

# HIGH-END HI-FI

NEXT LEVEL HOME ENTERTAINMENT



**A MCINTOSH  
DREAM COME TRUE**  
A LIFELONG WISH:  
REALIZED

**MARTINLOGAN  
& MAGNOLIA**  
A RELATIONSHIP 30 YEARS  
IN THE MAKING

**A RETREAT TO  
REMEMBER**  
CREATING THE ULTIMATE  
GETAWAY AT HOME

**The New Sonos Amp**  
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all your entertainment.

# Amp



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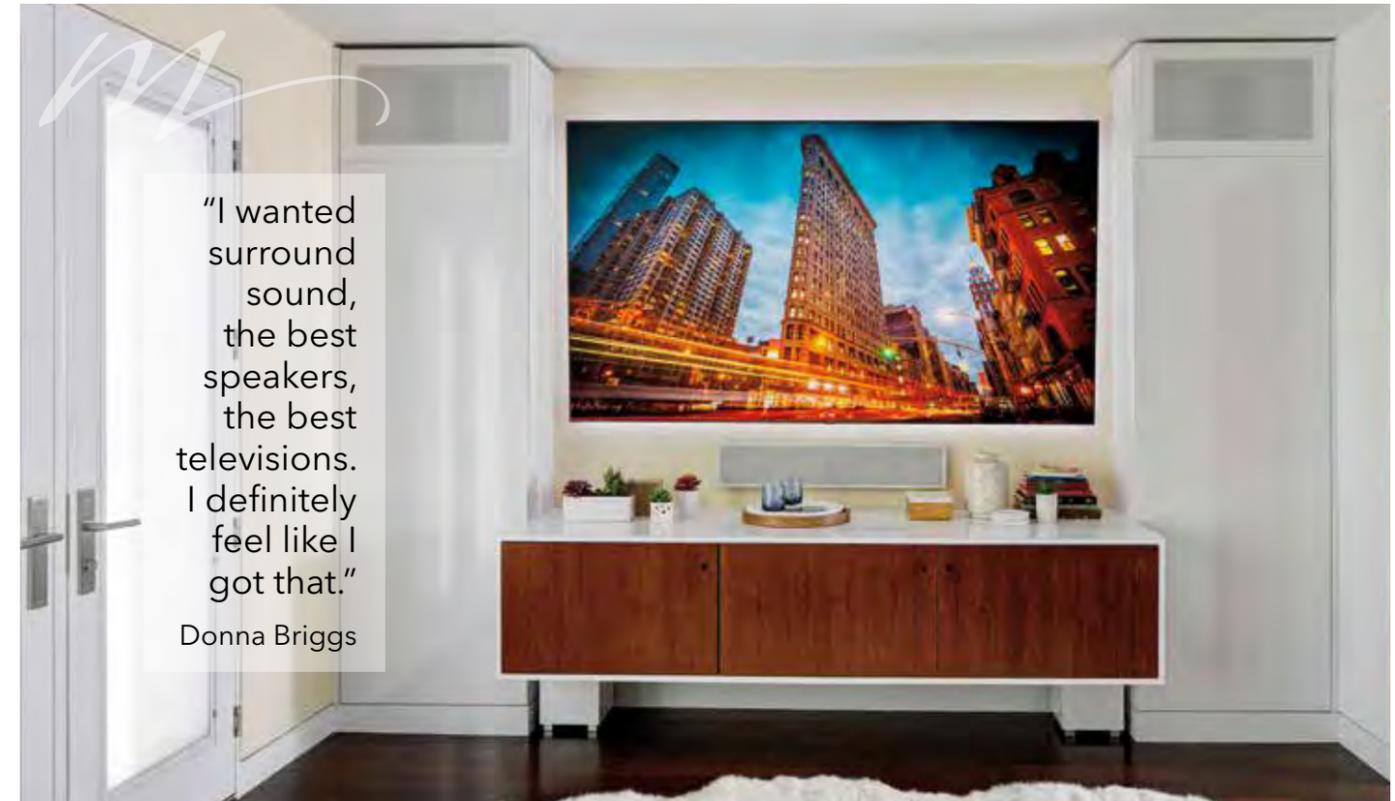
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For more details, visit [sony.com](http://sony.com)



Available at Magnolia

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"I wanted surround sound, the best speakers, the best televisions. I definitely feel like I got that."  
Donna Briggs

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## Over a Decade of Inspiration

It was 11 years and 21 issues ago that *M Magazine* first debuted to introduce customers to the amazing things Magnolia can do. And while the world, and technology, have changed significantly since then, one thing hasn't changed: Magnolia's commitment to customer satisfaction. There's a little secret in the *M Magazine* world: we don't pay anyone to feature their home in the magazine. The relationships that have been forged with their Project Managers, System Designers and Installers is something they want to give testimony to, and the quality and beauty of an install well done is something they enjoy showing off. These wonderful stories of relationships, designs and what's next are what make us proud to share the next issue of *M Magazine* with you. Enjoy!

**If you want to learn more about Magnolia check us out here:**

[facebook.com/MagnoliaExperience](https://facebook.com/MagnoliaExperience) [www.BestBuy.com/Magnolia](http://www.BestBuy.com/Magnolia)



### In Loving Memory of Alex Hayden

As the feature photographer for *M Magazine*, Alex has taken nearly every photo in every issue. In mid-July, he was killed in a tragic hit-and-run accident while riding his bicycle. Our hearts go out to his wife Susan and his children Charlie and Clara. It was Alex's vision, attention to detail and creativity that brought life to this magazine. We will miss you Alex, but your kind heart, infectious smile and amazing talent will never be forgotten.

# MAKE YOUR DREAM KITCHEN A REALITY



VIKING PROFESSIONAL PERFORMANCE FOR YOUR HOME™

Viking offers complete ultra-premium kitchens and truly consistent design, while delivering the quality and performance that makes Viking the true market leader. Across all product categories, the knobs, handles, bezels, curves, angles, and lines all follow the same design cues - even the grain of stainless is the same from product to product. This enables the designer to create a perfectly harmonious kitchen.

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# PREMIUM SERVICE

# BEST BUY

**In the Spring of this year, Best Buy® relaunched their brand with a new logo and a new rallying cry, “Let’s talk about what’s possible.”™ It’s the aim of Best Buy to be your inspiring friend who helps you understand your goals and how technology can help you achieve them. It’s an expression around the people who work at Best Buy—and it’s a reflection of how the company is headed to the next level of service. It’s also a reflection on the service heritage of Magnolia.**

### It’s the people

“Telling the story of our people—and how we make a meaningful impact on customers’ lives—is at the heart of this work,” Best Buy Chief Marketing Officer Whit Alexander said of the brand’s new culture. “Our people are our insurmountable advantage.”

These are the difference makers. The interactions, the know-how, the trust. It’s something you can’t build with an online company. It’s something you can’t fake: you either have it or you don’t. And the foundation Magnolia has helped establish in this space is benefitting the entire company.

As a brand established nearly 65 year ago, Magnolia has always put people first, with service as its guiding principle. 100% customer satisfaction was what Magnolia’s founder Len Tweten aimed for in every customer interaction. To this day, Magnolia System Designers are known for becoming customers’ friends and trusted advisors when it comes to the world of premium home entertainment. This new brand work embodies this same spirit. From Magnolia to Best Buy to Pacific Sales, it’s all about building relationships with customers. With every interaction, we’re your inspiring friend, moving beyond just the single purchase into the complete home solution.

# AT EVERY LEVEL

### We’re there for you

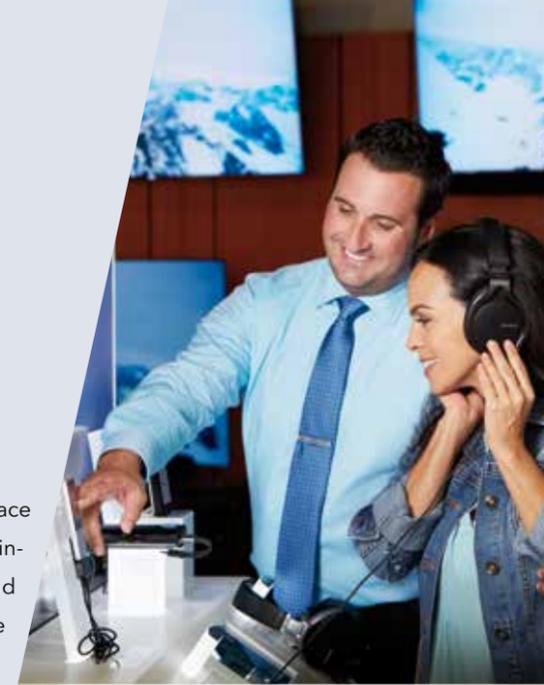
A big part of this service model for Magnolia was the realization, long ago, that the best place to evaluate your entertainment requirements is inside your home. Magnolia has offered in-home consultations for decades. A Magnolia System Designer will come to your home and take a look at your audio, video and smart home needs—top to bottom—and give you advice on design, products and new experiences you can create.

It’s from this service forged by Magnolia that Best Buy has scaled this offering to provide an in-home advisor program. Here, In-Home Advisors evaluate every aspect of your home; from your Wi-Fi signal, to your computers, to your appliances and, yes, your home entertainment needs. The best part: these advisors are trained to look at not only what you need, but the level to which you need it. If they recognize you as someone who is in need of premium products and the integration of hi-end home entertainment gear, they will refer you to a Magnolia System Designer. And if you’re a premium appliance customer, Pacific Sales will make sure you get the luxury appliances that fit your needs.

