

# Smart High Definition Living

JUNE 2009

## Smart-HDL goes to IRAN

### Smart-HDL

- SBUS Dealership Training in IRAN
- The Success in conquering RUSSIA
- The voyage continues to EGYPT
- New Projects: Worldwide

Exposure to and arrival of Modern styles changed the demands as well as the requirements of housing construction and urban designs in Iran. Homes and Buildings built with the latest technology and based on the latest technical and safety design but decorated and designed inside with the traditional Iranian styles.

Buildings and homes built with the most modern conveniences and technology. Iranian society embodied with architectural forms and practices of the past but is up to date on the necessity of the modern lifestyle.

With the exposure and need of new technologies, Smart-HDL introduces to Iran nothing but the latest in technology.

A Smart-Living Seminar Cover-

ing Latest Technologies In: Energy Saving Intelligence, Control Automation, & High Definition Living by Smart-HDL held at Simorgh Hotel , Tehran, Iran June 10, 2009 was modestly attended by over 95 installers, dealers and VIPS.

Not just a training but a forum on how the SBUS systems and solutions can be applied to add convenience and security to both residential and commercial applications.

Smart-HDL explains: Simply, home automation is anything that gives you remote or automatic control of things in & around the home. The systems that you can control include: Lighting, Appliances, Heating and cooling, Security and monitoring systems, Entertainment



“attended by over 95 installers, dealers and VIPS.”

(home audio and video), Communications (telephones and intercoms, internet), Lawn sprinklers, Curtain movements, Pool filter pump, Spa heater,

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## Conquering Russia

Together with the Smart-HDL team, Mr. Firas Mazloum , Mr. Liang and Mr. Turath Mazloum a training was successfully accomplished in Russia together with the Relcon-S Team. Smart-HDL introduced the new solutions for a complete build-

ing automation systems by giving actual demos of the products.

The SBUS products showing the use and applications for hotelier by using the new hotel control devices; how the intelli-



## Smart-HDL goes to IRAN



Smart-HDL team headed by Mr. Firas Mazloum and Mr. Liang Guo Qin with Converged Networking Team

Filtration unit, Gate/garage door motor, Shade motor control, Roof sprinklers, Electric strikes, Keyless entry etc.

In the said training , Mr. Firas Mazloum explains the Smarthome-HDL Team Strategy : A **Pricing Strategy** for Dealers Products of Great Technology with Good price which gives more margin for projects with benefits and savings on cabling , connec-

tions and others; A **Training Strategy** which covers Network support from Product Overview, Installation and Design and **Marketing strategies**. A Website with a vast information and detailed product information, complete with presentations , applications and lifestyle brochures. International Seminars to VIPs , Developers and Top Installation Companies. Demo Showrooms and Expo

Stands. ; **Retail Outlet Ideas; Developers Alliance** (Smart Developer); Other Smart Programs like Smart Contractor, Smart Finance Company, Smart Interior Designer and Smart Consultant. ; Integration Strategy .

The fruit of the seminar brought forward numerous projects in Iran which confirms the success of Smart-HDL in Iran.

*“A Website with a vast information and detailed product information, complete with presentations , applications and lifestyle brochures.”*



## Project Accomplishments in Iran

As Smart-HDL goes international, an off-spring of New projects for Iran grows.

new two-storey buildings, a hotel public areas, a penthouse and 2 studios for Iran TV.

upcoming luxury hotels and commercial buildings.

Iran Projects consists of 2 Kish Island Projects includes



Dena Kish Project



Shiraz Project

## Conquering Russia

with the smart energy master card control, showing DND, clean up room and laundry, also the intelligent doorbell show the room number and used as a card reader.

With the new Hotel DLP the guest can control all room devices from Heating, Ventilation and Air-Conditioning Control, Audio- Video / Entertainment devices, curtain and drapes control, Light-

ing and Dimming of all room areas, and also guests can save announcements, reminders and alarms for the ultimate comfort and convenience.

Furthermore The new Elegant Glass Switches and Sockets are very ideal for all room finishing which are integratable to all the SBUS control devices .

Smart-HDL also introduced

the 8 in one sensor; which is a motion sensor, light intensity sensor, IR receiver, IR transmitter, , 3 zone security support for fire and gas, 2 dry input sensor to connect to other room sensors like door or window contacts.

Eastern Russia conquered by Smart-HDL



*The new Elegant Glass Switches and Sockets are very ideal for all room finishing which are integratable to all the SBUS control devices .*

## Smart-HDL New Projects

As the strongest partnership develops , Smart-HDL increases it's network with New Projects. In Jordan a two-storey showroom, a restaurant, farm house, a hotel public area, two private villas , the German University in Jordan, and a Smarthome-HDL Showroom.

As we move on in Syria, a

new project Al Shahba Hotel in Aleppo, and a private residence in Damascus.

The development in China Network progresses with New Projects ; Palais de Fortune embody new China's infatuation with foreign lifestyles with a lavish, granite-clad homes 82-acre, Beijing China,



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*Smart-HDL was founded in early 2008, as a China registered venture enterprise established by Mr. Liang Guoqin of HDL (China Hedong Group established 1985) and Mr. Firas Mazloum of Smarthome UAE, both having a wealth of knowledge and vast experience and expertise in all facets of Electronics with a cumulative practice for over forty years. Both have taken many courses on the subject of Automation with an extensive experience in projects finished, and to date continues to innovate and develop devices to achieve only the latest in technology.*

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## The Ships' voyage continues to Egypt

*Smarthome-HDL Training Middle East  
(June'09)*

*Date: 28th and 29th of June, 2009*

*Location: Cairo Sheraton Hotel*

*Address: Maydan El Tahrir, Cairo - Egypt*

Smart-HDL team brings SBUS products to Egypt. A training attended by more than 40 people from different companies of installers , distributors and dealers of home automation, lighting . Through this training Sbus products were introduced and also the invitation for all to become dealers and distributors in their market.

SBUS Dealership Programs offers all the benefit of free trainings for product over-

view, installation, design and estimation, marketing and programming. All comes with the products great pricing strategy to earn in the business.

Dealers can take that lead in their market by introducing the innovations of new and astounding products of Smart-HDL.

*Smart HDL , Mr. Firas Mazloum makes a product demo for SBUS products and systems.*

