

OCEAN DRIVE

M A G A Z I N E

Beach Patrol

Jan Vitrofsky
Tech boy

The world's biggest stars and luxury-loving consumers don't flip channels – they use customized "high-end integrated entertainment systems," thanks to Jan Vitrofsky, founder and CEO of Fort Lauderdale's HED South. Vitrofsky's company consolidates everything from sound systems and lighting to air conditioning and electronic window treatments for "the guy who likes to have the latest technology and the best of everything, but can never figure out how to operate it." Michael Jackson, Barbra Streisand, Steven Tyler and Donna Karan are just a few of the clientele for whom Vitrofsky has put entertainment control at the touch of a button.

"It's turned into a mainstream thing," says Vitrofsky. "People tell me the systems are the best toys they have. They never knew life could be this simple."