### Good, better, ultra-premium

When you walk into a Best Buy store that includes Magnolia and Pacific Sales, your choice of brands and solutions grows exponentially. Now, not only do you have a vast selection of products in every category from appliances, audio, video, computers and so much more, but you also have a selection of premium brands and services that moves your choices to an elite level. Magnolia Design Centers offer you the most sought-after brands including McIntosh, Savant, Bowers & Wilkins and MartinLogan—these are the brands that audiophiles desire. Here you’ll also get the help of dedicated System Designers, Project Managers, Installers and Engineers, all ready to bring even the most complex home entertainment systems to life. Then, when you move over to Pacific Sales, you’ll find brands like Viking, Thermador, Jenn-Air and Monogram: the appliances that make cooks chefs. But no matter what brands or level of product you’re looking for, the focus is on one thing—you. Once you’re inside these stores, you’re the focus; your project, your goals, your solutions. Whether your needs are the ultra-premium, or more mainstream, or a combination of the two, these stores can meet any need and any budget with a single point of contact and a level of service that is second to none.

Are you ready? Let’s talk about what’s possible.™ 



In store or in your home, Best Buy, Magnolia and Pacific Sales bring knowledge and white-glove service to your home entertaining needs.



 Find out more about In-Home Advisors [HERE](#)



 Find out more about Bowers & Wilkins [HERE](#)

# A LIFETIME DREAM: REALIZED

Phoenix area resident Jim Stanfill has been obsessed with Hi-Fi his entire life. Part of that obsession is a dream that spans over 40 years: to bring McIntosh components into his home. Today, with the help of Magnolia, that dream has been realized, with a 2-channel sound system that doubles as a 6-channel (5.1) surround-sound theater system that is truly stunning. Magnolia completed the dream with amazing outdoor entertainment, for an audio and video experience that excites at every turn.

## **A McIntosh dream come true**

It all started a long time ago, in a land far away. "When I was in the military in the mid '70s, I was stationed in Germany, and I started getting into Hi-Fi," Mr. Stanfill told us. "It was then that I discovered McIntosh, but I couldn't afford it, so I had to settle for another system."

"McIntosh is considered the best of the best in Hi-Fi, and I wanted the best of the best. The look, the large meters, the sound quality: I love everything about them. I had worked with Magnolia in the past, so when my wife and I moved to the Phoenix area, I contacted the Scottsdale store. It was there I met Sales Manager Paul Magee and Regional Senior Manager Chelsie Kile. After a lot of talking about the system I wanted to create, and demo-ing a lot of products, I decided to fulfill this dream."

Chelsie added, "Jim has had very nice systems in the past, so he has experience, but he's never had McIntosh. He would spend hours in our listening room blaring music with Paul - it was a lot of fun. But what's really cool is how Jim had this vision for the system. He custom-built this whole media wall himself. We helped with the engineering and the rack elevations, but it was Jim's vision that guided everything: we just helped him bring that vision to life. We're all very grateful that we were able to help him achieve his dream McIntosh system."



A system dreams are made of:  
Four Bowers & Wilkins 802 Diamond floorstanding speakers with a B&W HTM1 center channel speaker and DB1D subwoofer.

The two racks house a host of McIntosh components including MC601 monoblock amplifiers and an MX160 processor.

The lights on the racks were custom made by Magnolia and designed to match the McIntosh blue amp meters.

### A hybrid system

When Jim and his wife, Rose Marie, moved to their new home in Phoenix, they downsized. Part of that downsizing was losing their dedicated media room. But they didn't want to completely lose that experience. Jim explained, "Since we don't have a media room anymore, I wanted to create a theater room as best I could. With this setup we get really good sound and sound effects for movies."

But even with this amazing theater-quality sound system, it's really all about music for Jim. "I like to hear all the instruments, I want to be able to sit in my family room, and listen to classical, guitar, piano. I love everything about audio. I'm really happy with what we ended up with."

What he ended up with is a system that is truly stunning. It includes four, yes four, Bowers & Wilkins 802 Diamond floorstanding speakers: two for the front, two for the rear channel sound. The center is the Bowers & Wilkins HTM1, and for the bass there's a B&W DB1D subwoofer. And it's all clad in Rosenuit. "I loved the look of Bowers & Wilkins," Jim told us, "I love the sound. When I heard these in the demo room, I fell in love with them."

Then there's Jim's prized McIntosh gear which includes dedicated MC601 monoblock amplifiers for each speaker, an MX160 processor and the incredible MT10 turntable.

Paul explained, "Jim's a music guy - he has tons of vinyl. We also wanted him to have surround sound. Jim has a great ear, and appreciates all audio; not just the intricate sounds of music, but the audio complexities of movie sound effects as well. This is a nice hybrid system for all of that. It's an awesome two-channel system and an amazing system for watching movies or the game."

And the icing on this McIntosh cake is the McIntosh clock. A unique accent to an already beautifully outfitted McIntosh room.

### Hard to beat, easy to use

To control this incredible gear, Magnolia installed the Control4 smart home system. As a technology buff, Jim knew what he was getting into. "I love Control4, I know a lot about how the system works. Control4 was the most elegant in terms of ease of use. We looked at



Five Luma surveillance cameras keep an eye on everything, whether they're home or away.

[Find out more about Control4 HERE](#)

different systems, but I felt Control4 was the easiest to install, configure and make work."

As part of the Control4 system, the family can monitor their Luma cameras and network video recorder right from their laptops, tablets or smartphones. And to ensure a strong Wi-Fi signal for the system, Magnolia installed Ruckus access points throughout the house.

The incredible McIntosh MT10 Precision Turntable with its stunning illuminated silicon acrylic platter.



[Find out more about McIntosh HERE](#)

Even with all this, Jim still wants more. "We're not done with home automation. We want to do some other things with it, including lights, and thermostats. I want to be able to control everything with my cell phone."

### Outside

When you step outside, you step into an oasis fit for a luxury spa. The setting is tranquil, as perfectly placed foliage surrounds an amazing pool with a swim-up bar. A patio leads down to the Ramada where you'll find an outdoor TV. Misters keep you cool on even the hottest Phoenix summer days, as soft music helps you relax in a space that feels miles away from the everyday.

"I wanted to be able to walk outside and listen to whatever I wanted," Jim told us. "Whether at the barbeque or in the pool, inside or out, I wanted a pristine musical setting."

To finish off this everywhere-audio experience, Magnolia installed Bowers & Wilkins CCM683 in-ceiling speakers in the garage. It's the ultimate garage sound for when Jim wants to tinker with his motorcycles or RV.

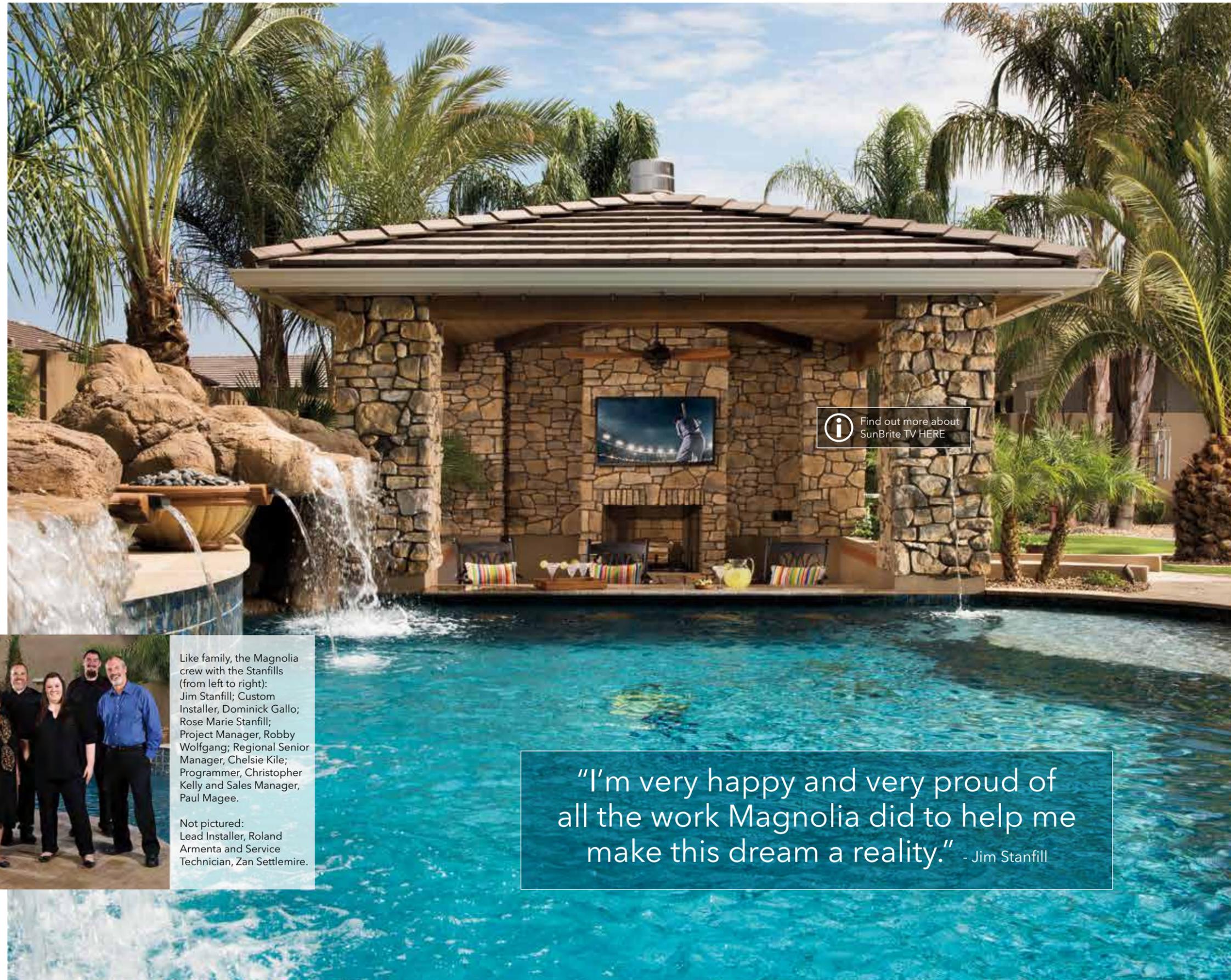
### One system, one amazing relationship

"I am extremely happy that I decided to make this investment with Magnolia," Jim said with a smile. "Magnolia had everything I wanted, and I felt I would get a better bang for my buck working with them due to their relationship with Best Buy and the fact they have a nationwide presence. I wanted to make sure that if something were ever to happen, they would be there to resolve it. You don't get that with other media installation companies in the area."

