



Crestron Entertainment & Lighting Solutions Push the Envelope in New York Penthouse

Background

Living in the penthouse of an elegant New York City high-rise building has its perks. Great views, luxury amenities and an open floor layout, perfect for entertaining family, friends and colleagues. What more could anyone ask for in their luxury digs? For New York Real Estate Attorney and self-proclaimed gadget guy, Warren Estis, an integrated whole-home solution was a must.

The 6,000 square foot, 16-room penthouse features the latest Crestron entertainment and lighting solutions, providing an integrated whole-home solution that gives Estis the everyday convenience he wanted.

Estis called on Long Island-based custom installer, Bri-Tech to blend modern technology into the home design and décor.

“This project features high-end technology that pushes the envelope,” says Bri-Tech President, Brian McAuliff. “The penthouse is a statement project featuring awesome technology.”

“For us to deploy this system for our clientele, at the level we want to push the envelope, we needed something that was very robust and we feel that Crestron fit the bill,” adds McAuliff. “Controls include piano control, hundreds of feet of color LED, background music, high-definition video distribution, shade controls and everything else you dream of.”

Touch screens at every turn

Large Crestron wall mount touch screens adorn the home, while eight handheld remotes are strategically placed throughout the home. “There is a large touch screen within reach in almost every space,” he notes.



The touch screens feature an interface developed by in-house programmers at Bri-Tech called Symbiant Automation™. Symbiant Automation works with Crestron hardware to provide feature-rich graphics and gestures so Estis can slide through commands to control and adjust displays, lights, shades and music. He can even save room and global themes for optimal conditions, depending on the occasion.

“What’s nice is that I walk in, press one button and everything turns on,” says Estis. “I can walk away and just enjoy everything. This is true one-button living.”

The touch screens also provide news, weather and traffic updates for the busy lawyer.

Symbiant Automation took Bri-Tech a year and a half to develop and perfect. “Now it is our core offering for estate projects,” says McAuliff.

Entertaining

Living in the city that never sleeps, Estis enjoys hosting parties. He can walk up to his touch screen, tap the custom setting for guests and then let the system do all the work for him. The lights turn on, TV’s in the bathroom and throughout the penthouse turn on, the self-playing piano starts and the home theater warms up.

The self-playing piano was integrated into the system and can be turned on from anywhere in the penthouse.

Theater in the Sky

For “movies in the park,” Estis and guests convene in the “Theater in the Sky,” a seven-seat home theater featuring acoustical treatments, leather seats, 7.1 surround sound, 131-inch diagonal Stewart CineCurve screen with motorized masking, and a unique art piece that Bri-Tech integrated into the theater design. The artwork changes when the LED lights are adjusted.

“It makes life easier. You don’t have to be tech savvy to use it.”

Warren Estis, homeowner

“We wanted the theater to look completely different than any other room in the penthouse,” adds McAuliff. McAuliff moved the ceiling artwork from the vestibule of the home to the theater where he then created 3D animated sketches of how it would look in the room. The artwork has a musical component so that was taken into consideration when the light show was designed.

McAuliff’s team installed recording studio boxes and isolation materials in the wall to enhance the sound quality anywhere in the theater. With the sound proofing treatments, Estis can experience true surround sound without disturbing his neighbors.

“The theater is my favorite room. You can pump up the volume and maximize the sound system,” says Estis.



Lighting Design

Bri-Tech worked closely with New York-based interior designer, Michael Braverman on many rooms within the home. Braverman designed the unique ceiling elements throughout the foyer and living room, while Bri-Tech added a lighting element. The penthouse features hundreds of feet of color LED code lighting. The Tron-like lighting tracks change color and appear everywhere, reflecting perfectly off the marble floors and wall mirrors.

“The track looks like a beam of light,” adds McAuliff.

Master Controls

The touch screen features four buttons to manage the whole apartment. The morning, day, evening and night buttons set the lights, shading, audio/video and security features to the appropriate settings depending on the client’s routine.

The client can even put on a demonstration of his technology for guests by pushing one button.

“With one button, he can show the amazing technical resources of the apartment,” adds McAuliff.

Vacation mode is another useful button for Estis. When he is traveling the system will shut down and conserve energy. If someone leaves a closet door open, the system will automatically turn off the light in the closet when in vacation mode.

[Click here to take the New York Penthouse video tour](#)

A Happy Client

As a Crestron customer for more than 20 years, Estis understands what it takes to accomplish a sophisticated system such as his. “There is a tremendous amount of equipment involved in providing the level of control we wanted.”

“People are blown away by the magnitude of the electronics and the sophistication of the system,” notes Estis. “Control was made to be simplistic. There isn’t a large learning curve.”

Buzz about the project has already circulated in the building, with many residents looking for similar features in an integrated home solution. Estis is more than happy to recommend Bri-Tech.

For the frequent party host, the system provides Estis with the convenience and luxury he expects of an automation system. “Integration was a must in this type of home. Imagine all these things to control and individually turn the lights off when you have a busy life and a lot of things going on,” says McAuliff. “The optimal effects are saved so Estis can let the technology embellish the home and take it to another level.”

“It enhances the aesthetics of the house,” notes Estis.

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