

<Date>

Dear <Customer First Name>,

Congratulations! According to information we received, you have recently closed on your new home.

We like to keep track of these things because many homeowners that we know and serve really like the cool things that we do for their homes. We're hoping that you might too!

Digital Home Technologies is located in Palatine. We specialize in delighting our customers with the new technological experiences we make available in their homes.

Bob, in Chicago, had us create a “**media room**” in the new home he had just purchased. The media room now features an on-the-wall flat-panel TV, speakers hidden in the walls, and out-of-sight electronics that are easily controlled by an *intuitive touch screen commander* (so easy that even Grandma and Junior are able to use it!).



Diane and her husband recently moved into a new home in Long Grove. Before they even settled in, they asked us to integrate a **multi-room music system** that would let them listen to whatever they want, from whatever room they want. Our experienced technicians even gave them whole-house access to the music files on their iPods and computers.

The Johnson's purchased a larger home in Barrington. They soon discovered that it was a lot of footsteps to wander around and get all of their lights “just-so” for an evening out. Our solution was a new **lighting system that automates all their common lighting adjustments**. Now, when they go to

bed at night, they press one button in their bedroom to put the lighting in “overnight” mode and also electronically secure the door locks.

There are so many ways we can help make the spaces in your new home **more entertaining, more convenient, and more secure**.

We would love to talk with you, if you're interested. But first, why don't you take a moment to visit our website, and learn more about who we are, and what we can do for you. And while you're there, you might want to order our **free report about the new digital television systems** that are “taking over” for good next in February, 2009. This is big news. You should be ready!

Our website is www.adigitalhome.com. You can also order the report by calling us at 847-776-5063



Thanks for letting us tell you a little about ourselves. We would be honored to learn more about you, and help you enjoy your new home even more than you have anticipated.

Perhaps we will get to talk someday. I look forward to it!

Sincerely,

John P. Goldenne

John P Goldenne
Digital Home Technologies

<Date>

Dear <Customer First Name>,

The last time my family moved, we had boxes stacked up around the house for weeks. I hope you are having better success getting settled into your new home quickly!

This is John P. Goldenne from Digital Home Technologies. You may know us as the electronics integrator in Palatine who specializes in adding entertainment, security, and convenience to homes just like yours.

Perhaps this story will help you understand how we create such desirable spaces for our clients...



New homeowner, Bill, had recently purchased a 50-year-old home in Glencoe. The main floor living area had been remodeled into a “great room,” with a huge fireplace on the wall opposite the kitchen. The fireplace was *right* where Bill wanted to put his big-screen TV. Of course, that was not a solution that sat well with Bill’s wife!

Bill asked us if we could take a look and find a solution that would satisfy his desire for big-screen excitement, and his wife’s desire to not have the space overpowered by digital equipment, wires and remote controls.

Thanks to our amazing staff of designers and installers, Bill and his wife now enjoy a high-definition flat-panel TV that looks *magnificent* – and very much in place with the room’s décor –

mounted on the wall above the fireplace. Not a wire in sight! (which was not an easy feat).

No high-definition viewing experience is complete without a sound system. In Bill’s case, we installed a very discreet “sound bar” just below the TV, and matched it with 2 pairs of in-wall surround speakers. You hardly notice the speakers are there. Until you turn them on... then... Wow!

Bill’s wife loves to show off her favorite part of the system – a wireless touchscreen controller with a button marked “**watch movie**”. With one touch, she draws the shades across the window-wall facing the back yard, adjusts the lighting for optimum TV viewing, and turns on the TV, DVD player, and surround sound.

Bill has since had us back twice – to automate his home’s lighting and security, and to extend his sound system into three other rooms in the house, and outside to the patio.

If this appeals to you, consider taking advantage of the free In-Home Consultation we offer. To learn more about this no-fee, no obligation visit, go to our website (www.adigitalhome.com) and click on the link, “**Digital Home Technologies No-Risk Assessment Process**”.

There’s also the free report available in one of my earlier letters – “**The Digital TV transition and questions. Are you ready?**” This is a must read for anybody who wants to know the facts about next year’s nationwide switchover to digital TV. You’ll find it at http://www.adigitalhome.com/docs/DTV_Info.pdf

Of course, if you want to talk, you can call me at 847-776-5063 It would be my pleasure. Thank you!

Sincerely,

John P. Goldenne

John P Goldenne
Digital Home Technologies



DIGITAL HOME

T E C H N O L O G I E S

"Creating Entertainment and Automation Solutions"

By now you know who we are and have read about what we've done for others.

Now I'd like to find out a little about you and what Digital Home Technologies can do to enhance your "at home" experience.

Please take a moment to tell us a little about the things that interest you so we may better suggest how to enrich **your** life.

Included with this letter is a very brief assessment form that may open up possibilities that you didn't know existed.

With our vast selection of products and design team, I'm sure we can work to make your relaxation time at home just that.....stress free down time.

Imagine coming home to music quietly playing in the background as you sink into your favorite chair. You won't be asked 100 times which remote needs to be used to watch a movie, because you'll have a SINGLE, very intuitive remote that the WHOLE FAMILY can operate.



Outdoor lights will automatically go on at sundown and automatically shut off at sunrise. No distracting lights from DVD players, cable boxes and stereo equipment because yours is stored in the closet or basement. How often do you need to touch your stereo, cable or satellite box anyway? Why not get that clutter out of the room? **Your** remote allows you to control the equipment no matter where it is up to 100 feet away!

If you're craving a simpler, less stressed home environment, then take a moment to fill out this form and send it back to us. Soon you'll be on your way to a happier, easier, more relaxing home experience. All of this brought to you by your friends at Digital Home Technologies. A company where YOU are more than just a number.

Sincerely,

A handwritten signature in blue ink that reads "John P. Goldenne". The signature is fluid and cursive, with a long horizontal stroke at the end.

John P Goldenne
Digital Home Technologies

Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Email: _____

Homeowner's Assessment

Digital Home Technologies has taken a holistic approach to electronic products and services. Our philosophy is that the true power of technology lies not in individual pieces of equipment, but in the integration of the home's electronic products and services in a way that makes them easy to operate and maximizes their usefulness.

which of these experiences would you be interested in.....

	No	Maybe	Yes
picking up your phone to answer the front door?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
paging each room of your home with a simple touch of a button on your phone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
adjusting all your lights, to " night mode ", from one button at your bedside?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having lights adjust automatically, according to time of day ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having lights in a room respond to activity commands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
listening to music throughout your home?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
controlling the music and songs in each room?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
access the internet or share a printer throughout your home?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
watching your kids play in the backyard on your TV's?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
View your home cameras from work or on vacation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
watching television or your favorite DVD in your most comfortable chair while it looks and sounds like a movie theater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
being able to control all of your audio / video equipment with a one touch remote instead of the multiple remotes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
owning a television that looks almost 3-dimensional and have the effect that you could actually walk into the image?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>