"The personal relationships are also great!" Jim added.

"As we got into this process, Paul and I created a bond. And when the installation guys started coming into our home, they were very professional, they cared about our home and they were very responsible. I grew to like every one of them. I would challenge them on some of the designs and how I wanted it configured, and they were very accommodating. We grew to really appreciate each other's knowledge, and their knowledge of the products really stood out to me. Plus, the people who were involved are still involved: it didn't end after the sale. That's really important. I'm very happy and very proud of all the work Magnolia did to help me make this dream a reality."

Products, relationships, dreams: that's what Magnolia is all about. When you're ready to bring all of this to your home, visit your nearest Magnolia Design Center and see what we can do for you. 



 Find out more about SunBrite TV HERE



Like family, the Magnolia crew with the Stanfills (from left to right): Jim Stanfill; Custom Installer, Dominick Gallo; Rose Marie Stanfill; Project Manager, Robby Wolfgang; Regional Senior Manager, Chelsie Kile; Programmer, Christopher Kelly and Sales Manager, Paul Magee.

Not pictured: Lead Installer, Roland Armenta and Service Technician, Zan Settlemire.

"I'm very happy and very proud of all the work Magnolia did to help me make this dream a reality." - Jim Stanfill

# SHINOLA

THE NEW SOUND FROM DETROIT

The piece that brought Shinola into the audio game: the Runwell Turntable.

Six years ago, Tom Kartsotis, who started Fossil watches in the '80s, decided he wanted to do something different. He wanted to not just create watches in the U.S., but he wanted to create jobs in the U.S. and bring manufacturing back to the States. Mr. Kartsotis found his solution by launching the Shinola brand in the heart of Detroit. What started as watches, quickly grew to include leather goods, bikes and journals. Classic, analog products, built with a timeless design. And now, Shinola has moved into the world of audio, with a turntable, speakers and multiple headphone lines. You'll find many of Shinola's hi-end products in luxury shops across the globe, and today, you'll find this new audio gear in an equally hi-end shop: select Magnolia Design Centers. It's two American companies that put people first, with an ever-present focus on quality and timelessness.

## Joining the audio game

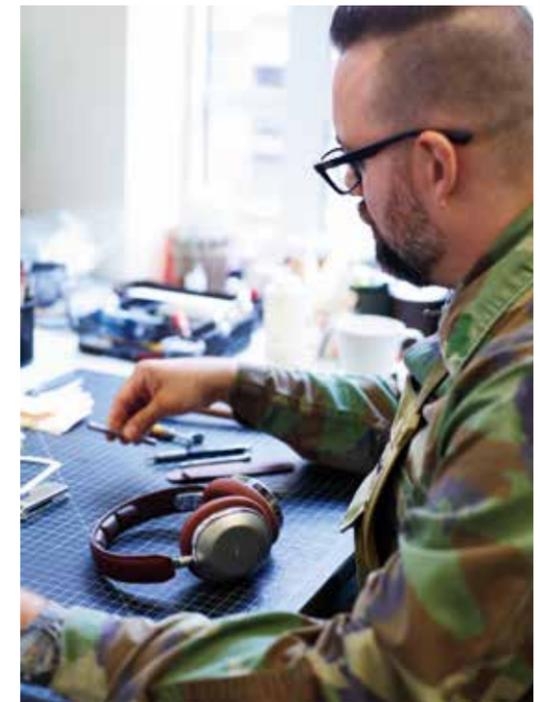
For a company known for precision watches, leather goods and bicycles, the movement, quality and intricacies of audio products seemed like a natural next step. As Director of Audio at Shinola, Michael Haener, told us, "Music has always been part of who we are. The history Detroit has with music is unbelievable. We kept asking ourselves, 'How do we make audio part of the brand in a bigger way?'"

Shinola started by launching the turntable, an amazing piece of audio that's also a beautiful piece of furniture. They partnered with VPI out of New Jersey, another great American company with 40 years of experience creating very high-end turntables. With Shinola's strength in design, materials and storytelling, and VPI's experience in the audio game, it created a remarkable product both visually and musically.

That set the tone for other audio products, as Shinola began these strategic partnerships with some of the best in the audio business. Working with amazing engineers and sound designers, Shinola began to marry their brand aesthetic with the sound from these other iconic brands.

For speakers, Shinola partnered with the internationally acclaimed Thomas Barefoot of Barefoot Sound. He is a genius in the pro sound game making very high-end studio reference monitors. In the pro audio space, everyone from Lady GaGa to Steven Tyler turn to Barefoot for their audio needs.

For their headphones, Shinola chose to work with a number of different partners. For their in-ear monitors, they teamed up with Campfire Audio out of Portland, and for the on-ear headphones they worked with Audeze headphones alumni Alex Rawson. Together, they brought a sound quality to these in-ear and on-ear pieces that is unmatched.



Shinola sound tests every pair of headphones before they go out the door. They create a frequency response profile that every headphone must match. It's their final quality test for sound, and one you'll appreciate in every product you listen to.





### The sound

While still new in the audio game, Shinola has created a distinctive sound. One of the signatures of Thomas Barefoot audio is not coloring the sound to make it your own, but rather recreating it as the artist intended. You definitely experience this in Shinola audio products. They are not too heavy on the bass, but offer a nice low presence. They're also not too bright on the highs, but the quality and breadth of the soundstage is expansive and works well across different genres.

### The design

One thing that is distinctly Shinola is the look, feel and quality of all their products. From their simplest \$9 journal to their finest \$1500 watch, every product holds the same design aesthetic. It's this design trend that has former presidents and current celebrities clamoring for these products. And it's this thread of design that continues into their audio products. While they partner with other brands for the sound, the look is 100% Shinola, delivering the same DNA from their watches to their audio products. All the stainless steel components, the processing and all the finishing is done in the exact same way that they do their cases for watches. The leather, all the stitching and painted edges are done exactly the way they do their straps. So even though they're two very different products, there's a very cohesive design language that goes across both.



Above: The Canfield Over-Ear Headphones.  
Below: The Bookshelf Speaker powered by Thomas Barefoot.

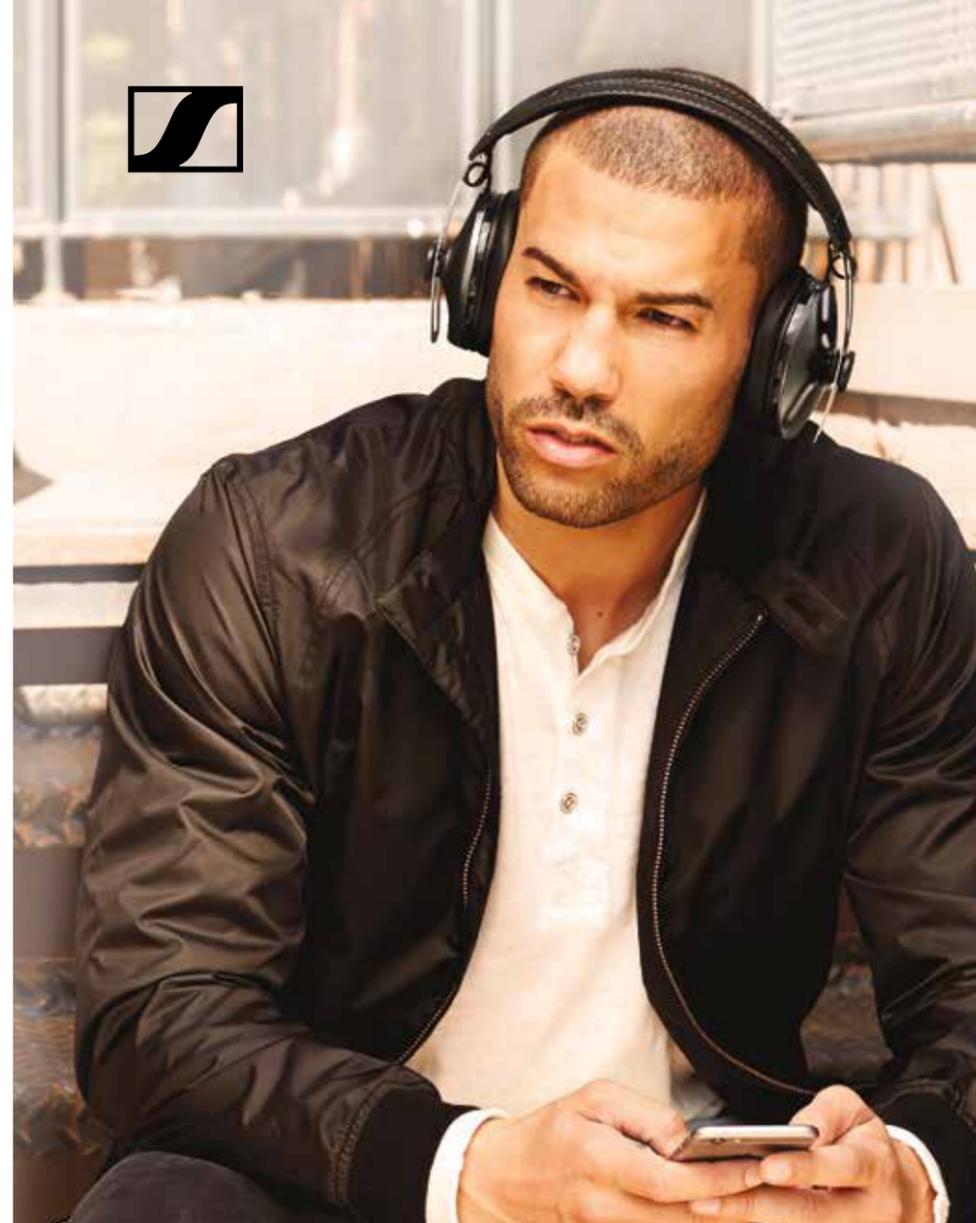


**A TRUE MANUFACTURING COMPANY IS BUILT NOT BY THE THINGS IT MAKES. IT'S BUILT BY THE PEOPLE WHO MAKE THEM.**

**A welcomed partnership**

Shinola's focus is on quality-sounding, beautiful, entry-level audiophile products for the home. That's why, as Michael explained, "The partnership with Magnolia is so perfect. Magnolia does such a good job in the stores creating this home-like environment with the smartest people on the floor speaking to the quality of the sound. They probably do it even better than we can by giving a proper demo. All of this is really important to us and we couldn't have chosen a better partner."

