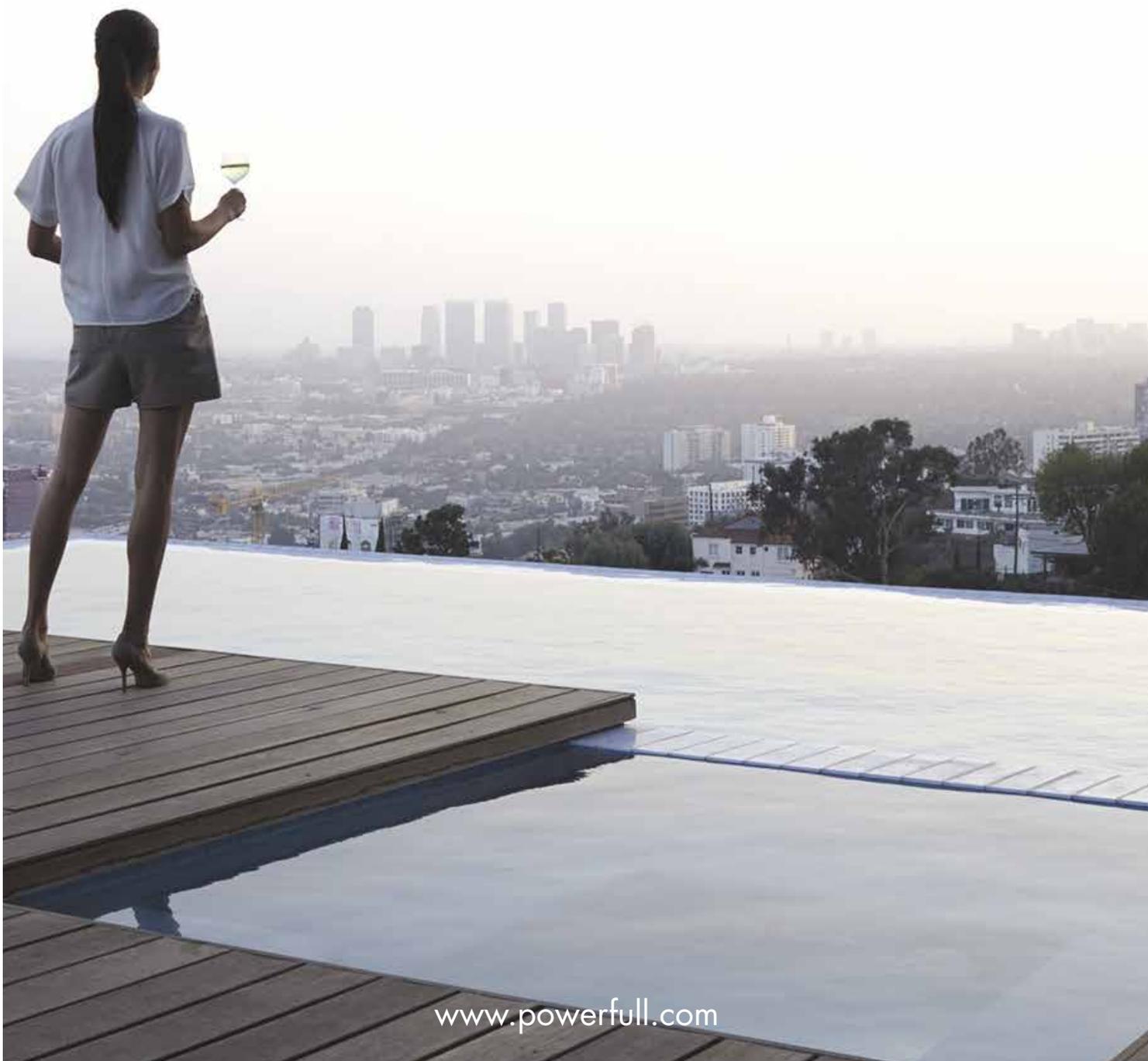


POWERFULL SYSTEMS

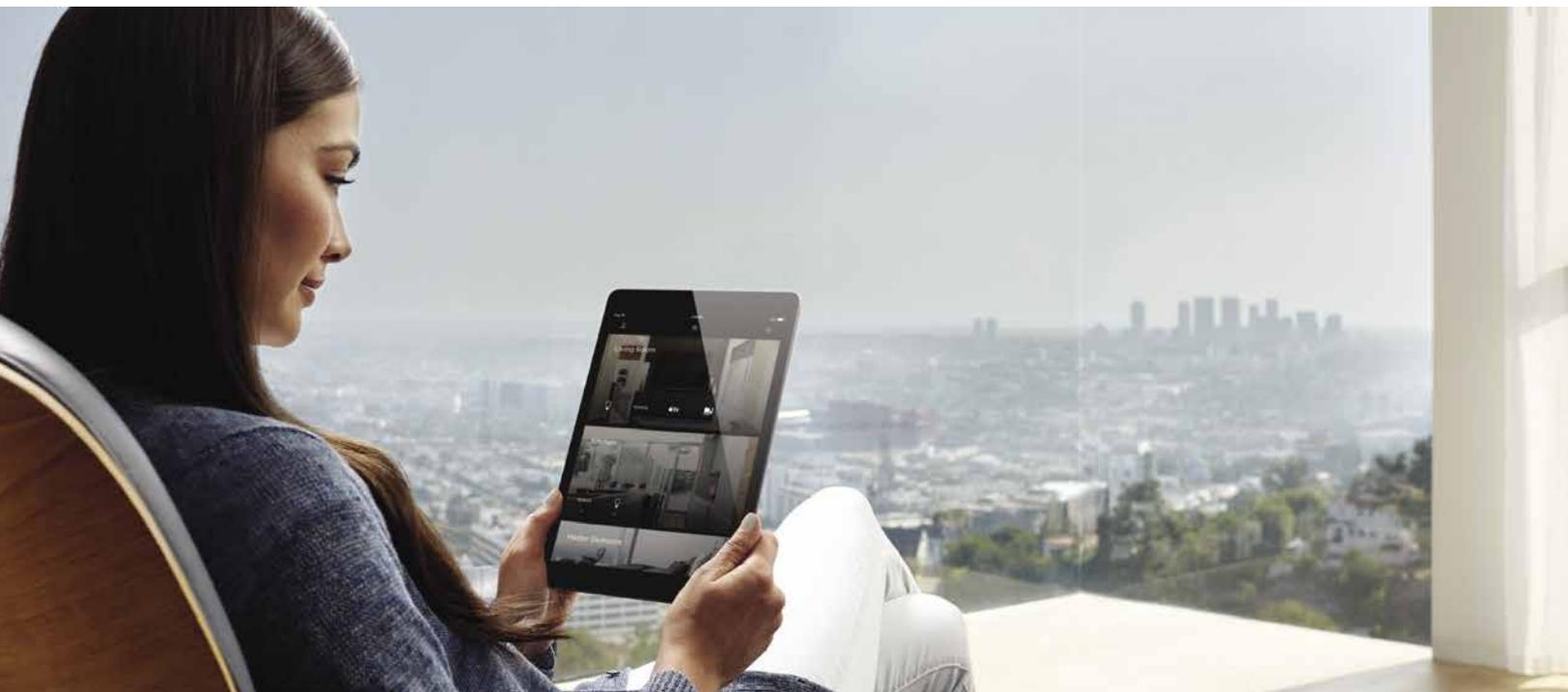
Technology Simplified



www.powerfull.com

PEACE OF MIND. EVERY TIME.

1. LIGHTING AND SHADES
2. AUDIO AND VIDEO
3. WIFI AND NETWORKS
4. SURVEILLANCE AND SECURITY
5. CONTROL AND AUTOMATION
6. MEDIA AND THEATER ROOMS



At **Powerfull Systems**, our goal is to unite you with modern technology and thereby enrich your life. When you experience total home control, you'll wonder how you ever lived without the magic of automation. Music, video, lighting, shading, wellness, climate control, and electronics are all at your fingertips and controlled by a touch screen. At **Powerfull**, our core values are woven into our culture. We believe in integrity, passion, innovation, and service. We use these core values to create a home that is designed to fit your preferences and lifestyle. We call this the **POWERFULL home**. We believe the perfect system is the one that offers endless enjoyment without effort. And it's all done with a commitment to quality that can only be found in one place in Southern California.

