



2024
**BEST SHOWROOM/
DEMO SPACE**
CRESTRON HOME TECHNOLOGY AWARDS

ELEGANT EXPERIENCES NEAR THE EIFFEL TOWER

Play or stay in this 'Best Showroom/Demo Space' that doubles as a Paris apartment with Crestron Home OS.

This cutting-edge showroom and modern apartment is located in the heart of Trocadero, Paris, only a few steps from the Eiffel Tower. Blending innovation and luxury furniture, this showroom allows visitors and guests to explore state-of-the-art technology while enjoying the elegance and comfort of contemporary Parisian design.

NAME OF PROJECT:

ASMI Showroom

REGION:

Paris, France

DEALERS:

ASMI

"WE HAVE THE BEST LOCATION IN PARIS TO SHOW OFF WHAT WE HAVE CREATED. PEOPLE COME TO CHECK OUT THE CRESTRON TECHNOLOGY IMPLEMENTED AS WELL AS TO STAY AND BE A GUEST AND LIVE WITH THE TECHNOLOGY."

Dorian Vidal

CEO,
ASMI



THE CHALLENGE

With the showroom needing to evolve continuously, the technology requirements were elevated to meet the ever-growing demand for showcasing the latest and most advanced innovations in smart living. Integrators at ASMI wanted to seamlessly integrate home automation and AV distribution technology into a traditional Parisian environment while maintaining both functionality and elegance. Each element had to be carefully designed to ensure a clean, ergonomic layout, enabling users to interact safely with the systems.

THE SOLUTION

ASMI had a clear vision for the technology they wanted to integrate into their showroom and apartment. They chose the Crestron Home® OS as the backbone of the showroom to handle the evolving demands of a space dedicated to showcasing the latest and best that technology has to offer. Crestron Home offers the perfect balance of reliability, ease of use, and scalability ensuring a seamless experience for both showroom visitors and apartment guests.

"CREATING THIS SHOWROOM WAS COMPLEX AS WE WANTED TO MAKE SURE IT WAS PRESENTABLE AS AN APARTMENT. CRESTRON HOME WAS THE ONLY SOLUTION THAT WE KNEW COULD DO IT ALL AND FIT EVERY NEED."

Dorian Vidal
CEO,
ASMI

THE TECHNOLOGY

Crestron, along with some third-party integrations, were selected for the level of finish and integration, along with the freedom of control and customization. The Crestron Home OS is the main control of the apartment due to its friendly user interface as well as its simple and practical evolution for maintenance and regular updates in a showroom. With Crestron Home, each showroom visit can be customized to the visitor with spontaneous programming. Some showcased integrations include Airzone for HVAC communication, Doorbird for the intercom, and Samsung displays.

This showroom is a real apartment where architecture and décor have been prioritized, and technology has been carefully

selected. Crestron DM NVX® AV-over-IP and DM NAX® Audio-over-IP were integrated to demonstrate the ease of audio and video distribution. Guests and visitors can easily control all displays in the showroom and experience the same music or event. Some components, such as TVs, are hidden behind mirrors or in lifts, as is often requested in Parisian projects.

Other features of this showroom are purpose-built for visitors to enjoy a relaxing stay in the apartment. Scenes such as 'arrival' and 'departure' are set for guests to press and have lights, audio, and HVAC turned on or off easily. There is also a music button in each room and bathroom to add an extra layer of comfort while visiting. Drapes in the living room are hidden and when drawn, can completely change the ambiance and style of the room. Events such as the 2024 Olympics or Fashion Week draw visitors as well as influencers or artists who want to create content in a comfortable and luxurious environment.



"CRESTRON HOME IS VERSATILE AND HELPS US TRANSFORM OUR SHOWROOM FOR EVERY NEED. EACH CLIENT AND GUEST CAN HAVE A UNIQUE EXPERIENCE WHEN ENTERING OR STAYING WITH US."

Dorian Vidal
CEO,
ASMI



RESULTS

The ASMI showroom and apartment have been transformed into a well-rounded experiential visit. With Crestron technology, visitors can see how a system that is fully integrated into their homes can change their day-to-day routines.

"Crestron technology has allowed us to show off everything that is possible for someone's future home. Guests are able to visualize what they like and would want to implement in their daily lives," says Dorian Vidal, CEO at ASMI.

Featured Products

4-Series® Control Processor for Crestron Home® OS
CP4-R

DM NAX® 8-Zone Streaming Amplifier
DM-NAX-8ZSA

DM NVX® 4K60 4:4:4 HDR Network AV Encoder/Decoder with Downmixing and Dante® Audio
DM-NVX-363

DM NVX® 4K60 4:4:4 HDR Network AV Decoder
DM-NVX-D30

DM NVX® 4K60 4:4:4 HDR Network AV Encoder
DM-NVX-E30

10.1 in. Wall Mount Touch Screen
TSW-1070

Handheld Touch Screen Remote
TSR-310