This Fall, 23 Magnolia Design Centers, located inside Best Buy® stores, will have the full assortment of Shinola audio products; the turntable, bookshelf speakers, and their full line of in-ear and on-ear headphones, including their new wireless Bluetooth single driver in ears. Stop in and experience what this hand-built, Detroit sound is all about. 



[HD1 WIRELESS](#) 

**Unparalleled quality, style and sound.**

The HD1 Wireless is an engineering triumph combining iconic design, luxurious high-quality materials and uncompromised performance. Bluetooth technology frees you from wires while NoiseGard hybrid active noise cancellation virtually eliminates unwanted ambient sound further enhancing the audio experience.

[Discover now!](#)

**SENNHEISER**



# A THEATER STORY

As the screen fades to black and the credits roll, you shake your head trying to return your brain to reality. The story, the visuals and the sound have all transported you to another world where you weren't just watching, you were one with the movie. But when you're looking for a company that can turn a room, any room, into a theater like this, it can be difficult to know where to start. For Magnolia, word of mouth has always been one of our biggest ways to bring customers through our doors. But if you don't know anybody who has been through this process, who do you talk to? We'd like to introduce you to James, someone who was also going through this process, and who found the solution from Magnolia. Here's his Magnolia story, right from his "word of mouth."

## Turning wants into reality

When I started my theater, I was looking for a turnkey solution. I wanted a company that could put in the racks, do the wiring, do all the AV, test it, and get it up and running. So I did some research and I went to a few different places; Magnolia was one of them. At the time, I didn't know they were inside a Best Buy store, but when I went in and met Danny Preast and Tim Sanford and they came out to my home to do an in-home consultation, I knew they were the right fit.

It started with the design. The space in my home was already a theater, but in working with Magnolia, we changed up the risers, turned closets in the back of the room into rack spaces, and pushed the columns out as far as we could to put in the biggest screen possible. My wife also wanted the starry-night ceiling, and it all came together beautifully.

 Find more Theater Inspiration here



Buckle up for cinematic perfection with dual stacks made up of components from McIntosh, Kaleidescape and Furman. These racks provide precision and power to this 7.2.4 system that includes MartinLogan Summit speakers and dual BalancedForce 212 subs.

 Find out more about McIntosh [HERE](#)

### The right audio is key

I'm an engineer and I've done sound engineering, so one of the things I wanted to make sure we got right was the audio. Magnolia has connections with Acoustic Geometry and they reached out to them and engineered a room layout that would have the right reflection and absorption of sound. Then, with McIntosh's room perfect technology, which sets all the phasing and frequency to the right levels for the acoustics in the room, they were able to eliminate dead spots. Now you don't hear reflections, you don't even feel like you're listening to speakers: you're just absorbed in sound.

Then, Magnolia told me about Dolby Atmos, and I thought, "I've got to have it." Dolby Atmos definitely makes the movie experience more immersive. With the above-you sound that follows all the motion appropriately throughout the room—whether it's an airplane or a helicopter flying over you, or an explosion behind or in front of you, like in any of the Transformers movies—the sound is where it's supposed to be. You almost forget that you're watching a movie, you feel like you're in it.

### The experience

We mostly use this theater for the big movies, the latest releases and 4K films, and a lot of science fiction. The details put in from the audio, the 4K projector and the 150" screen are amazing. The quality not only in the filming but the score, they really come together here. All the artistic feeling that the director had in mind, you are much more likely to understand and feel when you're watching in a theater of this level. I know there are films that I've watched in the past, and they're exceptional movies, but you're just kind of an observer. But when you watch it in this theater, you see the details on the screen and hear it in the music, and you get more emotionally involved to the point you're grabbing your chair and holding on.

### A strong relationship

It was great working with Magnolia. Professional, responsive and they knew their stuff. If there was a problem, they were here to figure it out. As far as a turnkey solution, I don't know that there are too many companies out there that can deliver the expertise across the broad spectrum of technologies to make something like this come to life.

They also offer Magnolia Care for assistance after installation, which is great. On a system of this level, when you have so many different components and technologies integrated together, there's always something that's going to need to be upgraded or updated, or something that goes off line. To have their responsiveness on this type of system, that gets used so often, it's definitely worth it.

We couldn't have said it better James, thank you. If you've been looking for a testimonial or more insight into what Magnolia can do in your home, now you have it. From the products, to the services, to the expertise, Magnolia has you covered. 



 Find out more about MartinLogan [HERE](#)

These high-performance MartinLogan Vanquish in-ceiling speakers deliver Dolby Atmos sound to this theater while the Sony VPLVW1100es projector provides stunning imagery to the 150" 2.35 cinema screen from Stewart.



 Find out more about Sony [HERE](#)

The Magnolia team: (Back row): Lead Installer, Philip Priszack; and Magnolia Service Technician, Yas Kataoka. (Front Row): System Designer, Danny Preast; and Project Manager, Timothy Sanford.



A RELATIONSHIP 30 YEARS STRONG

# Magnolia AND MartinLogan

In the late '70s, Lawrence, Kansas, residents Gayle Martin Sanders and Ron Logan Sutherland combined their middle names to start MartinLogan, a speaker company passionate about creating the perfect electrostatic speaker. This proved no small task, and it wasn't until 1983 that they hit the market with their first hybrid electrostatic speaker called the Monolith. If you don't know what an electrostatic speaker is, you will once you see it and hear it. The tall, iconic grill and precise, room-filling sound sets an electrostat apart from all other speakers. And while MartinLogan didn't invent the electrostat, as they say, they perfected it. Five years after the introduction of this speaker to the world, MartinLogan began its partnership with Magnolia. And now, 30 years later, that relationship remains extremely strong, as both brands strive to enrich customers' lives with stunning sound and style.



It's this same level of expertise and passion for the customer that exists today and continues to make this relationship so strong. Sean told us, "At the end of the day, both companies strive to provide extremely good customer service for the end user. We understand Magnolia customers are looking to Magnolia employees as the experts, and we strive to give them the knowledge around our products and brand."

Magnolia System Designer Paul Magee, who has been with Magnolia for 25 years, and has seen this relationship grow, added, "MartinLogan is always there to help us, and answer any questions we may have. They are a true partner." To deepen this relationship, trips to visit MartinLogan's headquarters in Lawrence, Kansas are not uncommon. Paul recalls, "Early on in my career at Magnolia, I had the opportunity to visit their factory. Gayle Sanders was so gracious, he invited us for dinner at his home and let us listen to his personal system. That was one of the highlights of my whole career and demonstrates the connection that exists between these two brands."

### Always evolving

Both MartinLogan and Magnolia have evolved over the decades to further meet the needs of their customers. For MartinLogan, what started with the Monolith has evolved into a host of electrostatic speakers including electrostatic surround and center channel speakers. Through time, MartinLogan has stepped beyond their core portfolio to include subwoofers, wireless speakers and the Motion Series: smaller speakers that utilize cutting edge Folded Motion® technology to bring exceptional sound to smaller spaces.

### A relationship is born

When MartinLogan first hit the market, Gayle Sanders wanted to work strictly with smaller independent dealers as opposed to chain stores. At the time, there were already a number of Magnolia stores that dotted the West Coast, excluding them from this "Mom and Pop" list. But in 1988, due to Magnolia's outstanding reputation in the market, Gayle took a trip to see what these stores were all about. As Sean Bennett, National Account Sales and Training Manager for MartinLogan explained, "Gayle was extremely impressed with the presentation, the expertise, and founder Len Tweten's passion around putting the customer first." Soon after this visit, the Magnolia and MartinLogan partnership was formed.



Early MartinLogan employees building Monolith and Quest electrostatic speakers and prototype woofer towers in MartinLogan's original factory.

Today, MartinLogan continues to stretch the boundaries of sound and style with their giant flagship speaker, the Neolith, and their eight-piece Masterpiece Series. Their architectural speakers, as well as cutting edge soundbars, add amazing audio to any room. And with the inclusion of their Outdoor Living™ Series, you can surround your outdoor spaces with incredible sound. Most recently, they released a new line of Dynamo subwoofers that represent where the brand is going with the latest technologies. These subs utilize ARC® (Anthem Room Correction) and app control, allowing you to manage the subwoofer to your room's and ears' every desire using your mobile phone, giving you the perfect sound experience for whatever you're listening to.

