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ABOVE: BRAD ALVES AND STEVE GLUSIC, CO-FOUNDERS OF IMAGINEMEDIA, LLC. LEFT: SCREENS INSTALLED AT THE BAR IN THE DEER PATH INN

# IMAGINE COMMUNITY

Operating on a platform of convenience, customization, and community involvement, the team at ImagineMedia develop home entertainment systems beyond imagination.

“We do a lot of support for North Shore organizations. I think it’s important for a local company to be involved in the community as such,” says Brad Alves, co-founder of ImagineMedia, LLC.

ImagineMedia’s dedication to community involvement is evident on the walls of many of the businesses we frequent. Their screens and sound systems can be found entertaining people at The Bar in the Deer Path Inn, Lake Forest Wine and Cheese Specialties, and Taper Cut. Their systems show you the invigorating possibilities at the Porsche Exchange in Highland Park and help pass the time in many area dentist offices.

They also use their considerable multimedia systems knowledge and products to assist many of the causes near and dear to us with fund-raising, supporting events and auctions for organizations like Lake County Cares, the Lake Forest/Lake Bluff Chamber of Commerce, Lake Forest Open Lands, Lambs Farm, the Goodman Theatre, and Northwestern Lake Forest Hospital. Coming up on May 5, ImagineMedia is donating an \$8,000 entertainment system for auction at the Hubbard Street Dance Chicago’s Spotlight Ball to support the Arts and Arts Education programs throughout Chicagoland.

“We prefer to spend the money here, provide our services, use their services,” adds Steve Glusic, ImagineMedia’s co-founder. “It’s a small community.”

But Brad and Steve are making sure that our

small community stays plugged in to the latest in entertainment technology and are ensuring that our systems remain approachable. Even the television industry is going green. “One of the little known things about a plasma TV is that they weren’t very energy efficient,” says Brad. “They created a lot of heat. If you walk close to a plasma TV, it feels like a fireplace.” The advent of LCD TVs meant a huge jump in energy efficiency. The newest LCD televisions utilize LED technology, which use one-sixth of the energy of the last generation models. In conjunction with mechanized home theater draping systems that can automatically raise or lower the drapes in the room depending on the season and time of day, we’re starting to talk about major energy savings. The new televisions also use sensors to recognize when you’ve left the room, shutting the screen off and leaving the sound on for you to continue listening. It senses when you re-enter the room and the screen fires back up.

All of these components—the television, sound system, drapes, and lighting systems—are all controlled via a convenient Crestron or iPad touch screen control panel. With one or two pre-programmed buttons, the entire environment of the room shifts into an optimal watching environment. The amount of control the panel grants even extends to determining the percentage of light your lightbulbs are generating in different zones of your house. One programmable feature on the panel is the Snack button. If it’s late and you’re getting out

of bed, pressing the Snack button lights a path from your bedroom to the kitchen, with the hallway and stairwell lit at 30% brightness and the kitchen at 75%. The Panic button results in every light in the house going immediately to 100%, with the lights outside of the house set to steadily flash on and off, making sure that emergency services have no doubt which house needs their assistance. Burglar and fire alarms also instantly trigger the Panic mode light settings.

Every control option on the Crestron panel can also be installed onto your iPhone, iPod Touch, or iPad. You never have to look for a remote again, with all of the controls for your home sitting in your pocket. And if you’re not at home, but want to check on your thermostat or trigger your lights to make it look like you are, your iPhone and a Wi-Fi connection are all you need.

Even though ImagineMedia has every top-of-the-line component you could want, including soundproofing capabilities to isolate their impressive theatrical sound systems, they also have the ability to provide a home theater feel on a budget. The Sony Davis 50 system has a DVD player, iPod dock, and five deceptively small surround sound speakers for only \$800. Pair that with a 40-inch flat screen and you have a home theater experience for \$1,500.

“We have clients put top-quality systems in their homes, but have [the Sony Davis 50] in their offices or dens. It’s not about the money. It’s about the convenience. It’s about the size,” says Steve. “They could spend whatever they want if they choose to.”

Brad’s son, Charlie, now plays an active role, adding a new dimension to the established partnership that Brad and Steve created years ago. The company and its innovative systems are sure to be a powerful part of our community for a long time.

*ImagineMedia, LLC is located at 1022 N. Western Avenue in Lake Forest. For more information, call 847-234-5670, or visit them online at [www.imaginemediallc.com](http://www.imaginemediallc.com).* **FB**