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**MIDDLE ATLANTIC PRODUCTS ENCLOSURE, CABLE MANAGEMENT,  
THERMAL MANAGEMENT SOLUTIONS SELECTED FOR  
FIRST-EVER WIRED LIVINGHOME**

WIRED Magazine creates model home coupling advanced green building technology with cutting edge AV and IT systems in Los Angeles' prestigious Brentwood neighborhood.



LOS ANGELES, CALIFORNIA, November 6, 2007 — Middle Atlantic Products today announced its enclosure, thermal management and cable management technologies have been selected for inclusion in the prestigious WIRED LivingHome, a showcase of the best in sustainability, technology and design in Brentwood, Los Angeles. Expected to open later this fall,

this modern luxury residence will serve as an example of how people can effectively balance green living with advanced technology and high design.

The 4,057 square foot WIRED LivingHome is designed to attain at least a Gold rating from the United States Green Building Council's (USGBC) LEED® for Homes Program. Sacrificing none of the comforts of modern living, WIRED is working with Control4, integrator Steve Hunter of the Hunter Group and leading manufacturers to design and install advanced technology throughout the home. Control4 and Steve Hunter placed a special emphasis on sophisticated automation balanced carefully with simplicity and intuitive use including

Control 4 home automation that enables home theater control, smart lighting, temperature control and security to all work together through both in-home and over-the-web remote control technology.

Middle Atlantic Products has provided an **SRSR Rotating Enclosure** to house the playback and system control technologies in a temperature controlled, cable-friendly environment contributing to longer life and better performance of digital technologies. The SRSR Rotating Enclosure is especially ideal for areas where access to connections are otherwise be unavailable: the enclosure slides out of a soffit or cabinet, allowing for easy access for maintenance and more efficient use of valuable real estate. Also integrated, a Middle Atlantic Products, designer-inspired **Ultra Quiet Fan Panel UQFP** provides intelligent thermal management with minimal ambient noise. The UQFP provides quiet cooling in areas where people and electronics co-exist, especially so where venting into ductwork is not an option. Featuring a thermostatic control module that dictates fan operation and fan speed, the UQFP facilitates better energy consumption because fans run only when it's required. The Middle Atlantic Products components provide a highly integrated environment that protects and optimizes the AV and control systems but also promotes extended system life and reduced energy consumption by use of intelligent thermal management technologies.



“Middle Atlantic Products is committed to best practices in all areas of system design and integration and as such it’s fitting and gratifying to be a part of this ambitious and worthy project,” explained Mark Tracy, Director of Marketing, Middle Atlantic Products. “The WIRED LivingHome integrates the best available green building, AV and IT technologies and demonstrates clearly the possibilities that can be achieved by combining innovative technologies, creative design and greater awareness of our communities’ environmental responsibilities.”

On entering the WIRED LivingHome, the first high-tech feature visitors will experience will be a Panasonic BMET330 Iris Reader that uses biometric iris recognition technology to verify identity for entry. Several rooms will feature the innovative high design HP Touchsmart PC, which includes a 10” touch screen and a wireless keyboard and mouse. The home will feature Moxi Multi-room HD DMR high-definition digital media recorder that provides an easy, intuitive way to enjoy television programming, music, photos, games and more on any TV. The media room will serve as a home theater, featuring designer speakers,

surround sound system, and a 60" Pioneer Elite TV. The home will also feature an array of innovative personal electronics, such as a wireless solar powered weather station, provided by Oregon Scientific.

Designed by the Founder of the Southern California Institute of Architecture (SCI-Arc) and Southern California icon Ray Kappe, FAIA, the WIRED LivingHome is located in the Crestwood Hills neighborhood of Los Angeles, a protected modernist community of architecturally significant homes. It is seamlessly integrated into the hillside and naturally ascends the site. Priced at \$300/sf, the house will feature five bedrooms that will be designed to serve as diverse living spaces for the showcase. Upon entry into the house, visitors are welcomed by a voluminous two-story open interior atrium. From the entrance, hallways lead to the private living spaces on the first floor. Public living spaces, including the living room, dining room, and kitchen, are located on the second floor that is enveloped by a wraparound deck and offers direct access to the garden from the living room and kitchen. The home will feature high-end sustainable and modernist furnishings that demonstrate the highest level of design while still respecting the earth. Branch Home will supply accessories, such as kitchenware and bedding that are manufactured in the most environmentally-responsible way possible. Framed mostly in glass, this modern dwelling effectively blurs the line between indoor and outdoor living space. The unique shape of the house also offers unobstructed views across the public spaces of the home, from the living room to the kitchen, creating an open and airy feel.

**About Middle Atlantic Products:**

Middle Atlantic Products, Inc. is headquartered in Fairfield, New Jersey and is an ISO 9001:2000-registered leading manufacturer of state-of-the-art steel enclosure systems for a wide range of applications, including the security, commercial audio video installation, custom residential, broadcast, post production, structured cabling and premise wiring markets. For over 25 years the company has been dedicated to the proposition that the enclosure system is as important as the equipment it protects. Middle Atlantic Products incorporates application-driven engineering into every system it designs in order to meet the individualized requirements of the broadest range of installers.

To request a catalog of Middle Atlantic Products full line of equipment and accessories, visit [middleatlantic.com](http://middleatlantic.com) or contact: Middle Atlantic Products, 300 Fairfield Rd, Fairfield, New Jersey 07004; Tel: (800) 266-7225 or (973) 839-1011; Fax: (973) 839-1976.

**About LivingHomes®**

Founded by CEO Steve Glenn, LivingHomes ([www.LivingHomes.net](http://www.LivingHomes.net)) is a premier developer of modern, prefab homes that combine world-class architecture with an unparalleled commitment to health and sustainable construction. All LivingHomes products are designed to achieve at least a LEED for Home “silver” accreditation and incorporate an environmental program that is among the most comprehensive of any production home. The model home recently achieved “platinum” certification, making it the first home in the nation to be certified platinum and only one of 20 platinum buildings in the nation. Designed by renowned architects and constructed using natural and non-toxic materials and systems, LivingHomes successfully marries style and substance.

**About WIRED Magazine**

Since 1993, WIRED Magazine has chronicled the people, companies, technologies and ideas that are transforming the world around us. Each month, WIRED delivers a glimpse into the future of business, science, entertainment, education, culture and politics. Under the leadership of editor in chief Chris Anderson, WIRED has been nominated for an unprecedented six consecutive National Magazine Awards for General Excellence, winning the industry’s prestigious top prize in 2007 and 2005. WIRED Magazine and WIRED.com reach nearly 6 million readers per month

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