**Something for everyone**

MartinLogan offers audio solutions for every space in your home, from 2-channel systems to the most in-depth 9.2.4 Dolby Atmos home theater experiences. Large or small, complex or simple, together, MartinLogan and Magnolia will help you get the audio experience that's perfect for your home and your listening tastes. With expert service, precision products and an unmistakable look, these brands continue to create outstanding audio for your home. 

 Find out more about MartinLogan [HERE](#)



**Magnolia Design Center  
Greeter Stack**

When you walk into any Magnolia Design Center, you see a Magnolia statement piece: the greeter stack, which consists of MartinLogan electrostatic speakers powered by a rack of McIntosh components. As Paul Magee told us, "I love when people see the greeter stack: they walk around the speakers trying to figure out where the sound is coming from. It starts a really great conversation around the next level of quality and innovation that Magnolia has to offer."

Bowers & Wilkins



PX Headphones 

50 years of award-winning sound in every pair

[www.bowerswilkins.com](http://www.bowerswilkins.com)



Responds naturally to you



Wireless adaptive noise cancellation



Smart power with a 22-hour battery life

# QUALITY

AT EVERY LEVEL



 Find out more about Bowers & Wilkins [HERE](#)

**S**iriusXM Satellite Radio talk show host Donna Briggs interviews celebrities on a weekly basis. She is a fashion blogger, a model and an actress, and knows quality when she sees it. She also thoroughly enjoys the best of the best when it comes to her lifestyle and technology. From Christian Louboutin shoes (the red-bottom beauties ladies love) to Tiffany glassware and Tesla automobiles, quality is a constant. So when it came time to outfit her Washington, DC residence with home entertainment gear, she needed a level of quality and luxury to match. And Magnolia did not disappoint.

**Foreground:** The amazing two-channel system with Bowers & Wilkins 803 D3 speakers powered by a McIntosh MC452 amplifier, C52 pre amp, MCD350 CD player and an AudioQuest Niagara 7000 power conditioner.

**Background:** The massive Samsung 88" Class Q9F QLED 4K TV with a 5.2.2 Dolby Atmos surround sound system that includes 4 MartinLogan in-ceiling speakers (2 for surround, 2 for Dolby Atmos), Bowers & Wilkins bookshelf speakers hidden in the cabinets, and a MartinLogan Motion SLM XL center channel speaker.

“When I went to Magnolia I was looking for something cool: I wanted the newest of everything... and I definitely feel like I got that.”

Donna Briggs



**This time, bigger is better**

Subtlety is something this modern townhome isn't big on. What it is big on is TVs: in size, quality and quantity. Entering the home from the garage level, you walk into a workout room and—boom—you're met by a 77" LG 4K OLED TV. Huge by all standards, until you move up to the main level. Here, dual 88" Samsung Q9 TVs stop you in your tracks, with one in the family room and one in the dining room. Each TV delivers over a billion colors, 100% color volume and next generation smart features, making them a true sight to behold. There's also a 40" Samsung on the opposite wall in the kitchen, so even if you turn your head, you're not missing a thing. If you're doing the math, that's 216" of TV screens, or 18 feet of cinematic beauty, just on this level.

The pièce de résistance to these TVs is the Savant backlighting. These are lights behind the TVs that give a light glow, giving the appearance that these TVs are floating, while allowing Donna to choose nearly any color to highlight these visual works of art.

To match the giant 88" screen in the family room, Magnolia installed a 5.2.2 Dolby Atmos surround sound system that brings cinematic sound to this bigger-than-life TV. As you move to the back of the room, you'll find an elegant listening area that features a two-channel, white, Bowers & Wilkins 803 D3 floorstanding speaker system. Sophisticated in both sound and style, it really adds a touch of elegance to this already beautiful space. And while the speakers are incredible in their own right, it's the McIntosh components and new AudioQuest Niagara power conditioner that brings power, clarity and precision to this two-channel beauty. This is one amazing system that screams quality, giving Donna the premium sound and style she demands.

Moving throughout this 4-story home, the focus on quality and technology continues to grab your attention. In the master bedroom, you're struck by the elegance of a mirror that fills the entire wall. But it's not until you turn on the 65" Seura TV inside that mirror that your mind is truly blown. And while a 65" TV in a mirror in a bedroom is nice, the 65" TV in the guest bathroom makes its own statement of grandeur. Yes, a 65" TV in a bathroom. Go big or go home, or better yet for Donna: go big at home.

**Below left:** The 65" Seura TV inside the bedroom mirror allows for TV when Donna wants it, a simple mirror when she doesn't.

**Top right:** Control is ever present in this home, while being simple, clean and elegant. From the Lutron Grafik T™ light dimmer and switch, to the Savant remote, to the simple Lutron Pico wireless light control.

**Below right:** This 65" Sony OLED TV turns this bathroom into a relaxing oasis where you can take all the time you want to get ready and not miss your favorite show.



Find out more about Sony HERE



Find out more about Smart Home HERE





Throughout this home, you'll find ten of these amazing Savant Wally touch panels that put the entire home right at your fingertips. You'll also find these Lutron Grafik T™ dimmers and light switches that make your traditional light switch a thing of the past.

 Find out more about Lutron [HERE](#)



 Find out more about Savant [HERE](#)

“I felt comfortable working with Magnolia because I knew they would handle everything. They’re hands-on... they’re very white-glove.”

Even when you step outside, the eye candy doesn’t stop. Here Magnolia installed an 84” Seura Outdoor TV with Bowers & Wilkins outdoor speakers, to bring entertainment to this small, yet purposeful outdoor space.

For Donna, it’s all about having the latest and the greatest while making a statement. “I’m really into the latest technology and the newest stuff that comes out. When I went to Magnolia I was looking for something cool: I wanted the newest of everything. I wanted surround sound, the best speakers, the best televisions, and I definitely feel like I got that.”

#### It’s also the little things

While this home is filled with big screens, top-of-the-line audio gear and a flair that screams “wow,” it’s the little touches and things you may not even see that really bring this whole system together. The most impressive of these things is the control system and the simplicity with which the entire home can come to life, or go to sleep, at the touch of a button.

Powered by Savant, Donna can control all the TVs (11) and the audio zones (13), plus the Lutron shades on the top floors, all the lighting (including the backlighting on each TV), as well as the thermostats (4). Beyond smartphone and tablet control, Magnolia installed 10 Wally touch panels and 11 of Savant’s new Wi-Fi remotes; so control is ever present, and easy.

In addition, MartinLogan architectural speakers provide pristine audio to every corner of the home, adding quality audio to the majority of the TVs. Even the light switches are special. Using the Lutron Grafik T lighting system, the switches are incredibly elegant and remarkably easy to use: because, when you want the best, not even the smallest features can be overlooked.

Then there are all those things you definitely don’t see: like the video and audio over IP. As Magnolia System Designer Syed Bukhari told us, “This means the audio and video signals are transferred

over Ethernet cable, which is where the future is headed. It allows you to distribute the best audio and video quality possible.” So not only are the products top of the line, the signal going to them is as well.

#### Find the best

When you’re looking for the best - many times it all comes down to finding the right brands. With Magnolia’s premium brands in the home entertainment world—from McIntosh to Savant to Bowers & Wilkins and MartinLogan—Donna was able to get the best of the best in her home. But with Magnolia, she was able to go one step further with some of the best installation, engineering and design solutions to bring all of this together. Plus, with Magnolia Care, she gets premium service well after the sale. As Donna told us, “I felt comfortable working with Magnolia because I knew they would handle everything. They’re hands-on: if I call Syed, he immediately responds. It’s great. I can text and ask questions and they’ll show up, they’re very white-glove.”

When you’re ready for this same white-glove service and top-of-the-line products, look no further than Magnolia and match your home entertainment panache to every other aspect of your life. 

**The Magnolia crew:**  
Programmer, William Arison; Senior System Designer, Syed Bukhari; Installer, Adam Grantham; Installer, Robert Salemi; Lead Installer, Shawn Slaughter; and Project Manager, Adam Robinson. Not pictured: Sales Manager, Chris Comignani; Lead Installer, Ray Osogo; and Programmer, Afiba Edwards.



# The “It” Gifts

This is it. The gifts that aren't just kind of cool or sort of neat, these are the gifts for the lovers and haters. These are the gifts for those who really love music, coffee, gaming and drones, and those who really hate vacuuming and impure air. The best gifts start here!



**Oculus Go**   
**Stand-Alone Virtual Reality Headset**  
 Model: 301-00104-01 SKU: 6212970  
 All-in-one VR headset. No PC required. For anyone who loves to watch TV, movies and videos.



 Find out more about McIntosh [HERE](#)

**McIntosh**  
**Stereo turntable**  
 Model: MT10 SKU: 5805178  
 Enjoy warm, vibrant tones from this turntable that features a high-performance, illuminated platter, a custom tonearm and a moving coil cartridge.



<sup>1</sup> **Fly Responsibly:** Before takeoff, update all software and firmware, and read the instructions thoroughly. See the FAA website for registration requirements and information about flying a drone safely: [https://www.faa.gov/uas/getting\\_started/](https://www.faa.gov/uas/getting_started/). Additional state or local requirements may apply. Check your local jurisdiction. The following websites may help you make informed decisions about flying your drone: [www.knowbeforeyoufly.org](http://www.knowbeforeyoufly.org) and [www.modelaircraft.org](http://www.modelaircraft.org).  
<sup>2</sup> Smartphone sold separately.



**DJI**   
**Phantom 4 Pro V2.0 Quadcopter<sup>1</sup>**  
 Model: CP.PT.00000244.01 SKU: 6235300  
 Take flight with this drone that allows you to shoot cinematic aerial scenes in 4K up to 4.3 miles away. And its multidirectional obstacle sensing and avoidance enables a safe flight.



