

# Open Architecture



"After 17 years in this industry, I design our systems with open architecture. We utilize industry standard protocols instead of relying on manufacturer proprietary protocols. Their systems require you to design with their partners, their controllers, their keypads, their switches and their touch screens. Our product choice is derived from dozens of industries and thousands of products."

Max E. Greene, Jr. — Founder, Custom Home Control, Inc.

## Open versus Closed Architecture

Closed Architecture or Proprietary Systems will always be limited to the products and features the manufacturer decides to support. Systems must be designed to accommodate special wiring needs, the user only has one place to buy their equipment, and if the proprietary manufacturer changes their system or goes out of business, the homeowner is left in a very disadvantageous position.

Open architecture systems are, by definition, not tied to any particular manufacturer or protocol. Commercial "Open Architecture" integration control boards have been on the market for years, but they are typically not backed by complete solutions, dealer training, sales incentives, or marketing campaigns. Thus, the only way to become an expert is through experience. The result of using non-proprietary control hardware is a system that is scalable to accept most manufacturer's products, which not only guarantees price reduction through manufacturer competition and off-the-shelf products, but also assures the infrastructure of your home will never become obsolete.

A perfect example of open versus closed systems is the ongoing battle of Apple versus PC computers. PC's have captured 95% of the computer market because they allow thousands of manufacturers to compete for product features and pricing. Conversely, Apple has attempted to control the entire system, from hardware to software, creating a closed market that while some may argue is a better product, will never have the global impact of the PC.

## Custom Home Control versus Manufacturers and Dealers

When a manufacturer wants to sell you a product, they are not interested in selling any product but their own, regardless of its fit to your situation. When a dealer offers you a variety of products to choose from, it usually boils down to what their margin incentive is to push that product. At CHC, our bottom line is not dependent upon the product you choose; instead it is solely based upon your needs and the predetermined goals of the project.



When going about choosing the product that is right for your home, consider the analogy of the luxury automobile maker, Lexus. Through Lexus design ingenuity, you would be led to believe that every component that makes up the IS300 is manufactured by Lexus, but that is not the case. The elegant stereo system is produced by the world renowned Pioneer, the garage door opener is from HomeLink, the powerful differential is made by Torsen and so on. Lexus knows it can't focus on ALL things. It relies on using the best products produced by the best manufacturers, and makes all of these subsystems function seamlessly as if Lexus has created it all themselves. The same should be true of your home. There is no manufacturer of home automation that can truly answer your every need or can truly focus on ALL things. Yet be aware, manufacturers would like to tell you

differently as they tout their products.

Do not limit yourself or your home by choosing a proprietary dealer product representative to consult, design and program your most precious investment!

## The Custom Home Control Solution

With more than 17 years of experience in integrating high-end home electronic systems, we approach the market not as manufacturers, dealers, or distributors, but as complete solution providers. Through our vast experience, we have qualified products that are compatible within the network of devices we recommend on each project. We provide procurement access to these products at reduced costs, a completely open HTML based software system to create user interfaces, comprehensive integration schematics, diagrams, and instructions, a knowledge base of experienced information, and technical support.

A CHC home is completely open to the advances of future technology. From our detailed wiring design process, to the computers and software running your home, our mission is to make certain that your home is ready to make the next move when you are!

## Custom Home Control, Inc.

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