

# FOR IMMEDIATE RELEASE

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## HOUSE SYSTEMS / GYM SYSTEMS NEWS

**HOUSE SYSTEMS:** Sky House and The RiverHouse ‘Media Entertainment Experience’ an exceptional showcase for prospective apartment buyers. NYC developers seek alternative ways to differentiate properties by offering built-in home technology systems.

**GYM SYSTEMS:** Fitness Technology success gives rise to Fitness Equipment distribution.

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House Systems, New York, NY, has completed two high profile model showroom media installations in Sky House and The RiverHouse. Both properties are large new construction multi-family high-rise residential buildings in the heart of Manhattan. The showrooms demonstrate the latest technologies in home automation and media entertainment.

“The integration of new home media technologies in our Sky House model home expresses a modern standard in our buildings. House Systems’ vision and expertise in smart automation design and bespoke entertainment is perfectly geared towards the lifestyle requirements of our residential clients,” says Veronica W. Hackett, Managing Partner of The Clarett Group, the property developer.

“Situated on the last and most desirable waterfront property in Battery Park City, Riverhouse is among the most sought after luxury buildings downtown. Striving for Platinum LEED (Leadership in Energy and Environmental Design) certification, Riverhouse is the Greenest Condominium in Manhattan, introducing a new level of eco-architecture and employing the most cutting-edge environmental technologies. The cutting-edge media technologies embedded throughout our model showroom shows the number of possibilities for outfitting a home to meet our purchasers’ specific information needs”, says Lori Ann Bender, Sales Director with Riverhouse, One Rockefeller Park.

At both locations, House Systems installed centralized home media control systems complete with in-wall IPOD docking stations, HDTV Plasmas & LCD screens, multi-zone audio systems with in-wall and in-ceiling speakers, home theater with surround sound, digital phone systems, WIFI internet networks, remote controlled climate controls, lighting controls and shade control.

“The NYC real estate market is surprisingly resilient. Developers are holding firm despite poor national economic news in the property sector. New buildings are being outfitted with brilliant hi-tech amenity areas (i.e., screening rooms, gyms, kids play rooms, etc.) and the apartments are being pre-wired in preparation for an assortment of home technologies. Real estate brokers are capitalizing on this and pitching the new home media concept as a differentiation from older less prepared buildings. The buildings are selling through. To a certain extent this technology play is holding the local NYC property market firm”, says Tom Beaumont, CEO House Systems.

“Our ability to work intimately with the developers, architects, trades, brokers and ultimately the homeowner is first rate. We are practiced professionals at this and it shows in the quality of our work. Every phase of the installation experience is project managed from the moment we meet the developer to the day the homeowner moves in. As a society we’re on the threshold of what is commonly referred to as ‘convergent living’. We’re blending all the popular technologies (i.e., cell phones, IPOD’s, computers, alarms, HVAC, lighting, music, TV, etc...) to work seamlessly together and in harmony with their user’s lifestyle. We are systems integrators. This is what we do”, says Josh Levinson, Technical Director House Systems.

In other news, House Systems and Park Avenue Media Consultants have established a strategic business relationship to collectively broaden their exposure in the New York real estate market. House Systems completed full media installations in Rockrose’s QW7 Hunt’s Point building including a screening room, club room, party room, billiard room, reception area, fitness center and a 12 zone sound distribution on several floors. House Systems awarded CRAVE dealership from ADI. House Systems awarded Sphere Certification by Russound. House Systems enters CEDIA Lifestyle Awards Contest for electronic installations. House Systems technician Todd Fatjo awarded EST certification by CEDIA. House Systems featured in NY Observer, Brokers Weekly, Tribeca Tribune, Downtown Express, Our Town, Park Avenue Magazine and The Tribeca Film Festival Catalog.

**GYM SYSTEMS:** Gym Systems expands operations and establishes fitness equipment sales division. Gym Systems exhibits at Club Industry East Show.

Building on the success of its fitness technology division providing wireless audio video entertainment products, multi media, security surveillance and access control systems to commercial and residential health clubs, Gym Systems introduces its ‘Total Solution’ fitness program.

“By offering a complete fitness equipment package for club owners we’ve become the true definition of a single source solution. Beyond our specialty in fitness entertainment we’re designing fitness facility layouts, consulting on fitness management and staffing, selling fitness equipment and installing everything from card access systems to medicine balls. It’s a win-win for club owners. They immediately see the cost savings and time management efficiencies in dealing with one experienced provider.....our fitness facility

designs and layouts are recognized as the modern day standard for fitness centers”, says Tom Beaumont, CEO Gym Systems.

To showcase the ‘Total Solution’ fitness program Gym Systems is exhibiting at the Club Industry East Trade Show (April 16-19) at The Jacob Javits Convention Center. Club Industry is the leading fitness industry trade show on the east coast. It provides the education, motivation and innovations to make fitness facilities and facility operators more successful. In Gym Systems booth will be fitness equipment, personal viewing screens, audio systems and digital surveillance systems. Attendees at the show will be able to demo the equipment as well as meet Gym Systems sales, installation and service personnel. In addition Gym Systems will release its new fitness technology format for club owners to review. Currently Gym Systems has installed several fully equipped state-of-the-art fitness facilities and has 30 sites under review.

In other news Gym Systems completes facility upgrade installations at The Manhattan Athletic Club, The New York Marriott Marquis, The Beresford, New York Presbyterian, Memorial Sloan Kettering, The Penn Club of NY, JCC Manhattan, Archstone Chelsea, The Solaire, St. Regis, New York Sports Clubs, New York Athletic Club, Chelsea Mercantile, The Solaire, The Verdesian, The Park Imperial, Sherry Netherland, 99 John Street, 45 Wall Street, The Melar, The Ventura, The Normandy, The Biltmore, The Newbury and The Savoy. Gym Systems secures fitness equipment distributor relationships with Hampton Fitness, Intek Strength, Power Systems, Exertools and several other leading fitness and healthcare manufacturers and suppliers. Gym Systems reaches 3000th surveillance camera installation benchmark in NYC. Gym Systems and MYE Entertainment develop Netpulse ‘internet powered workout’ restructure/upgrade program at Crunch Fitness Clubs.

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