  
**De'Longhi**  
**Magnifica S Cappuccino Smart Machine**  
 Model: ECAM23260SB SKU: 4372104  
 This compact, fully automatic, smart machine makes exceptional espressos, bold cappuccinos and creamy lattes with the single press of a button. And with its automatic LatteCrema System, it's easy to create perfectly layered espresso beverages, every time.

  
**Dyson**  
**TP04 Pure Cool Tower Air Purifier**  
 Model: 310123-01 SKU: 6192409  
 This high-tech air purifier not only removes 99.97% of microscopic allergens down to 0.3 microns, it also reports air quality levels on the LCD display or via the Dyson Link app – you can even ask Alexa.



  
**iRobot**  
**Roomba i7+ Robot Vacuum with Automatic Dirt Disposal<sup>2</sup>**  
 Model: Roomba i7+ SKU: 6280529  
 The i7+ learns your home, mapping every room so you can schedule which rooms it cleans, or clean the entire house. Plus the automatic dirt disposal makes cleaning completely hands-free for up to 30 bins of dirt, dust and hair.



# EXCEPTIONAL SOUND, UNPRECEDENTED VALUE

THE NEW **BOWERS & WILKINS 600 SERIES**



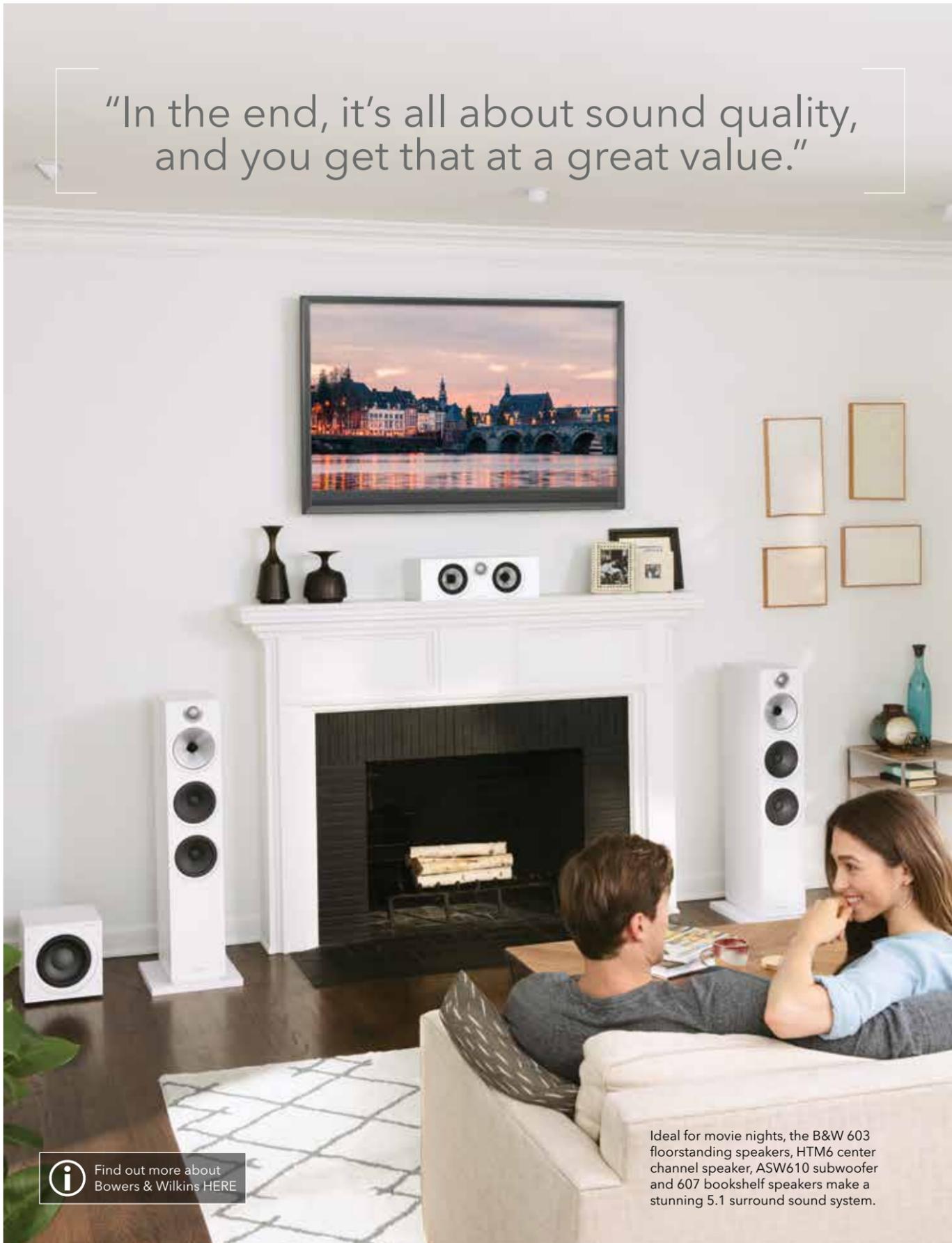
In 1995, the Bowers & Wilkins 600 Series first hit the market, bringing high-quality sound to a mainstream audience. Now, six iterations later, the technologies and sound quality have advanced immeasurably, while the concept remains consistent: take the innovations from the best of the brand and cascade them down to a speaker series that is affordable. For the new 600 Series, that includes the Continuum Cone that came out in 2015 for the 800 Series Diamonds, and the Double Dome Tweeter that takes cues from the 700 Series. Updates in design complete this new speaker, delivering incredible sound, style and precision at an equally incredible price point.

#### **Kevlar to Continuum**

With the new 600 series, Bowers & Wilkins made big changes to a speaker that had already found huge success. That meant removing the Kevlar cones that made the brand famous, and replacing them with their new cone material, Continuum. "Kevlar is still a very, very good material to use for cones," Andy Kerr,

from the Steyning Research & Development team at Bowers & Wilkins, told us. "We spent years trying to improve upon it, because, one: we're always trying to improve upon drive units, and two: other companies began to use Kevlar. After about 8 years, looking at different materials and products, we came up with Continuum. And the difference is stunning."

"In the end, it's all about sound quality, and you get that at a great value."



Ideal for movie nights, the B&W 603 floorstanding speakers, HTM6 center channel speaker, ASW610 subwoofer and 607 bookshelf speakers make a stunning 5.1 surround sound system.

 Find out more about Bowers & Wilkins [HERE](#)

"Continuum is entirely our own material," Andy added. "It's manufactured in our factory in the UK, so it can't be used by other speaker manufacturers. A big advantage is that it's significantly less stiff than Kevlar, it's very flexible. While all cones produce some level of unwanted noise, Continuum reduces the level of noise by several orders of magnitude relative to Kevlar. That means it's easier for you to hear the character in the human voice, or the skill and dexterity in an instrument. We found that the net effect of all of this is that it makes the whole speaker sound significantly higher resolution. It's more refined, more insightful. You'll hear things you wouldn't have previously heard."

#### Double Dome Tweeter

While not everything on the 600 Series has changed, nearly every aspect of this speaker has at least been touched in some way. One major example of this is the double dome tweeter. Mr. Kerr explained, "It's the same dome - but we've improved the magnet system behind it. It's a more powerful magnet; it uses neodymium magnets and the whole grill assembly from the 700 Series speaker. The result is a cleaner behavior of the drive unit, it's more linear. When you turn up the volume, it doesn't change its character in terms of tone, it stays composed. The high frequencies are cleaner sounding, sweeter sounding and there's a bit more resolution in there as well."

#### Value and performance

It's easy to create an amazing speaker when money is no object. But how do you deliver high-performance sound while being value conscious? Andy explained, "When we were creating the 600 Series, our first priority was: how do we deliver the very best sound quality for your dollar? We put the money in the drive units. From an engineering point of view, you get the best return on your investment. You get great sound and a speaker that looks very smart. We removed the old grill pegs; now the grills are held on with magnets. So if you choose not to put the grills on, it looks cleaner. In the end, it's all about sound quality, and you get that at a great value."

Andy went on to say, "We're well aware of how competitive the marketplace is and how much choice



the customer has at this price point. We wanted to make it attainable, and still true to the Bowers & Wilkins name, and that means it has to sound great."

The B&W 606 bookshelf speakers deliver big sound in a smaller form factor. Now any room can have amazing B&W sound.

#### Your first B&W Series awaits

The new 600 Series is a great way to enter the Bowers & Wilkins family of speakers. With the 600 Series, you get a complete line of products including floorstanding speakers, bookshelf speakers, a center channel and subs. From surround sound for movie nights, to a two-channel setup for spinning vinyl, the 600 Series has you covered. But no matter what you use, your priorities will be clear. As Andy concluded, "These speakers are for anyone who values sound quality over everything else." 

# A RETREAT

# AT HOME

When most of us want to get away, we find a cabin on a lake, a beachfront resort or a place in the mountains to unwind and forget about it all, if just for a little while. For former NFL tight-end and current commercial developer Steve Johnson, it's a bit easier than that. He needs only to drive up his driveway and enter his front door to be swept away to a resort-like setting where spacious views, sprawling patios and tranquil streams take you away from whatever the day has thrown at you. To complete this feel, the right audio, video and smart home solutions needed to be added to the mix. But Steve had one request, "I told them, it's got to be discreet, simple to operate and kickass." Challenge accepted.

