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Photo courtesy of Marvin Windows / Window & Door Pros

# A Home Technology Connection that Works



Over the past several years, there has been a dramatic change in the home technology industry. It's a convergence of sorts, between electronic devices in the home. It used to be a consumer had needs for both personal computer networking and home audio or theatre, would have to locate two totally different companies. That same consumer today may have needs that involve integrating devices such as wireless networks, media centers, iPods, home PCs and home audio. Yet the actual integration and configuration of these devices is anything but easy.

Getting in-home assistance from a big-box home electronics retailer is nearly impossible,

while smaller boutique technology firms rarely specialize in end-to-end service unless you are buying all new equipment.

Fortunately, Charlotte happens to be home to a new technology firm, Charlotte Techsupport, that not only provides incredible pricing on home electronics and audio devices, but they also offer an a-la-carte approach to in-home installation and configuration services.

"Our focus is to provide the service and support in whatever capacity the customer needs," said Tony Shannon, Charlotte Techsupport president. "We are the first local company to assemble a team of technicians with skills in audio, video, home theater, computer networking, and all the



other gadgets and toys that you use for business or pleasure."

Additionally, consumers can buy their home audio and electronics equipment through Charlotte Techsupport at true cost plus just 10 to 15 percent—an unheard of bargain in the custom consumer electronics industry.

"Some audio visual companies markup systems and products by as much as 300 percent. We are offering those same systems and products 30 to 40 percent off traditional retail pricing plus we can install and setup the devices at an hourly rate," said Shannon.

Shannon added that since each customer's needs are different, Charlotte Techsupport tailors their services to fill the void that each customer has.

In theory, the concept of the digital home seems straightforward enough. At its core, it's about networking and the interoperability of devices. The kitchen stereo should be able to play the music you've downloaded and is stored on your PC's hard disk; the bedroom TV should be able to play back last night's episode of CSI from your TIVO or media center; your iPod should be able to play music that is stored on your laptop, but it actually can be much harder than this.

"We understand home technology can be extremely confusing for consumers, but since we consult on an hourly, per project basis, our customers find the service levels to be far superior than buying from a large retailer or typical custom audio video companies," said Shannon.

Charlotte Techsupport also offers an in-home tech audit to provide a complete analysis of the technology currently in your home.

"We will investigate the technology in your home—how many computers and consumer electronics devices you have, the specifications of the devices, existing wiring, and peripherals you are using," said Shannon. "We will investigate how you and your family currently use the technology in your home and discuss what upgrades and new technologies you and your family can benefit from."

With personalization, affordable pricing and in-home consultations, it seems Charlotte residents now have fantastic options that can really help untangle home technologies. ♦

Charlotte Techsupport can be reached by calling 704-814-6011 or online at [www.charlottetechsupport.com](http://www.charlottetechsupport.com).