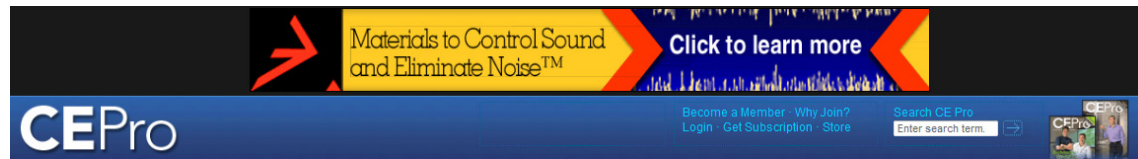


Website: www.cepro.com

Date: 09/11/11

Press category: Consumer Electronics

Country: USA



Materials to Control Sound and Eliminate Noise™ Click to learn more

CEPro

Become a Member · Why Join? Login · Get Subscription · Store

Search CE Pro Enter search term

News & Blogs · Products · Topics · Guides · Forums · Events · White Papers · Webinars · Jobs · Subscribe · CEProVIP

Print | Email | Comments (0) | Share | News | Follow on Twitter, Facebook or RSS

Insight Home Solutions Buys 4 Integration Companies

Insight Home Solutions buys two Arizona dealers and two Canadian integrators to bring high-end services to "key North American regions."

1 Tweet 6 Like

By Jason Knott, November 09, 2011

There has not been an attempt at a national footprint for custom electronics in several years. Now defunct Signature Media Group and TheatreXtreme come to mind, but a new player, **Insight Home Solutions**, has just acquired two integration companies in Canada and two veteran companies in the Phoenix area.



Insight Home Solutions has just acquired 10-year-old **RAD Home Integration** of Scottsdale, Ariz. and 50-year-old **Phoenix Home Theater** of Fountain Hills, Ariz. The buyouts go along with acquisitions of Coast Sound fx near Vancouver, British Columbia, and **Smart Home Systems** in Calgary, Alberta. Each company maintains its own brand identity within its local market.

The company says the strategic growth "uniquely positions Insight Home Solutions to provide high-end, standardized home security and automation services to people with multiple homes." The privately held company plans to leverage the economies of scale to cut costs for clientele, positioning it to offer its range of services in several key North American regions.

Insight Home Solutions offers entertainment, communications and security, including customized home theaters, intercoms, network access and home control using iPhone, iPad or smartphone.

On its website, the company states:

The North American Home Electronics Integration industry is comprised primarily of small or "mom and pop" operations, with as many as 30 companies/proprietorships operating in a single city. Each of these entities must independently finance functions such as product research, selection and training as well as systems engineering and design. They are also burdened by administrative costs such as accounting, insurance and HR. Insight Home Solutions is the result of a quest to unite several of these companies to generate cost savings and competitive advantage through economies of scale and the efficient use of resources.

"Home security and automation is both a lifestyle choice and real necessity," says Michael McDonald, chairman of Insight Home Solutions. "We see the Phoenix area as an important market for us, and we look forward to providing our high-end home services to full-time area residents and those with secondary homes. Thanks to our innovative structure and increasing economies of scale, we offer higher quality equipment at lower costs, which is very appealing for everyone."

"We are excited to be part of the Insight Home Solutions group," says Rob Czech, founder and president of RAD Home Integration. "Keeping the customer satisfied is the cornerstone of our business. Now, with Insight Home Solutions, we are able to optimize costs while sharing ideas with other leaders in the home automation sector. The savings we are able to pass onto our customers, combined with the new techniques developed as a result of our synergy, is guaranteed to impress our important client base."

"The Phoenix metropolitan area is a unique market," says Bob Koopman of Phoenix Home Theater. "Many homes in this region are secondary homes, and not primary residences. In addition to offering our customers solutions that perfectly integrate into their Phoenix homes, we can offer unified solutions making it easier to manage similar systems from remote locations."



Latest Subscribe Blogs Research

On the Move: Daily Roundup of CE People & Places
Inside ADI-Sony Partnership
Savant Adds Y-Cam to Partners in Excellence Program
EH Publishing Invests in AE Ventures, Names Galante Head of Events
Photos McIntosh Opens 2 Experience Centers
Russound AirGo Outdoor Sound Station Streams via Apple AirPlay
White Paper 4 Horrible Wiring Jobs Cleaned Up
View more news

CEPro CareerCenter
Your best resource for custom electronic jobs.

Just Add Power
HD OVER

Slideshows

McIntosh Opens 2 Experience Centers

6 Great Audio Demos

Controlling \$15M Bel Air Mansion

Inside Simon Cowell's Automated 'X Factor' Trailer

View all slideshows

Featured Topics

Amplifiers

Audio

Home of the Right-Sized Matrix™
Changing the way HD is distributed