



# Dealer Success Story

## woelf

Jan Martens | Owner  
www.woelf.be

### A Passion for Technology

For many who choose to follow the path of custom installation, the love for technology has always been a passion. Whether it is an adoration for clear, crisp audio or an interest in playing with the wiring, controls and cables that make automation systems work — technology remains a constant, driving force for today's integrators. Jan Martens is no different.

Jan, very openly shared his love for technology, which lead him to open his very own custom installation firm in the heart of Belgium, "As a kid I always loved music, computers and everything that had some sort of technology in it. My love for technology was so big that when I got toys for Christmas I would always tear them apart to see how they would work." This need to further explore technology lead Jan to study Communications & Multimedia design in college, where he specifically took a course that focused on discovering the world of mobile technology. At the age of 18, Jan and a friend created the first app for communicating at big festivals — look for pukkelpop in the AppStore — he is still in awe that 10 years ago he was able to create something like that; and for him it was more about creating and dreaming, less about making money.

### Woelf Opens its Doors

Towards the end of Jan's studies he became more and more interested in finding better ways to share content. With music and technology as a hobby, and creating things a true passion, the combination made Jan's next move all the more clear — "So there it was on 1/4/2009, (my Mom thought it was an April Fools joke) Woelf was born." Jan was just 24 years old when Woelf first opened its doors, but his excitement, enthusiasm and skill proved to work greatly in his favor.

"After that it went fast, I was introduced to the wonderful guys at MPRO (BENELUX Distributor) through a friend of mine. I swear, I really was conservative about getting another demo...but man was I impressed. The easiness and flexibility of the product [Control4®] was something I had never encountered before in my life. Not only from the client side, but also as an installer. No more filling days behind a desk writing pages of code just to put the light on when the sun goes down — that time was over! I just met the best home control system to control your house!"

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### Woelf Finds Success with Control4

As Jan continued to build a partnership with MPRO and Control4 he found much success in creating one-of-a-kind, exciting installations that allowed him to let his creativity take control — automating unique aspects of some incredibly beautiful spaces. To date, his favorite Control4 installation has been the building called Espace Jaqmotte, which once was a large coffee factory in the center of Brussels. About 10 years back one of the most well-known Belgian architects renovated the space; and just 2 months ago Woelf got the call to design and integrate an innovative technology system to compliment it. With the owner being the 78-year-old architect himself, it was important that the control system be easy to navigate and provided seamless control over the various components within the space. Just a few of the building's special features include: a commanding control system, a pool cinema running on Control4, as well as a brand new 75" Samsung LED in a glass dome that provides quite possibly the best view of Brussels.

Jan continues to scope and spec a variety of Control4 installations across Belgium.

Control4



# Dealer Success Story

## evolved home

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Contributors: Kory Roth, Jamie Dull

### A Shared Vision, Passion & Experience

When it comes to succeeding in the custom installation market, there are a handful of qualities that help separate the best of the best—the team at Evolved Home just happens to embody them all. Evolved Home brings together one of the most experienced and professional teams of audio/video designers and system integrators across the Northwest region. Lead by Mark Amayao, the team at Evolved Home shares a strong vision and passion for excellence in all that they do, striving to deliver the finest in home theater, automation, lighting control and energy management. With a keen attention to detail, and near fanatic devotion to customer satisfaction, the team at Evolved Home approaches every project with a focused desire to produce the very best results possible.

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*In Control4 we saw the future. A way to make home automation available to the masses...*”

### Evolved Home Partners with Control4

Evolved Home looked for a partnership that would bring real value to their business and clients—cue Control4. “In Control4 we saw the future. A way to make home automation available to the masses. The industry was developing past audio/video; as business owners we saw an opportunity to broaden our skill sets and create opportunities by finding inroads to other disciplines. We are now able to simplify and consolidate the operation of lights, shades, security, climate, audio/video, and beyond. Control4 has maximized the potential for opportunity for all of its dealers in a number of ways,” said Mark Amayao.

The team at Evolved Home quickly realized there were many other advantages to working with Control4; aside from providing a comprehensive smart home platform, the integration firm has discovered a wealth of other benefits including comprehensive training programs, education, marketing tools and genuine communication between manufacturer and dealer.

“What is different about Control4 is that they are not just a company that makes and sells products,” added system designer, Jamie Dull. “They bring a complete business model for how to succeed in the field of home automation to their dealers. They are also genuinely interested in what the dealers have to say, and demonstrate that by incorporating dealer feedback into their products, services, and policies.”

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### Control4 Helps to Uncover New Business Opportunities

Aside from the unique spaces and applications the Evolved Home team has been able to create with Control4, Mark and his designers were quick to share one of their favorite Control4 products as well, “Our favorite Control4 product continues to be lighting control. Control4 has brought many innovative and revolutionary products to market, but its lighting control solutions continue to be the line that all of our current and prospective clients identify with and interface with,” added Mark. “For our clients, it begs the question, ‘Hmmm what else can I control?’ From there we work with our clients to find solutions to the inconveniences we experience every day.”

Mark and his team continue to scope and spec a variety of Control4 installations across the greater Portland, Oregon area.

Control4