

COMMUNICATES

Your industry, your voice...news from the Custom Electronic Design & Installation Association

IS CI READY FOR THE THIRD DIMENSION?



A recent string of 3D successes at the box office has propelled movie-goers into another dimension. Positive 3D experiences have fuelled the consumer appetite for the multi-dimensional and this appetite shows no signs of abating now that James Cameron's sci-fi epic, Avatar, has finally hit the screens in all its 3D stereoscopic glory. **STORY ON PAGE 2 →→→**

WHAT'S INSIDE



p3 →→→→

ALL ON BOARD

...new board announced at AGM



p4 →→→→

LOOKING AHEAD

...to the CEDIA Awards 2010



p5 →→→→

60 SECONDS

...with Phillip Warris



p7 →→→→

GOING DUTCH

...ISE seminar programme confirmed

60 seconds with... Phillip Warris



Who are you?

I am a 49 year old Home Cinema enthusiast who has managed to combine my passion for films with my job as a Director of FAB. I have two kids, one just starting University, the other their A levels.

I enjoyed electronics from an early age, building my first amplifier at 14 and going on from there.

I'm half way through installing my own cinema room at home, built from bare boards up in our loft conversion.

What's your company and where is it based?

FAB Audio Visual is a bespoke integration specialist with a bias towards high-end dedicated cinema rooms. Based in St Albans, Herts all our commissions are through recommendation, with work throughout London, the Home Counties and abroad. We are CEDIA Certified Designers 1 & 2, we also hold THX, ISF and HAA certification. We have been described by one of our suppliers to a fellow installation company as "the smallest company, doing the biggest jobs you have never heard of".

How did you get into the industry?

I started repairing TV's in 1977, over the following years worked for BT, Kodak and a fire and intruder alarm company. In 1999 I saw an ad in a local paper saying "Would you like to work in large houses and on super yachts?" I jumped at the opportunity; I found I could do my hobby as a job.

At the end of 2000 I was unfortunately made redundant and after a few 'filler' jobs I started FAB in March 2002.

What's your favourite film?

It has to be George Lucas's American Graffiti. I first saw this in 1974 and have watched it many times since. More up-to-date it's the Blu-ray of Gladiator, the sound is absolutely amazing.

What's your favourite album?

I don't really have one favourite album, The Eagles, *Hotel California* or Diana Krall, *The Girl in the Other Room* would be near the top of the list though.

What's your favourite project and why?

My favourite project to date is one we have just finished. We were given an empty space and had to design a dedicated cinema room from scratch. The clients words being "I would like it soundproof because we are right next to the groundsman's cottage and good groundsmen are hard to keep".

The room has been a labour of love for all involved, the end result is spectacular.

"We have been described as 'the smallest company, doing the biggest jobs you have never heard of'"

Which custom installation technology do you consider the most important today and why?

I think the advent of fibre optic cables that an installer can terminate on site is a huge step forward.

The issue of mains-borne interference just disappears and there is plenty of bandwidth capacity available for any future developments.

How long have you been a CEDIA member?

We joined in 2002.

What do you consider your biggest achievement as a CEDIA member?

It has to be achieving the Home Cinema Design Specialist certification. This qualification really means something, it's not

just, pay your money, turn up and here it is. You really have to know your theory and you only have 12 hours to prove it. It's surprising how fast that time disappears.

Why is Home Cinema Design certification important?

As there becomes a greater awareness of CEDIA, and the quality of work associated with CEDIA members, this certification shows the company is working at the top of their field, with a designer who has actually proved they know their cinema theory and application and their clientele can be assured of a superb job. It also helps to maximise commercial opportunities.

What's the biggest issue for custom installation businesses today and how can they deal with it?

Education. There are a lot of people out there today who have seen the money involved in some projects and thought "I'll have some of that" only to find out later it's not as easy as they

thought. Without the education to design and install the equipment properly they soon end up in a mess and the whole CI industry loses, due to unhappy end users.

If there was one thing you could change in the industry what would it be?

It would be the ridiculous infrastructure that our broadband is delivered to us over. This has to be updated to be capable of high bandwidth demands so streaming HD can become a reality to us all.

If you weren't in the custom installation sector, what would you like to be doing and why?

I would like to be a mountaineer, climbing the world's highest peaks. I love the peace and quiet on a mountain top.

