



Phil's Barber Shop

Letting people experience what you have to offer is one of the best ways to get people excited about your service. simpleHome, a Control4 dealer based in Westborough, Massachusetts, recognized the potential of this approach and picked a local institution, Phil's Barber Shop, to host a Control4 system. For 44 years, Phil's has been the place men of all ages visit for a haircut and a chat with neighbors. At the end of 2009, simpleHome configured a Control4 system to manage lighting, music, A/V, and HVAC in Phil's historical location. Phil encourages his customers to use the touch screen to pick music and check the weather. simpleHome made it easy for people to learn more about Control4 by placing marketing literature next to the touch screen.

Improving the Experience

At the end of each day, Phil can press one button to shut down his barber shop, including lights, music, TV, and HVAC. Pressing it again in the morning turns the lights on, plays music from one of Phil's favorite Rhapsody channels, and runs a slide show of simpleHome's projects on the big screen. simpleHome also added seasonal features like playing holiday music in December on the outdoor speakers that face the rotary.



The video games have been a big hit with kids. To make things easier for parents, simpleHome included a "5-minute warning" button that parents can press to warn kids that they should complete their video game before it shuts down automatically. Its features like these that keep Phil talking about the system to everyone who walks through the door.

Businesses Supporting Each Other

With Control4, simpleHome designed and built a system that Phil can easily operate and demonstrate to others, increasing awareness of simpleHome and its services. This partnership has been so successful that simpleHome has already made back its investment, proving that partnering with a local business can lead to new customers for a Control4 dealer.