

# residential tech today



## GRACE MITCHELL MAKES IT PERSONAL

### PLUS:

*Smart Homes Are Getting Smarter*

*Innovator Spotlight: Jan Vitrofsky, HEDsouth*

*The Cloak of Invisible Architectural Speakers*

*Unforgettable Tech Moments in the 2010s*

Jan/Feb 2020



\$7.99US \$7.99CAN 02>

0 09281 03110 9

# Building Brand Integrity

For HEDsouth, Transparency is Crucial When Managing Client Expectations

By Jeremy Glowacki

For more than 35 years Jan Vitrofsky has worked to simplify and personalize potentially complex home technology innovations for his clients. With the drive and experience he acquired while working in the electronics industry since 1975, he launched his company, HEDsouth, in 1984. Jan and his company built a portfolio of solutions for local, national, and international clients. Clients such as ABC, CBS, Sony, Disney, and the White House have benefited from profound understanding and seamless execution of technology, people, and design.

Like three pieces of an interlocking puzzle, Jan Vitrofsky (HEDsouth), Ofer Abutbul (Powerfull Electric), and Shalom Illouz (Powerfull Systems) joined forces to create a unique electronics integration company that can provide the entertainment, lighting, shading, climate, control, and integrated design and then perform turnkey electronics prewire, wiring, installation, programming, service, and world class support.

HEDsouth today are home entertainment and design companies that span Southern Florida and California, delivering experience and a devoted team to supply the complete infrastructure and lifestyle solution for discerning clients.

Here's what else we learned from our conversation with Vitrofsky.

**Residential Tech Today: What are the most important lessons you've learned while running your integration business?**

Jan Vitrofsky: After 30-plus years of HEDsouth, I've learned that the central component to our success and growth is ensuring that the brand's integrity remains at the forefront of everything we deliver. One of the most valuable, important lessons I've learned is

that listening to clients is the key to making certain we deliver the client's vision in its entirety, and everything in between the lines, as well. For instance, how have your experiences shaped the way you manage client expectations in initial design meetings and/or the workflow of a project?

From the start, transparency is crucial when managing client expectations and striving for a healthy client relationship. We're always sure that clients get the full scope of our capabilities and understand what to expect during the designing, installation, and post-installation process.



Jan Vitrofsky, HEDsouth

**RT Today: What part of this business makes you happiest? What do you find most frustrating?**

JV: Personal word of mouth referrals from clients are always happy moments because that attests to their level of satisfaction with their experience. On the flip side, dealing with the infrastructure of employees – even terrific employees – can be frustrating at times. For me, I'm wired to work with our clients and most motivated by their happiness and wellbeing.

**RT Today: When you're deciding whether to start offering a new product or technology**

**in your projects, what are some of the most important criteria you consider?**

JV: I always live with and test the product in my own home first when considering new products or features to offer in my installations. This way I'm able to experience the product in the real world and therefore able to advocate for it on a personal level. I also look into the company behind the product or technology to make sure it aligns with our offerings and values at HEDsouth, and I evaluate the company's experience and history.

**RT Today: Currently, do you have favorite products or technology that you like to work with? If so, what are they and why?**

JV: My favorite technology is lighting control and light fixtures and, of course, the closely aligned field of wellness. Being able to have indoor lighting mirror natural light when you wake up and when you go to sleep plays a big role in wellbeing and has been personally very significant. It helps set your circadian clock. This is especially important for people who are indoors for the majority of the day, which is most of us. The new category of wellness is a crucial part of technology, so this is a very exciting aspect of what we offer at HEDsouth, and definitely one of my favorites.

**RT Today: Looking ahead, what technology trend do you expect to have the most influence on the work that you do?**

JV: The wellness sector is growing rapidly as people continue to understand that there are things that can be done affordably to improve their quality of life. Because of this, wellness technology will definitely influence what we do. It already has. I've been working with wellness products since 2018, and since then we've seen 30-percent growth in the company specifically dedicated to the integration of wellness. 🌱



Jan Vitrofsky's favorite technology is lighting control and light fixtures and the closely aligned field of wellness. Being able to have indoor lighting mirror natural light when you wake up and when you go to sleep plays a big role in wellbeing and has been personally very significant to the owner of HEDsouth.