

IN-STORE

VIA International offers turn-key home technology for luxury homeowners

August 27, 2013



By JEN KING

Newly-formed VIA International is providing homeowners with digital concierge services ranging from automatic blinds, hidden media devices, lighting functions and more.

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Luxury Daily

VIA International is now the country's largest full-service home technology provider for luxury homeowners after the merger of six smaller home technology firms. The merger is likely to allow for better service than provided by individual firms and less logistics to be managed by the consumer.

"Today's luxury homes are full of more technology than ever," said Eric Thies, founding partner and director of marketing at [VIA International](#), Los Angeles.

"Our typical client has up to 200 connected devices in their home and they don't even realize it because they are so busy with their businesses, families, and life that they simply do not have time to deal with technology," he said.

"By covering IT, audio/video, home automation, lighting control systems, motorized shading, security and pretty much every other bit of technology, we have the ability to be the one and only phone call the luxury homeowner needs to make in order to get technology help."

Home sweet home

VIA International is the result of merging six leading technology firms that specialized in different aspects of home technology.

The six firms, Cyber Sound, DSI Entertainment, Engineered Environments, Paragon Technology, S3 Aurant and Studio AV, have been individually awarded for their industry expertise.

VIA International will appeal to homeowners who are already familiar with the firms as well as those looking for the best available services for their homes by combining the leaders in-home technology.



Living space design

The newly-formed firm will provide national coverage to ultra-high net worth clients.

VIA International offers clients a full-service digital concierge to oversee the consultation, design and engineering of home design, project management and implementation.



Outdoor lighting design

The company also provides programming, client aftercare support and home monitoring for luxury homeowners accessible through Internet at all times giving VIA's clients peace-

of-mind when away from a specific property.

Services available from VIA International include home networks, custom IMAX home theaters and sound systems, lighting and climate control, automated window treatments, energy monitoring, security and surveillance and overall system integration.



Media room design

VIA International takes luxury homeowners through every step necessary to create a technological-savvy turn-key living space that is customized to their needs.

In addition, VIA International's digital concierge service is available 24/7 for homeowners.

Bespoke speaks up

Brands that include bespoke features in its products are likely to see an interest from consumers looking to purchase a product that represents their needs.

For example, Dubai, U.A.E.-based airline Emirates unveiled a private jet service full of bespoke options that aims to provide a tailored luxury experience for business and leisure travelers.

The A319 Emirates Executive aircraft's bespoke capacities allow travelers to shape several aspects of the flight including the content of dining areas and private suites. With an increase in luxury travel demands, filling this niche market before it is inundated may win the brand frequent travelers ([see story](#)).

Automakers take advantage of bespoke options to cater to a wide variety of consumers.

For instance, Rolls-Royce Motor Cars is seeing increased popularity of its bespoke service that allows customers to personalize the details and style of their vehicle.

The British automaker reported that nearly every Phantom vehicle and three-quarters of the Ghost vehicles worldwide are sold with bespoke personalization. The service sets Rolls-Royce apart from other luxury automakers since it gives consumers a more personalized vehicle ([see story](#)).

Brand mergers can attract the interest of investors and lead to consumer benefits.

"Mergers can spark interest among investors who look for efficiencies in marketing and operating costs that result from achieving a critical mass," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"Mergers can also attract interest and attention from consumers who may feel more comfortable dealing with a larger, well branded organization," he said.

"Once the various businesses have been integrated into a single, full service organization this should be good for luxury homeowners, who will have the convenience of a single contact for several products or services, post sale service and assurance of quality and satisfaction."

Final Take

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