"Any sufficiently advanced technology should be indistinguishable from magic."



SIMPLICITY IS AT HAND

Experience one touch or voice command to control all your electronics in one – or every room.



SERVICE LEVELS YOU DESERVE

Every design and upgrade is handled with personal care and concierge-level service



BEST IN CLASS BRANDS

Carrying the world's finest electronics brands such as Lutron, Crestron, Savant & Sonos.

BEST IN CLASS BRANDS

At Powerfull Systems, we carry only the world's finest consumer electronics and luxury brands such as Lutron for lighting and custom motorized shades, Sonos for music in every space, Sony for premium video entertainment and Crestron or Savant for complete, simple control – on or off premises. We meet with you to develop a full understanding of your needs and goals so we can help select the products that are ideally-suited to you, then integrate them into elegant systems that provide a seamless system.



and more

THE FOUNDERS



Ofer Abutbul | Founder

As a young apprentice in California in 1989, Ofer realized his true passion lay in the design and creation of innovative electrical systems. He launched an electrical company in his garage, doing design, wiring and every aspect of every job. Later he worked with major interior design firms and contractors. They collaborated on high-profile projects while Ofer established his stellar reputation for service. Ofer then created Powerfull Electric which included Hollywood's most successful stars and business magnates. Today Powerfull Electric has 100+ employees. Ofer's passion has created a company culture of shared responsibility which motivates all to continue to strive for excellence.

“Our top priority is to provide peace of mind and to be there for you when you need us the most, even long after your project has been completed.”



Shalom Illouz | Founder

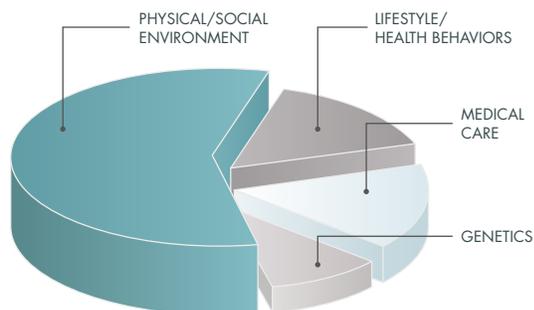
Shalom, Ofer's brother-in-law, joined Powerfull Electric in 1997. Together they built a unique family business that emphasized "Client First" mentality with exceptional service levels. Over time they grew the business to include lighting, shading and control systems in addition to the electrical work. With substantial growth the pair formed Powerfull Systems to handle lighting control solutions and became one of Lutron's top award-winning dealers. They became renowned for delivering everything from the electrical design through installation and service of stunning lighting and shading systems. With over 2 decades in business and numerous client requests Shalom expanded Powerfull Systems offerings to a one stop integration company to indulge every client with electronic elegance and the peace of mind.



SMART WELLNESS SYSTEMS

Powerfull Systems has always been on the forefront of technologies that enhance life. In today's world, an investment in your home should also be an investment in your health. That's why we offer exclusive wellness solutions that dramatically improve your environment through cleaner, healthier air, water and lighting.

