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CULLUM HOMES INTEGRATES IPAD[®] HOME AUTOMATION SYSTEM IN VILLAGE AT PARADISE RESERVE

Stunning "2011 Product Of The Year" Savant system is industry's only Apple-to-Apple system

Scottsdale, Ariz., Jan. 25, 2011 – Arizona luxury home builder [Cullum Homes](#) has partnered with [Cyber Sound](#) to launch a subdivision-wide integration of Apple-based home automation system from [Savant](#) at The Village at Paradise Reserve. Lighting, climate control, motorized window shades, security, home theater, audio, internet/communications, and other functions are managed by a combination of in-wall and wireless iPad, iPod and iPhone devices, which interface with the Mac operating system. The Savant system is the industry's only Apple-to-Apple home automation system, and The Village at Paradise Reserve installation marks the first community-wide integration of this specific technology in Arizona.

By replacing expensive custom touch panels that can cost around \$3,800 for hardware alone with inexpensive iPads and iPods, plus leveraging a 100 percent Apple-based programming infrastructure, costs for the Smart Home system are substantially reduced. Not only does the touch panel slim down to around \$499 for each iPad - with the addition of functionality only limited by the apps you chose to put on the iPads, iPhones and iPods - but programming time is reduced by as much as 50%. Savant offers the only Apple-to-Apple application in the industry that leverages the intuitive Apple interface with the MAC operating system. Competitors typically leverage iPads with a PC or custom hardware "brain."

"The technology is stunning. You can use images of your home to control virtually anything. Just imagine picking up an iPad off your coffee table, "pinching" open a photo of your living room, and simply touching a light fixture on that photo to dim the lights, touch the television to have it rise out of its hidden location and turn on. Via the iPad, you can also close the window shades, set the alarm for your security system, turn off a forgotten light in the kitchen, turn off your stereo and turn on your fireplace. It's revolutionary in the home automation industry," stated Cullum Homes Founder/President Rod Cullum. "It uses universal, cost-effective Apple technology that is already familiar to consumers across the nation."

Cyber Sound President Jon Summer added, "Not only is it substantially less expensive overall, but it is miles ahead of the competition in terms of functionality and user-friendliness. Besides, who doesn't love playing with an iPad?"

Savant [won](#) the 2011 Product of the Year award from *Electronic House* magazine, announced earlier this month.

Homes within [The Village at Paradise Reserve](#) will include one in-wall iPad in the kitchen, one in-wall iPod Touch in the master bedroom, and a concealed seven-foot hardware rack containing its Mac OS X "brain" operating system and audio/stereo system components. Set off by gorgeous views of Camelback Mountain and sparkling downtown Phoenix city lights, the new home community is nestled up against the Phoenix Mountain Preserve with a Paradise Valley, Ariz. address. Homes are selling for approximately \$1.5 to \$2.1 million, and range from 3,321 to 5,593 square feet. Twenty-nine homes are currently still available.

For the latest news and information about The Village at Paradise Reserve or its Cyber Sound home automation system, please visit the [Cullum Homes Facebook](#) page or <http://cullumhomes.com/>.

About Cullum Homes

Founded in 1985, Cullum Homes is one of the oldest and most reputable luxury homebuilders in Arizona. The Scottsdale-based business specializes in custom and semi-custom homes in affluent areas of the Phoenix metropolitan area such as Scottsdale, Paradise Valley, Silverleaf, Firerock and Desert Mountain. Cullum Homes was the proud recipient of a *Custom Home* magazine Pacesetter Award for innovation, and has been listed twice among the "Fastest-Growing Residential Construction Companies" ranking in *BUILDER Magazine*. Their projects have been profiled in both local and national publications.

Founders Rod and Kim Cullum are both [Certified Green Professionals](#) and alumni of ASU (Arizona State University). They live in Paradise Valley. Their two children, Brad and Lindsay, are currently students at ASU: Brad is a senior working on his bachelor's degree in the School of Sustainable Engineering and the Built Environment, and Lindsay is in her final year of graduate school for a Masters in Architecture.

For more information, visit <http://cullumhomes.com/>.

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