



FOR AN INTERESTING ANSWER, THERE IS NOT A MORE QUALIFIED EXPERT IN THE WOOD RIVER VALLEY THAN JESS GOITIANDIA OF AUDIO INNOVATIONS. HE KEEPS PACE WITH THE LATEST ADVANCEMENTS IN ELECTRONICS FOR ENTERTAINMENT AND HOME INTEGRATION.

If sophisticated electronic gear is your thing, it's easy to envy Jess Goitiandia, owner of Audio Innovations in Hailey, Idaho. His workdays include researching and testing the most advanced electronics on the market to evaluate whether or not to feature them in his showroom and pass his knowledge on to his clients. And with the list of new, innovative, and exciting products growing fast, Goitiandia is a busy man.

Western Home Journal coaxed Goitiandia into sharing some of the products that have made his A-list this year.

MCINTOSH STILL DOMINATES

"McIntosh still delivers on their reputation for technical advances and quality," says Goitiandia, who has been an authorized dealer for McIntosh for over 20 years. Founded in 1949 in Binghamton, New York, McIntosh Laboratory's 150 employees research, develop, and manufacture home audio and theater equipment.

"I am particularly impressed with the new MHA 150 headphone amplifier. I like how its small size fits into almost any space. It has a digital-to-analog converter, and in addition to three headphones

with six headphone EQs, the 50-watt speaker outputs can power desktop or bookcase speakers," Goitiandia says. He points out that it has two analog inputs in addition to the USB and MCT inputs and a five-step bass boost control.

Another McIntosh product that has caught Goitiandia's notice won the 2016 Golden Ear Absolute Sound Award. "It's the sixth generation of McIntosh's revolutionary MC275 tube power amplifier. It's known for its extraordinary musicality. This premium model's extended bass and treble and extremely quiet circuit design delivers exceptional performance among high fidelity audio systems."

The third McIntosh product Goitiandia highlights is the McIntosh MVP901 Blu-ray player: "It's great for listening to music from audio sources like CDs, SACDs, and DVD-audio disks. Video files on flash drives or computers as well as an Ethernet connection allow for network streaming and BD-Live. In addition, it's compatible with a 4K television." Goitiandia adds, "This player is eligible for the McIntosh Trade Up program, where dealers like Audio Innovations can accept an early McIntosh generation model, even in nonworking condition, as a trade toward this model." Goitiandia mentions that while the McIntosh trade program expires in December 2016, Audio Innovations is always available to offer consultation on upgrading AV equipment.

CRESTRON INTEGRATES TECHNOLOGY

"Whether you judge by the ease of operation or the number of awards received, Crestron continues to lead the field in automated controls," says Goitiandia. "Crestron provides automated control systems for homes that let people control whole environments—

SO, WHAT'S NEW IN ELECTRONICS?



including AV, lighting, shading, security, battery management, and HVAC—just by pushing buttons. In addition, systems in the home can be monitored using Crestron devices.”

Goitiandia continues, “I really like the flexibility of Crestron. Now there are apps for phones and tablets, as well as hand-held remotes, screens, and wall units—plenty of choices depending what works best in the home. In addition, Crestron just announced their motorized shades have a lifetime warranty, which is the best warranty offered of all motorized shades.” He points out that Crestron has an active research and development program based at its headquarters in Rockleigh, New Jersey.

PLANAR LARGE-FORMAT TELEVISIONS

While the Planar UltraRes Series of ultra high-definition resolution 4K LCD displays come in sizes ranging from 75 inches to 98 inches, it’s the 98-inch that Goitiandia finds most impressive. “These large flat panels have exceptional clarity and color quality,” he says. “I am also impressed with the Planar mounting system. It has six ultra-fine axis adjustments and a slim profile. I find Planar integrates well through Crestron.”

LOCAL CONNECTION

Goitiandia’s passion for electronics is clear as he describes these innovative products. Audio Innovations (and its partner business, TJ’s Electric) take pride in sharing that expertise and passion with customers and linking the best, most exclusive, and most technically advanced products with homes in the Wood River Valley. A native of the area, Goitiandia founded his business in 1992 after completing his university studies in robotics.

