

# ELA Drives Customer Satisfaction with TiVo



## Electronic Lifestyle Associates

ELA, Electronic Lifestyle Associates, out of Chicago, recently garnered a huge amount of attention for an installation they did in Hibbing, Minnesota. The install was featured in CE Pro magazine, and won the “Great Racks” award for its management of nearly four miles of wire.

You can see the article [here](#).

## ELA's Custom Installation Specs

### The home:

- 8,000 sq. ft. holiday residence
- 2-10 people

### The solution:

- 1 TiVo Roamio Pro DVR
- 3 TiVo Roamio Plus DVRs
- 9 Samsung TVs
- 16x16 Matrix Switch HydraConnect
- Controlled via IP Control URC Total Control

People have loved their TiVo DVRs since we introduced them back in 1999. But only a handful of the very best custom installation experts know that today's TiVo Roamio™ DVRs can be at the center of a whole-home audio-video install. Installation is simple and trouble-free, and the intuitive operation means happier customers and fewer training calls.

## Goal-based Planning with TiVo

Look at enough websites for custom installation businesses and you'll see a lot of racks, a lot of flat-panel TVs and a lot of cleverly hidden speakers. But ELA's Vice President, Bradley Elliott, says his company focuses on something else before the first wire is run. “Every install is different because every client is different. I want to understand people's goals, what they want a system to do and how the technology will integrate into their lives. The plan should spring organically from that.”

## Iron Range Home Installation

It wasn't all that long ago that a “custom installation” consisted of in-wall speakers and attenuators in a few rooms and little else. But now people want whole-home audio, video, lighting control and access to everything from everywhere. “We're at a place now,” says Elliott, “where we can give people access to their TV shows, movies, music—everything, from anywhere in the home and just about anywhere outside of it via smartphones and tablets.\* And it's not just for the wealthy anymore; these systems have become so much more affordable.” One of the ways ELA is able to offer such a great customer experience is TiVo.

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Bradley Elliott  
Vice President, ELA

## TiVo: Simply, Intuitively, Reliably

“TiVo offers a great whole-home A/V solution,” says Elliot, “and it gives our clients full functionality from any room. I have yet to find a cable box that can do what TiVo does as simply, intuitively or reliably.”

As a business owner, Elliot points out that he wants three things to guide every design choice:

1. Will this do what the customer wants?
2. Will it be simple to use?
3. Will it be reliable?

“More often than not, a big part of the solution is TiVo.”

If you look at the pictures of the “Iron Range” home—the install for which ELA won an award—you’ll see four TiVo Roamio DVRs, and there’s a reason for that. “I know that TiVo boxes are easy to use. Some of our customers are more tech-savvy than others, but there will always be people living in any home who aren’t very technical. TiVo’s [interface] is the most intuitive I’ve found, and that means happier clients, fewer support calls for me and my guys and less time and money lost.”

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Elliot pauses here, seeming to be looking for the best way to express an idea. “At the end of the day, in any business, what’s good for the customer is good for you. But that goes double for custom installation. If you do it right, and what you design and install does what the customer wants, everyone wins. If you don’t, everyone loses. I want to make sure that what I install in my customers’ homes doesn’t just work; it works simply and consistently every single time. Reliability is crucial to the success of the install and of my business, because work is expensive and re-work is a killer. I can’t have my guys out there every week, and my customers sure don’t want that either. When I find products that can do all that, I use them. And that’s why I use TiVo. [TiVo products] work elegantly, simply and right every time, and that’s money in the bank.”

### About TiVo

For more information about TiVo and its products, please consult with your home theater professional. Be sure to ask about the unique networking advantages and considerable cost savings you can realize with a TiVo multi-room installation.



\* Requires iPad®, iPhone® or iPod® touch device running iOS 5.1 or later, or Android™ mobile device running 4.1 or above with a non-Intel or AMD chipset (sold separately). 4-tuner TiVo Roamio requires TiVo Stream accessory (sold separately). Out-of-home streaming supports streaming to only one of your devices at a time. Not all recorded content can be streamed or downloaded to a mobile device (due to copy protection assigned by content provider and/or other technical limitations). Some recorded content can only be streamed/ downloaded to your mobile device while you are on the same network as your TiVo Stream or your TiVo Roamio Plus/Pro DVR (as applicable). Out-of-home streaming/downloading may not be available for all recorded content. Visit [tivo.com](http://tivo.com) for additional details.

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### About ELA



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**ELA is focused on delivering professional technology solutions to enhance homes with lighting control, entertainment systems and technology integration. ELA’s mission is to understand clients’ lifestyles, needs and unique environments to deliver designs that stir the soul.**

### About TiVo

**Widely credited as the inventor of the DVR, TiVo created a revolution in the way people watch television, perfecting the art of “time-shifting.” Today, TiVo’s Tru Multi Room™ concept offers custom installers simple ways to provide their clients with access to TV shows, movies and music from any room in the home, and virtually anywhere in the world on mobile devices.\***

[custom.tivo.com](http://custom.tivo.com)

### Become a TiVo Reseller

The TiVo Reseller Registration Program is designed to ensure only Authorized Resellers represent our products. As an Authorized Reseller, you gain access to the ability to purchase TiVo products, a listing as an Authorized Reseller on our website, the ability to apply for a Free Showroom Demo account, and marketing and sales resources.

[tivoreseller.com](http://tivoreseller.com)