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LiteSync Inc.

LIGHTING AND DESIGN UNDER ONE ROOF

by Ben Corbett

Evolution. Integration. Revolution. If you talk with David Rishor, president of LiteSync Inc., these three words will almost always come into play, and for good reason. They describe the core thrust of Rishor's business model, which is blazing new paths in the home-construction industry. Technological advances have created new comforts and opened up unlimited possibilities in home electrical systems, and the integration of such systems is a much more complicated process than ever before, bringing with it not only endless and confusing options in products and services but also new challenges in design.

"At LiteSync, we start with lighting as the critical function and then sync all other voltage systems from there," Rishor says. "The list is endless in the kinds of lighting available and what we can do. Even if it's custom fabrication, we can do it. We know the required lumen outputs and the foot-candle levels to make sure everything is correct. 25 or 30 years ago, a home was pretty simple in its approach. There weren't a lot of complex voltage systems. The kinds of lighting products were pretty basic, and the choices were more limited. Today the lighting and special voltage systems have exploded open."

In the old days, a homeowner or general contractor would simply hire an electrician for a high-end custom homebuilding project. However, with all

the new technology and products that are now available, a number of specialists are needed to complete a project. From designers to low-voltage automation integrators, home security installers, and home-theater and sound specialists, the possibilities are endless.

"You can have the most high-end client with a really nice home, but the lighting is lacking and very poor because they didn't hire a professional lighting designer," Rishor says. "LiteSync is truly revolutionizing the industry as it relates to the disciplines of lighting power and low-voltage systems. If you look at how the construction industry has evolved, you see this fragmentation of disciplines going out across the board that make it difficult for homeowners, and even builders, to end up with the optimal end product."

Having so many different factions involved in a home's lighting- and voltage-integration project can lead to inefficiency, glitches in the system, higher expenses, and a lack of quality. With 30 years of experience in the industry, Rishor is Arizona's only electrical contractor who is also a Certified Lighting Consultant (CLC) with the American Lighting Association. This gives LiteSync a competitive edge. Although many contractors are playing catch-up, farming most of this specialized work out, Rishor is way ahead of the curve with LiteSync's one-stop shop approach



CUSTOM LIGHTING

Nestled in the Dove Mountain neighborhood of the beautiful Tortolita Mountains near Tucson, AZ (opposite page), this custom home's lighting, power, and low-voltage integration systems were designed and installed by LiteSync. The owner had a vision for the kitchen design (above) and needed a luminaire above the island that he could not find through any US manufacturer. So, with LiteSync's help, this soffit-style luminaire was custom-designed and built to meet his vision perfectly.

that streamlines all of those specialties under one umbrella.

"How LiteSync fits into the future is by offering a more seamless, integrated approach," Rishor says. "I am passionate about this approach. It's revolutionary. It's changing the industry for the better and meeting the needs of the consumer and the builder. There's just nobody doing it this way. We're making separate contractors and designers obsolete and ultimately making it so much easier and smarter for the client."

These days price point is crucial, so for LiteSync there's a constant balancing act between a project's budget and a homeowner's desire to have the latest and greatest in lighting and voltage systems. But as Rishor is quick to point out, aesthetics are everything, and one of his biggest missions is to reduce the eyesores—visible wall switches, ugly automated appearances, and accessories—and gear everything toward beautiful, automated touch-screen and keypad controls where homeowners can push a button and control an entire home's ambiance with one touch.

Rishor believes the merging of homebuilding services is key to the art's success. "The integration of lighting with other subsystems is critical," says Rishor, who uses the word "sculpt" when he talks about design. "I try to put my signature to every project like a new canvas and a new painting." ■

LiteSync's Top Tech Favorites

David Rishor, president of LiteSync, shares his favorites from the latest technologies:

1. LiteTouch FIVEk Hybrid Technology:

"The gold standard in lighting-control solutions has gone wireless. The LiteTouch FIVEk is the most powerful lighting-control CCU on the market today." litetouch.com

2. The Elan g! new app-style interface:

"The new g! control from Elan is an easy-to-use home-automation-interface product." elanhomesystems.com

3. Cree LED lighting:

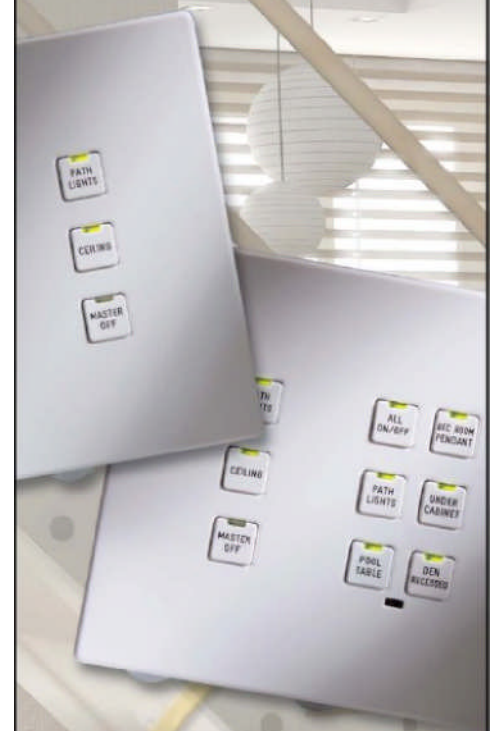
"The future of lighting is solid-state LED, and Cree is apparent in the vanguard with state-of-the-art products." creeledlighting.com

4. GreenSwitch:

"This is a wireless product that replaces existing switches, outlets, and thermostats." greenswitch.tv

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