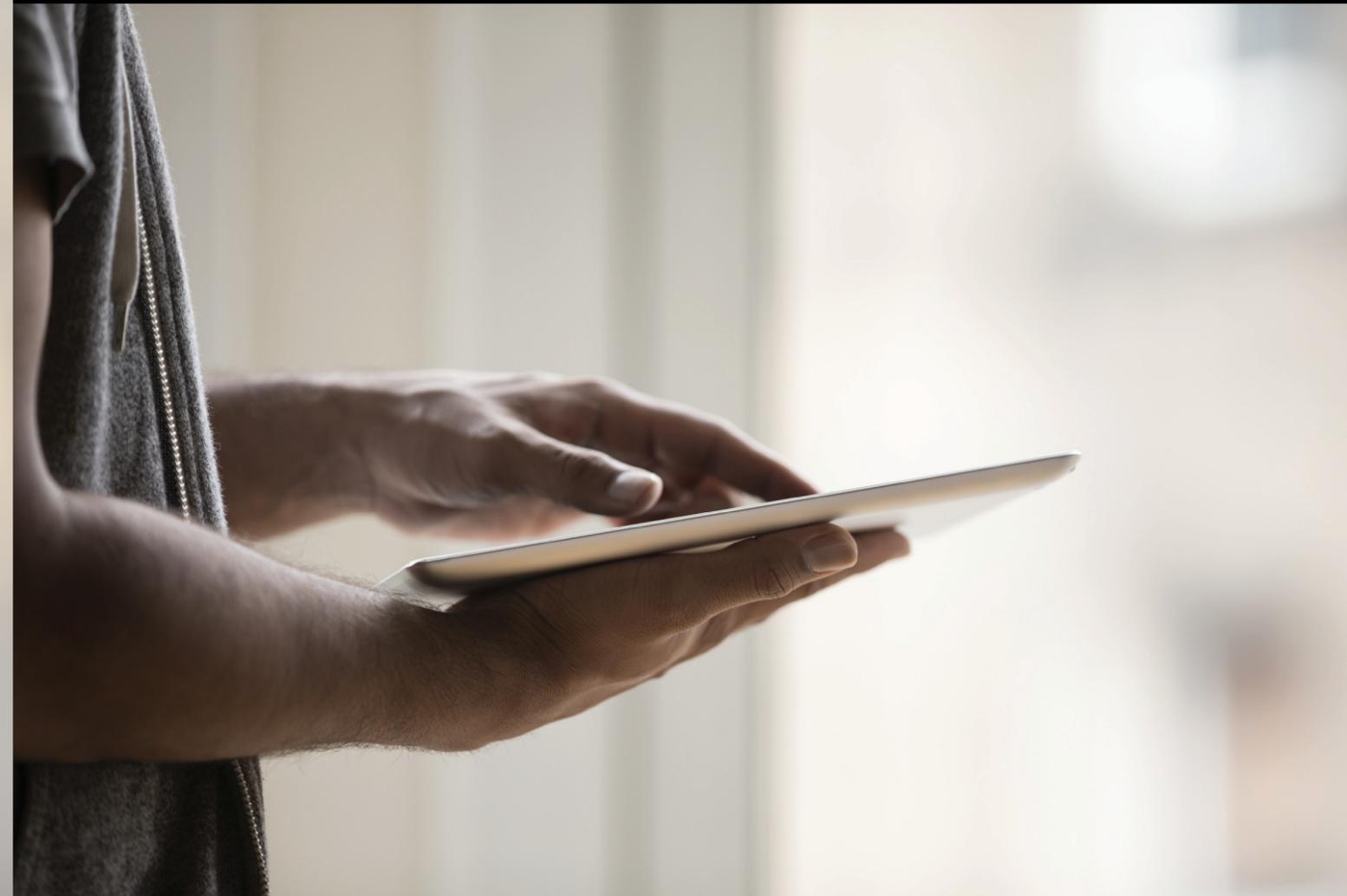
The company showroom allows customers to browse equipment and products, and it’s a convenient source for picking up connectors, cords, and supplies. But sales are just one small portion of what Audio Innovations offers the community. The other focus is on system design, installation, programming, and service. “Audio Innovations works with anything electrical where craftsmanship, pride, and installation matters,” Goitiandia says. “We design and engineer systems, install, do the wiring ourselves, program, and integrate the operations with a single controller that is easy to use.”

Additionally, Audio Innovations makes service calls. “Yes, we back up our installations with service calls and warranties, and, if necessary, we are there to replace and install another great piece of equipment and integrate its operation.”

“Integrated operation has become an increasingly important part of our business,” Goitiandia explains. He notes that a single controller can now operate not just flat screens, home audio, home theaters, and telephones, but also lighting, shades, draperies, network wiring, and security. Security has expanded to include alarms, cameras, leak detection, back-up generators, and fire protection. “Some of the most recent advances have been in managing a home’s energy performance including heating, cooling, snow melt, and solar gain,” he says.

There’s no lack of exciting new products on the market, and Jess Goitiandia and the crew at Audio Innovations are ready to walk customers through their choices. After the selection, they can install, program, and make the equipment operate simply and easily. They have been in business for 25 years and pride themselves on their commitment to service. ■

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91 East Croy Street Hailey, Idaho
208.788.3400 audioi.org