a joy to use and easy to maintain and repair when necessary.



Aesthetics, efficiency and reliability – the pillars of Alpine Home Media and the basis of our offering of ***Lifestyle Engineering and Design*** services to our clients.

- High performance systems
- Aesthetically pleasing
- Precisely tailored to your lifestyle
- Simple and reliable

That's Excellence in Lifestyle Engineering and Design. That's the foundation of Alpine Home Media.