## Kickass yet discreet

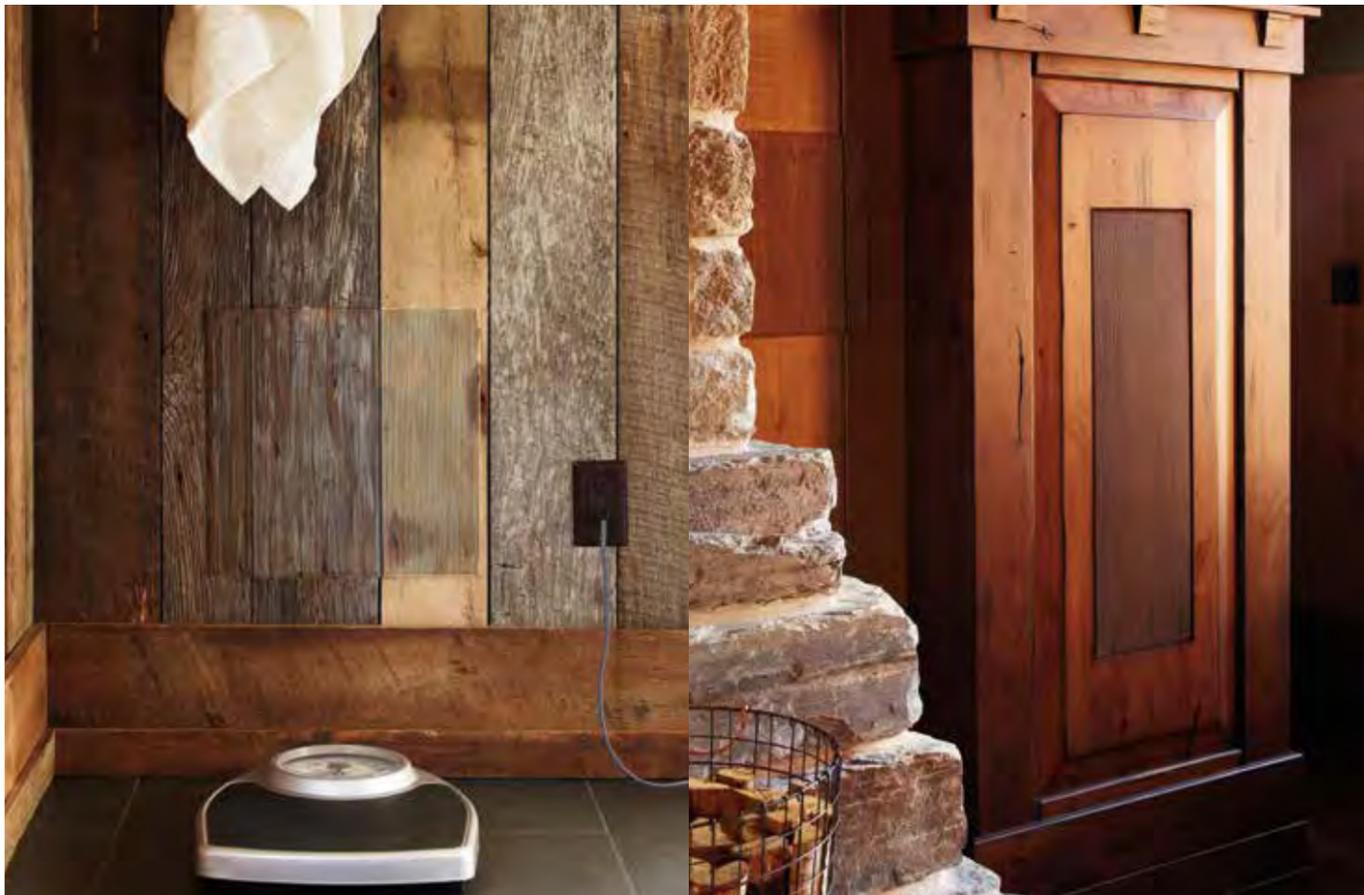
Magnolia is known for providing cutting edge, hi-end audio and video gear for the most discriminating home entertainment enthusiasts. So when customers, like Mr. Johnson, want nothing but the best, Magnolia has them covered from top to bottom.

For this home, that meant some of the most sought-after home entertainment gear with all the bells and whistles to make them a reality: two full racks of gear, 10,000 feet of CAT-6 cabling, 8,000 feet of speaker wire and a total of 80 speakers and 18 televisions. With all this gear throughout this home, you'd think it would be all you would see. But surprisingly, it isn't.

To enable Steve to integrate all the technology into his home while remaining discreet, Magnolia worked very closely with the home's contractor, architect and interior designer. Together, they were able to make much of the audio in the house nearly disappear.

The first step was choosing in-ceiling speakers that faded into the ceiling, matched the lighting and didn't call attention to themselves. This was made possible with the simple yet powerful Sonance in-ceiling speakers that include an in-ceiling subwoofer in their configuration for bass-happy Steve.

 Find more Family Room Inspiration [HERE](#)



[Find more Bathroom Inspiration HERE](#)



But when it came to the sound for the main TV and basement theater, small wouldn't cut it. In the Great Room, large Bowers & Wilkins in-wall speakers and subs deliver the exceptional sound; while in the downstairs family room, sizable Sonance in-wall speakers create the surround-sound experience. The issue was that the speaker's white grills really made them stand out in the space. To literally hide them, Magnolia worked with Steve's interior designer to hand-paint the grills. Yes, hand-paint them.

As Magnolia System Designer Garrett Johnson told us, "Our audio and video were designed to blend in here instead of clashing with the high design of the wood and stone work. We wanted everything to be very discrete, yet very high-performing. By hand-painting the grills, they match the wood grains perfectly and made them look like they were part of the home."

And while TVs are ever present in the home, they seem to blend in more than stand out. Especially the Suera TV in the master bathroom. Great TV when it's on, just a mirror when it's off. It's a house full of "now you see me, now you don't."

"Little subtleties make a big difference," Steve said with a smile. "When you see a room with a bunch of speakers, you think it's supposed to sound great. But when you're in a room and you can't see a single speaker, it's like wow, how did you do that? It's cool."

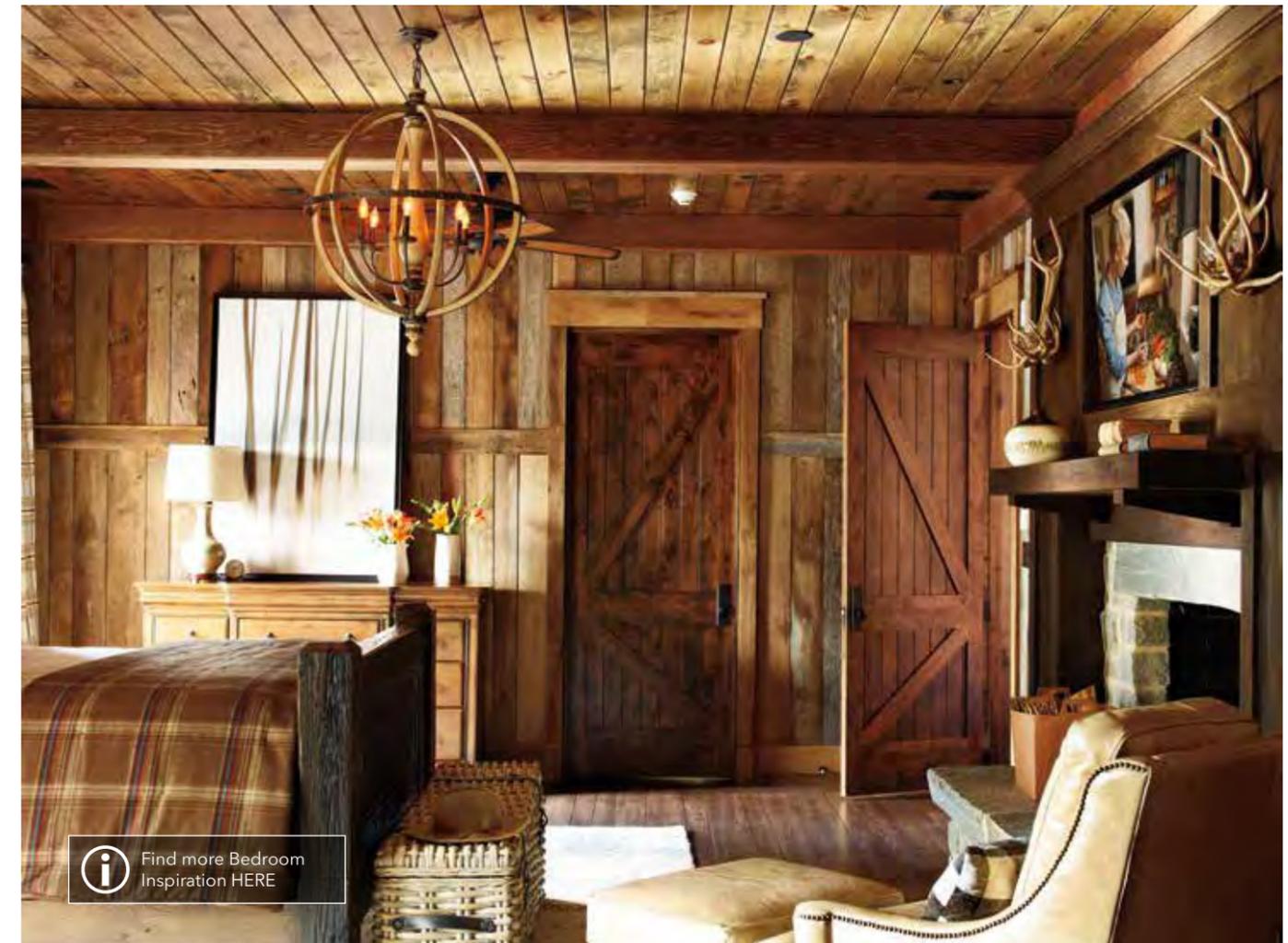
And how did Steve like it? "I'm so picky when it comes to audio, that if these guys just met my expectations, it would have been a huge win; but honestly, they exceeded it."

