

# Listen to your imagination

One of the wonderful things about building a home today is the amazing number of technological advances made in the field of home electronic systems. What used to be a dozen completely separate functions can now be mounted as one completely integrated, user-friendly system.

Jess Goitiandia, owner of Audio Innovations/TJ's Electric, believes that you are only limited by your imagination when it comes to the enjoyment and number of conveniences today's home systems can bring you. He knows the key to success with this is choosing the right combination of components and then having them installed and maintained by an expert. As a fully licensed electrical contractor and an authority on the finest component manufacturers available, Goitiandia would like to offer you his help and expertise in achieving the home electronics system you have always wanted. He has a great depth of experience with every tier of sophistication from small sound systems to fully integrated "smart" homes that can be monitored from anywhere in the world. The foundation of his business is customer satisfaction, and he is absolutely committed to that.

For the past 20 years Jess has earned his living doing what he became passionate about in his teens - electronics. Growing up in Wood River Valley gave him a steadfast appreciation for the lifestyle enjoyed here. After graduating from Wood River High School, he moved to a major metropolitan area to receive an education in Robotics. Following graduation, he came back to the Sun Valley area to apply his skills and knowledge. Jess and his wife, Terri, started a much needed niche business repairing TV's and stereos. His expertise and commitment to a job well done led to customers' requests to come to their homes to "take a look" at audio or security systems that had "just never worked" the way the homeowner wanted them to. Soon Goitiandia became known for his competence, dependability, and honesty throughout the valley.

Today Jess's return-customer list consists of virtually every client he's ever dealt with. This list includes people like his neighbor who couldn't figure out how to install his new plasma screen to discreet clients who need to be able to supervise their home systems from wherever they are around the globe.

**[ I ]** An audio/visual experience second-to-none. Pioneer Elite Pro 150FD Plasma screen. McIntosh XRT28 left and right speakers, XRT27 center channel.



# AUDIO INNOVATIONS

An innovative audio visual company that designs, integrates and simplifies the finest custom home systems to keep you comfortable, entertained and secure.



whole house audio   high-end audio and home theater systems   acoustical design  
audio and video calibration   flat panel, plasma and projection televisions  
control systems   rack systems   lighting   motorization   phone systems   satellite   electrical

**CRESTRON**

**McIntosh**

208.725.0777   220 Lewis Street   Ketchum, Idaho

208.788.3400   91 East Croy   Hailey, Idaho

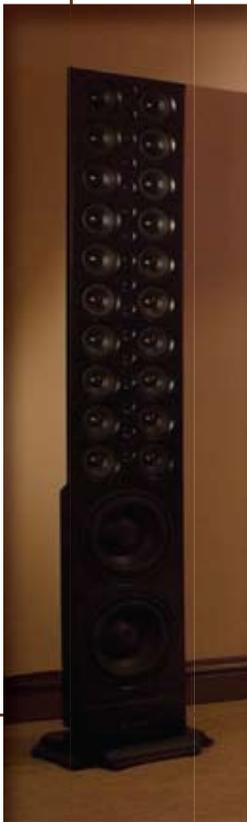
[www.audioi.org](http://www.audioi.org)

At the request of devoted clients, Goitiandia now travels around the U.S. - from Hawaii to Florida - to design, install, and maintain some of the most sophisticated home systems found anywhere. Audio Innovations/TJ's Electric has installed and now monitors systems that allow homeowners to turn on the lights of their Sun Valley home for the maintenance crew while they're in Los Angeles; meet with people in their company's New York City board room while sitting in their Ketchum living room; or keep an eye on what their children are watching on television before they get home from work. The challenge of making your dream home electronics network become an easy-to-use reality is Jess's passion.

Goitiandia begins each project, whether it is new construction or a remodel, with a thorough client interview to determine the scope of the job and if his company is the correct one for the project. Audio Innovations/TJ's Electric is qualified and licensed to install lighting, phone systems, computer networks, whole-house audio, home theater, security cameras... virtually anything electrical. He wants to hear a potential client's complete wish list before he starts to write his estimation of costs. By doing this, the customer,

not he, decides what they want installed now, what they want to add later, and what items are not important enough to them to keep on the list. Goitiandia will then design a system with expandability options that will bring enjoyment to the homeowner for years to come. Jess insists that every facet of the system is fully functional before the project is deemed finished. This painstaking, meticulous approach to his customer's satisfaction is what makes Audio Innovations/TJ's Electric such a pleasure to do business with.

