



# Form and Function

Innerspace Electronics provides a ‘functional, but elegant’ home integration system that was just what the customer ordered.

**Keeping customers satisfied is the true mission of any business—and one company that has a consistent track record of delightedly satisfied customers is leading Port Chester-area home theater/automation integrator Innerspace Electronics.**

“Our client required a highly customized solution,” recalls Innerspace Vice President Andrea Reiner. “The need for customization began even before the client’s new home was completed. The clients purchased a nearly-built spec home and made substantial modifications to adapt it to their needs. They wanted a

single system to control the security, security cameras, lighting integration and HVAC as well as audio and video.”

Add to this the fact that the homeowners wanted the system, which would involve plenty of complex electronics, to be as simple to use as possible, so the entire family, children included, could use it.

According to Reiner, “Our client wanted what almost every client desires: a well-functioning system to complement their home and enhance their lifestyle. They wanted their home to be equipped with elements that would make it enjoyable to entertain





family, friends and even business associates. A 'soundproof' theater was a major part of the equation."

Lighting and intercom needs were also major parts of the equation. "On a practical level, the client needed to have a functional but elegant lighting system that matched the home's decor," Reiner says. "The client—who has teenage children—also wanted a simple, reliable telephone intercom system that worked easily and perfectly whenever used."

One of the first challenges the Innerspace team tackled was planning the soundproofing. "This required special acoustical work and multiple forms of treatment to prevent the sound from escaping from inside the theater," Reiner says. "Pulling off this project required a complete team effort that involved Pat Kreisler (Interiors), Max Parangi (Architect), Sinis Contracting and acoustical firm Soundsense."

For control of the various system throughout the house, Innerspace decided Crestron Electronics was the best choice. "The project ... encompassed 24 zones of Crestron

audio and video, 16 zones of Crestron climate control and a Lutron Lighting system with more than 120 loads—all being controlled from Crestron," Reiner says. A GE Interlogix security system integrated to Crestron with 128 zones, a security camera system with 32 cameras, Jandy Pool control integrated into Crestron for full control of pool system were also incorporated into the house.

Innerspace's expert planning, service and workmanship paid off upon the project's completion. "The system performs beautifully, and it is easy to use—which makes the client happy," Reiner says.

"[It's] the epitome of functionality," Reiner adds. "The control system complements daily use of the house's systems to create a user-friendly atmosphere. In addition, the home theater is wonderfully designed and acoustically separated to prevent it from disturbing the rest of the house. These elements make it possible for the family to truly enjoy living and entertaining in their new home." **HDL**

# Integration...Evolved

Innerspace Electronics



**It started with a dream on a Jamaican beach.** Andrea Reiner and her future husband, Barry, were languishing in the tropic sun when they realized they both wanted to start their own businesses.

“We just sat on the beach and brainstormed,” says Innerspace Electronics Vice President Andrea Reiner.

That discussion evolved into what eventually became Innerspace Electronics. At the time Andrea was working as a Wall Street marketing representative for IBM, and Barry was working for one of the few custom system integration businesses in the country. They originally decided to start a PC consulting firm and a custom systems integration design business at the same time to see which one would do better. A few weeks later,

in 1988, Barry left his job as a general manager at a custom system integration business, bought a truck and incorporated their company. The pair started the business together in their New York City apartment. A few months later, Barry and Andrea were married.

Having a solid base of personal computer consulting projects helped give the pair the cash cow revenue they needed to expand their custom integration business. At the same time, manufacturers were starting to produce products for the custom integration business.

“We no longer had to build everything ourselves,” Andrea says. “It was a very new industry, and we had to educate the architects, builders and interior designers as to the products





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that were now available for their clients.”

To grow their custom integration business, Andrea started cold-calling architects in New York.

“My husband told me I was crazy, but that is truly how we built our business,” Andrea says.

That first Christmas, Andrea and Barry baked hundreds of cookies shaped like CDs, old-fashioned Wurlitzers and other electronics devices. For hours, they drove around New York, delivering the cookies to architects they knew.

It helped to build strong relationships, Andrea says. And those relationships have lasted. Twenty years later, Innerspace Electronics is still going strong.

The Port Chester, New York-based company now focuses on high-end installation and has built a strong reputation in integrated systems. Innerspace Electronics won three Custom Electronic Design and Installation Association awards in 2008: a silver for best integrated home in the \$230,000 to \$290,000 range for technical design, a bronze for best integrated home in the \$150,000 to \$200,000 for technical design and a bronze award in best technical design for a media room.

What sets Innerspace Electronics apart is its customer service.

“We work very hard at responding to our customers as quickly as possible,” Andrea says. “One of the things that helps us to do this is a separate service department staff that helps

existing clients as efficiently as our new clients get handled by our production department.”

What makes Innerspace Electronics different from the competition is its knowledge base. Not only does Innerspace Electronics know the technology, but they understand the structure of a house and how it’s built. Some of their best installers come with a construction-based background backed by a full engineering and CAD department, to effectively and efficiently communicate with the architects and builders on their own terms.

Innerspace Electronics also offers all facets of systems integration so that its clients can do “one-stop shopping.” Since the company’s inception, it has been designing and selling home theater, multi-room audio/video, lighting control, home automation, automated window treatments, acoustical design, sound-proofing, telephone/ intercom systems, computer networks and boardrooms for high-end clients.

More importantly, says Andrea, Innerspace Electronics tries to simplify its clients’ lives and help them to enjoy their home entertainment systems as much as possible.

“Most of our clients are so busy and their lives are very complicated,” Andrea says. “We make it easy for them.” **HDL**