Steve went on to say, "There are times when my buddies and I are hanging out and we can't believe we're listening to music that sounds this good. No matter where we are in the house, it's right."

**Far left top row:** By hand painting the speaker grills in the bathroom and family room, these speakers nearly disappear into the design décor.

**Far left lower left** The Suera Mirror TV in the master bathroom is hidden when off, amazingly clear when it's on.

**Far left lower right** Even though hidden in a closet, the rack's wiring is all labeled and groomed to perfection. And with the Magnolia invented DAVE panel, (not shown), all the wiring from the entire house runs to a centralized digital audio/video enclosure. From there, an umbilical cord runs to the racks. This allows for easy troubleshooting and updating.



[Find more Bedroom Inspiration HERE](#)



Find out more about Savant [HERE](#)



Find out more about SunBrite TV [HERE](#)

The Magnolia crew from back row to front: Programmer, Chris Millsaps; Lead Installer, Rob Weir; Lead Installer, Jason Payne; Service Technician, Randy Vance; System Designer, Vincent LaSpina; Project Manager, David Campbell; System Designer, Garrett Johnson; General Manager, Adam Groenewoud.



### Simplicity

"Having the right A/V gear throughout the home was critical, but it had to be simple. It had to be a system where anybody could pick up the iPad and navigate through it and push a button and do what they needed to do," Steve noted.

To accommodate this request, Magnolia incorporated the Savant smart home system. Each room is completely controllable using a smartphone or the Savant control app on the iPads located throughout the house.

Magnolia System Designer Vincent LaSpina told us, "When you open the Savant control app, there's an actual picture of the room you are in. All you need to do is click on the room, and from there, you simply choose what you want to control."

### Taking it outside

The outside portion of this install was as impressive as what was going on inside. Here, five SunBrite all-weather TVs line the multiple patio spaces with crystal-clear video. Add to that a 65" class SunBrite TV that overlooks the outdoor barbeque and patio and you have amazing TV views that rival mother nature's beauty that surrounds the home.

For sound, discreet looks and big sound abound. With the Sonance Extreme outdoor in-ceiling speakers, exceptional sound fills every outdoor spaces without a speaker in sight.

### A long-distance relationship

The Magnolia Design Center in Knoxville, Tennessee, is two-and-a-half hours away from Steve's home. For some, this might be problematic if you have issues after an install; not for Magnolia.

With Magnolia Care, customers have the opportunity to get unparalleled service well after final installation. This after-care service features Domotz, which remotely monitors all your components that are connected to the Internet. Magnolia Project Manager, David Campbell explained, "With Domotz, we can monitor when things go offline, allowing us to be able to troubleshoot things remotely and not have to roll a truck if something should go wrong."

So no matter how far away you are from a store, most issues can be resolved remotely, within minutes or hours instead of days or weeks with other companies.

### Spot on

From the finest gear, to the perfect setup, to unique solutions that ensured it all worked perfectly with the design and feel of the home, Magnolia helped Steve complete his dream resort-style home. Now, all that's left is for Steve to sit back, turn on some tunes and relax, in a home with a system that was designed just for that. 



Find more Outdoor Inspiration [HERE](#)

PRODUCT  
SPOTLIGHT



MASTER & DYNAMIC

## ELEVATED DESIGN, MATERIALS & SOUND



### Master & Dynamic MW07 True Wireless Earphones

Featuring premium materials such as handcrafted acetate and stainless steel as well as 10mm Beryllium drivers, the MW07s deliver unparalleled sound quality and design. Two patent-pending technologies ensure best-in-class Bluetooth 4.2 connectivity, superior comfort and personalized fit. The MW07s are available in two initial colorways, Tortoiseshell and, as a retail exclusive to Magnolia, Matte Black. Each pair of MW07s is also accompanied by an elegant stainless steel charging case. 

marantz®



## Perfect sound, for every occasion

Fortified with advanced technology and a legacy spanning more than 65 years. Redefine the home cinema with IMAX® Enhanced for unparalleled clarity and immersion, and master your entertainment with voice commands through Amazon Alexa and Apple AirPlay 2 compatibility. The 11-channel Marantz AV7705 Pre-amplifier and 9-channel Marantz SR7013 AVR — advanced technology with musical fidelity.



Marantz AV7705  
11.2CH AV Surround Pre-amplifier



Marantz SR7013  
9.2CH Ultra HD AV Receiver

because music matters

[www.marantz.com](http://www.marantz.com)

 Find out more about  
Marantz HERE

# HI-TECH. HOME. OFFICE.

**Luxul AC1200**  
Model: XAP-810  
(In store only)  
Professional grade, dual-band wireless access point. Extend your Wi-Fi signal further.

**KEF LSX Wireless Bookshelf Speakers**  
Model: LSX  
(In store only)  
Sweet color, amazing sound. Experience a rich, multi-dimensional soundstage while streaming music via an app or Bluetooth device.

 **Amazon Echo Spot**  
Model: B073SQYXTW  
SKU: 6114602  
Ask Alexa to see weather, get news with video flash briefings, see your calendar & make calls.

 **HP Tango X Printer**  
Model: 3DP65A#B1H  
SKU: 6276402  
Works with Alexa, Google Assistant & Microsoft Cortana, so you can print just by asking.<sup>1</sup>

**Lutron Automated Window Blinds**  
(In store only)  
Control natural light using your smart devices.

**Luxul 8-Port Gigabit Ethernet Switch**  
Model: AGS-1008M  
(In store only)  
Expand your wired network connection.

 **Dell XPS 2-in-1 Laptop**  
Model: XPS9575-7354  
SKU: 6212603  
More than a powerful computer, keep an eye on your home through the Luma camera.

 **iPort LaunchPort**  
Model: GR486G  
SKU: 4840537  
Hold, protect and charge your tablet so it's always powered for control of your smart home and surveillance system.

 **Office Star Furniture**  
Model: 90662-30  
SKU: 4607807  
ProGrid Mesh Manager's Chair

 **Whalen Furniture**  
Model: JCS110605-D  
SKU: 5935301  
Newport Computer Desk

When you combine the home office products from Best Buy® with the home entertainment products from Magnolia, you get a truly remarkable place to work or study. Relax like a boss in the **Office Star Furniture ProGrid Mesh Manager's Chair** as you spread your work out on the **Whalen Furniture Newport Computer Desk**. Speed is always a must in the workplace, and with the **Luxul WAP (Wireless Access Point) and 8-Port Ethernet Switch**, get a network connection that rivals any office, then take on the workday with the always reliable and fast **Dell Laptop**. Print off that report for tomorrow's meeting on the **HP Printer** all while staying in touch with friends or co-workers, face to face with the **Echo Spot**. And since you are home, crank up some tunes on some **KEF LSX Speakers** that add style and sound to your office setting. Atmosphere is key, so keep the lighting at the perfect level with the **Lutron Shades** and **Savant Smart Light Bulb**. Finally, know when that important package arrives or keep the neighbor kids off your lawn using the **Luma Surveillance Camera**. Rush hour traffic just got eliminated - so did those noisy (and nose) co-workers. Bring joy to your home office at your nearest Magnolia and Best Buy.



**Luma Surveillance™ 500 Series Dome IP Outdoor Camera**  
Model: LUM-500-DOM-IP-WH-A  
(In store only)  
Twice the resolution of 1080p, wide angle applications, Smart Motion Technology, plus a free app to watch on your phone, tablet or computer.



**Savant Flush-Mount Door Station**  
Model: DOR-FMB-00  
(In store only)  
Get reliable access control, communication and video surveillance.



 **Savant A19 Bluetooth Smart LED Light Bulb**  
Model: LIG-IA19C1-00  
SKU: 6076602  
See and control the light using the Truelmage app on your smartphone.

<sup>1</sup>Requires Amazon Alexa, Google Assistant™, or Microsoft Cortana and an HP web-connected printer registered with Google Cloud Print or ePrint. For ePrint account registration, see [www.hp.com/go/support/eprint](http://www.hp.com/go/support/eprint).

# DO YOU WANT TO SEE SOMETHING COOL?

Magnolia Senior System Designer **James Slater** standing next to one of the many cool things you'll find inside a Magnolia Design Center.



If you walk into the Overland Park Magnolia Design Center in Kansas City, and you're greeted by Senior System Designer James Slater, you're bound to hear a question that might catch you by surprise. But it's a question very few retailers can ask. Here's James story of that interaction, and why this simple question helps him build great relationships.

## **An experience like no other**

"When somebody walks into the store, I ask, 'Do you want to see something cool?' Then, I show them something cool. We have the wallpaper OLED TVs in our store, we have fully functional displays of incredible speakers and headphones, we have an amazing theater, we have a screen that pops down from a ceiling, a TV behind a painting, even a room that comes to life with one touch from a tablet. Once they see all of this stuff, it opens up a conversation about what they want in their home, and it starts the relationship."

"That's what it's all about. It's about building relationships with our clients, treating them with respect, and having the ability to show them things they've never seen before. Everybody is important that walks in the door, whether

they're buying an HDMI cable or are looking for a \$7,000 TV. Because of this, we're able to build that bond through the sale and install, and continue that relationship well after the project is complete."

"As System Designers, we're seen as more than just a transactional person that they see once and never see again, we become part of their life. We have the ability to be a single point of contact. If they have a problem they can call. We want every customer to know that we're not going to install a system and leave them, we're going to answer our cell phones and be there for them."

## **A great relationship is waiting**

Trust, reliability and a strong relationship is something very difficult to find these days, especially in a retail partner. If you're looking for this level of relationship, look no further than Magnolia. And, if you're in the Kansas City area, reach out to James Slater: he'll make sure you see and experience something cool in the home entertainment world, then make it a reality in your home. 



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