Audio Innovations/TJ's Electric carries only the finest electronic components. They have exclusive dealership agreements with top of the line manufacturers that include McIntosh Audio, B&K Audio, Pioneer Elite Plasma, Kaleidescape Video, Paradigm Speakers, and Crestron System Control. Knowing that his customers wouldn't come to him for an audio or video system that was second rate, Goitiandia recommends only products that provide the finest sound and picture available. He also makes sure his recommendations provide the industry's longest and most comprehensive warranties. Goitiandia has come to accept as true the adage "quality is remembered long after price is forgotten," when customers purchase the products he endorses.



[2] The McIntosh XRT28





[3] The client's choice of decorating touches are backed by custom wrapped acoustic panels that control the sound quality of the room.

As an audiophile himself, Jess often imagined the perfect media room. He day-dreamed of creating a digital experience that would inspire the excitement of a live performance. Goitiandia bided his time and kept improving his schema until a customer of similar heart came along. In the fall of 2006, he was commissioned to design and install a system that the homeowner could enjoy at high or low volumes, would not disturb anyone else in the house, and provided an audio/video experience second-to-none. If there was a car race in the movie, the client wanted to believe he was in the pit. If he was listening to his favorite band, he wanted to feel he had front row seats at the concert. Goitiandia loved the customer's commitment to excellence and took on the project with enthusiasm.

Nine months later the client and his wife sat in their completed addition to experience what only someone with Goitiandia's skill-set could provide. With the click of a button on the sole remote, they could actually feel the vibration of the string or percussion sections of a symphony, adjust the lighting in the room, or watch a movie with picture clarity so perfect it transported them into the scene. It was the gratifying escape the client had imagined, and will continue to improve as new technologies come to market because of Goitiandia's expandable design.

4



[4] This custom cabinetry was fabricated to house the audio system and serve as the client's desk. The winning line-up of components top left to right: MDA1000 Digital to analog converter, MX119 audio video controller, MVP871 SACD/DVD/CD/DVD-A player, HD satellite receiver. Bottom units are MC1201 power amplifiers. All components are McIntosh, with the exception of the Direct TV HD satellite receiver. Not pictured is the computer hard drive, which is located 2 stories below, linked to the system with fiber optics.

Although the new media room shared a wall with a bedroom, not a single sound can be heard coming through. Jess and the building contractor worked as a team to fabricate an elaborate sound-barrier envelope design on all the walls, floor, and ceiling. After modifying the equipment from 120 to 240-volt to be more efficient with the AC power system in the room, Jess added a custom cooling system that would maintain the optimum temperature for the equipment. Sound deadening and reflective technology in acoustic panels were installed to reproduce perfect resonance in the right places. This room is not only functional, but also beautiful. Jess and his client selected the ideal combination of audio/visual elements during the planning stage.



[5] Phillips remote control customized by Audio Innovations for this system also controls lighting, window coverings and temperature.

Audio Innovations/TJ's Electric has two valley locations: 91 East Croy St. in Hailey, and 201 Lewis St. in Ketchum. Visit their website at [www.audioi.org](http://www.audioi.org), or if you have a particular question, please call or e-mail [jess@audioi.org](mailto:jess@audioi.org). Since service has always been the backbone of his business, Goitiandia looks forward to assisting you in creating and installing the home electronics system you've always envisioned.

6



[6] Pioneer Elite Pro-150FD 60 inch plasma and McIntosh XRT27 center channel speaker

**Pioneer Elite PRO-150FD 60 inch Plasma**    **1 Apple TV**

1 McIntosh MDA1000 Digital to Analog converter

Custom made interconnects

**4 McIntosh XLS112 powered sub woofers**

**1 McIntosh MVP871 DVD player**

1 DirecTV HR21 high def sat receiver

**5 McIntosh MX1201 power amplifiers**

**3 McIntosh XRT27 center and surrounds**

1 McIntosh MX119 Audio Video controller

**1 Middle Atlantic Power center**

**2 McIntosh XRT28 left and right**

1 Middle Atlantic fan control

1 Phillips Pronto TSU9600 custom programmed remote control with wireless interface

3 terabytes of media storage with just under 7147 CD's in bit for bit data

**5 Middle Atlantic racks**