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INSTALLATION SPOTLIGHT.



PROJECT

MONARC TREE
SYSTEMS


LOCATION

LOS ANGELES, CA

SMART HOME

MULTI-DWELLING UNITS

CORPORATE ENTERPRISE
ARENAS & EVENTS
EDUCATION
GOVERNMENT
HOUSE OF WORSHIP
HOTELS & HOSPITALITY
RETAIL
RESTAURANTS & BARS
HEALTHCARE
LUXURY TRANSPORTATION
MARINE



To be successful in the MDU market, builders and developers require repeatable systems that enable their electrical contractors to install in volume with no complications. For this reason, Monarc Tree Systems went with On Controls.

ABOUT THE PROJECT



Background

VanKirk Electric is a leading electrical contractor with a national presence specializing in MDU apartment complexes throughout the U.S. Examining their market and opportunities for growth, the company decided to add low-voltage connected home technologies to the tens of thousands of units that they already service. In order to properly address this growing market segment, VanKirk formed a division called Monarc Tree Systems (MTS), offering builders and developers of MDUs “a catalog of products ranging from lighting to security that they could choose from to create seamless individual automation experiences for their

tenants on a project-wide scale,” says MTS CEO Lacey Van Kirk. In the case of the Millennium Del Rey project, MTS handles the rough-in, installation, testing and trim-out throughout each of the apartments before handing the job over to a local integrator called ToGoOnline based in Westlake Village, CA. ToGoOnline’s role is to configure the systems for each customer and provide training for a smooth transition to daily use. Of the 196 total units within the Millennium Del Rey complex, 138 are MTS smart home-equipped residences.

The Goal



One key differentiator of the On Controls platform is limitless customizability that can be efficiently facilitated by a dealer.

First and foremost, the objectives for this project were repeatability, ease of use and reliability. To be successful in the MDU market, contractors must have easily repeatable systems that electrical contractors (typically less familiar with low-voltage technologies such as home automation) can install in volume with no complications. For this reason, Monarc Tree went with On Controls, one of the fastest growing

brands in the dealer-installed home automation and control marketplace. One key differentiator of the On Controls platform is limitless customizability that can be efficiently facilitated by a dealer. For the Millennium Del Rey project, Monarc Tree Systems applied a proprietary user interface to the On Controls framework that offers renters a customized and simple home automation solution for lighting, temperature, and A/V.

Execution

Monarc Tree System's connected home installations utilize existing home automation technologies such as Z-Wave and IR to control lighting, thermostat, and built-in speakers. In addition, all connected devices are pre-configured before installation within the On Controls software to ensure ultra-easy setup and virtually no maintenance. An easily identifiable red Cat5 cable signals the system's presence and allows for seamless ISP integration. Another major On Controls innovation utilized for this project is a newly introduced piece of compact hardware called On Controls Connect, which takes all of the guesswork out of network configuration and remote access. The tenants simply download the Monarc Tree app, press the "sync" button and all of the networked devices, including the Apple TV and Global Cache IR controllers, are discovered on the network, ready to be controlled either locally or remotely from any



connected location (Wi-Fi, 3G or 4G). "One thing I love about the On Controls system: If you set it up correctly once, you don't have to go back," says John Tumbleson, Principal at ToGoOnline.



The Result

As a long-time On Controls dealer, Tumbleson has seen hardly any call-backs from residents. The smart home features in Millennium Del Rey aren't just some glitzy sales tool—tenants have embraced the functionality and appreciate the simplicity and modern conveniences that the On Controls framework has brought to their luxury apartments. Now residents have easy access to lighting and temperature control as well as their built-in Apple TV, which features applications like Netflix, Hulu and HBO Go. Apple TV also allows for full access to personal iCloud

and iTunes accounts and AirPlay, a content streaming function that allows guests in the apartment to play their media from any handheld device to the Apple TV. Thanks to the collaboration with On Controls, Monarc Tree System's home automation package for multi-family dwellings has opened up an opportunity for the mass adoption of home automation to an underserved demographic and created a vital link for dealers like ToGoOnline to take part in capturing new customers in this expanding market segment.

About Monarc Tree

Monarc Tree is a comprehensive built-in system operated from an innovative, mobile-based home automation application which gives tenants control over their home environment in real time. Upon moving in, a tenant would simply download the Monarc Tree app, found on iTunes App Store, which automatically syncs their phone or tablet to their own apartment's system, providing immediate and singular access to key environmental controls from home or anywhere.

monarctree.com

About On Controls

On Controls brings the convenience, luxury and security of advanced control and automation technology for residential and commercial applications to the Apple and Android phones and tablets already familiar to millions of users.

An award-winning Wi-Fi-based platform, On Controls leverages the efficiency of the cloud, enabling integrators to deliver more features and better service to their commercial and connected home clients. From a single room to the largest applications, On Controls allows integrators to initialize, upgrade, add new features and sync remote setups to a client's tablet or phone via a web portal from anywhere in the world. On Controls is an intuitive, reliable, robust, and reboot-free system that will simplify your life!

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