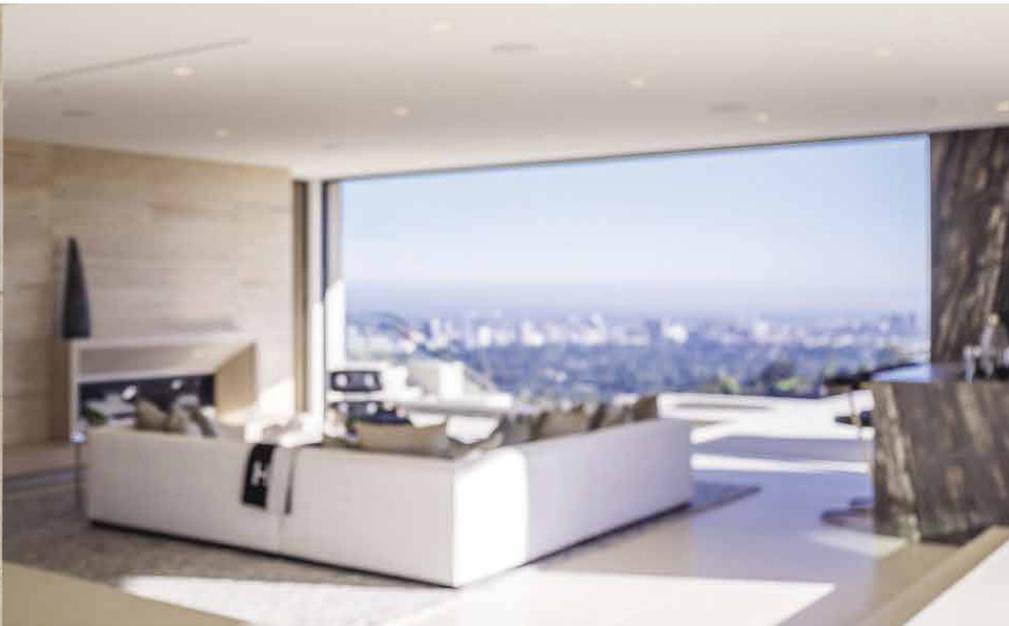
Today, we spend up to 90% of our time indoors! The quality of indoor air, water and light can undermine our best efforts to maintain a healthy lifestyle. Indoor environments greatly influence our energy, sleep quality, moods and productivity. Imagine having natural light that stays in sync with your body rhythms. And air and water quality that ensures every breath or drink you take is the healthiest it can be.



DETERMINANTS OF YOUR HEALTH

Our homes and our environments have a profound impact on our health and well being. The Centers for Disease Control and Prevention estimates that genetics account for as little as 10-15 percent¹ of overall health outcomes, while 70 percent of our health is determined by our physical and social environments².

1. Report on the Environment - Indoor Air Quality. (2018, July 16). Retrieved December 10, 2018, from <https://epa.gov/report-environment/indoor-air-quality#note1>
2. NCHHSTP Social Determinants of Health. (2014, March 21). Retrieved December 10, 2018, from <https://www.cdc.gov/nchhstp/socialdeterminants/faq.html#a>



A WELLNESS ECOSYSTEM TAILORED TO YOU

Through our collaboration with Delos, the world leader in providing wellness solutions for residential and commercial interiors, we're able to deliver a home or building that can truly change your life. This ecosystem is personalized to you and designed to enhance your health, wellbeing and performance, while reducing indoor contaminants that constantly and negatively affect your respiratory, cardiovascular, immune and cognitive health.



NATURAL LIGHTING FOR BETTER LIVING

Stimulate natural sunlight patterns to regulate your circadian rhythm, energy levels, sleep quality and overall wellbeing.



WHOLE-HOUSE RESPONSIVE AIR PURIFICATION

We can deliver systems that can intelligently and efficiently target particulate matter, volatile organic compounds, allergens and pathogens.



LET BETTER WATER FLOW

Best-in-class technology is customized for you through our on-site water testing through a third party laboratory.

PERSONALIZED CONTROL AND AUTOMATION SYSTEMS



Our Company's approach to home and office control systems is to make them as simple as they are cutting edge. Imagine having an interface that's been personally designed to fit your preferences and lifestyle a control that's as simple to operate as your smartphone or a voice command that's as simple as talking into a phone. Press a button to dim lights, start your favorite music throughout the house on high quality components, and from anywhere, see who just arrived at the front door. Or, as you return home, have outdoor lights turn on, the garage open and security system disarm. These capabilities are examples of our sophisticated control systems and electronics design services.

A NEW LEVEL OF COMFORT AND CONVENIENCE

Select “Morning” on your smartphone and shades rise, lights come on softly and temperature warms up to exactly where you want.

EXCEPTIONAL ENTERTAINMENT SOLUTIONS

From ultra-thin displays, to HD movies and streaming music in every room, we bring all your entertainment to life with just a simple touch.

NATURAL VOICE CONTROL

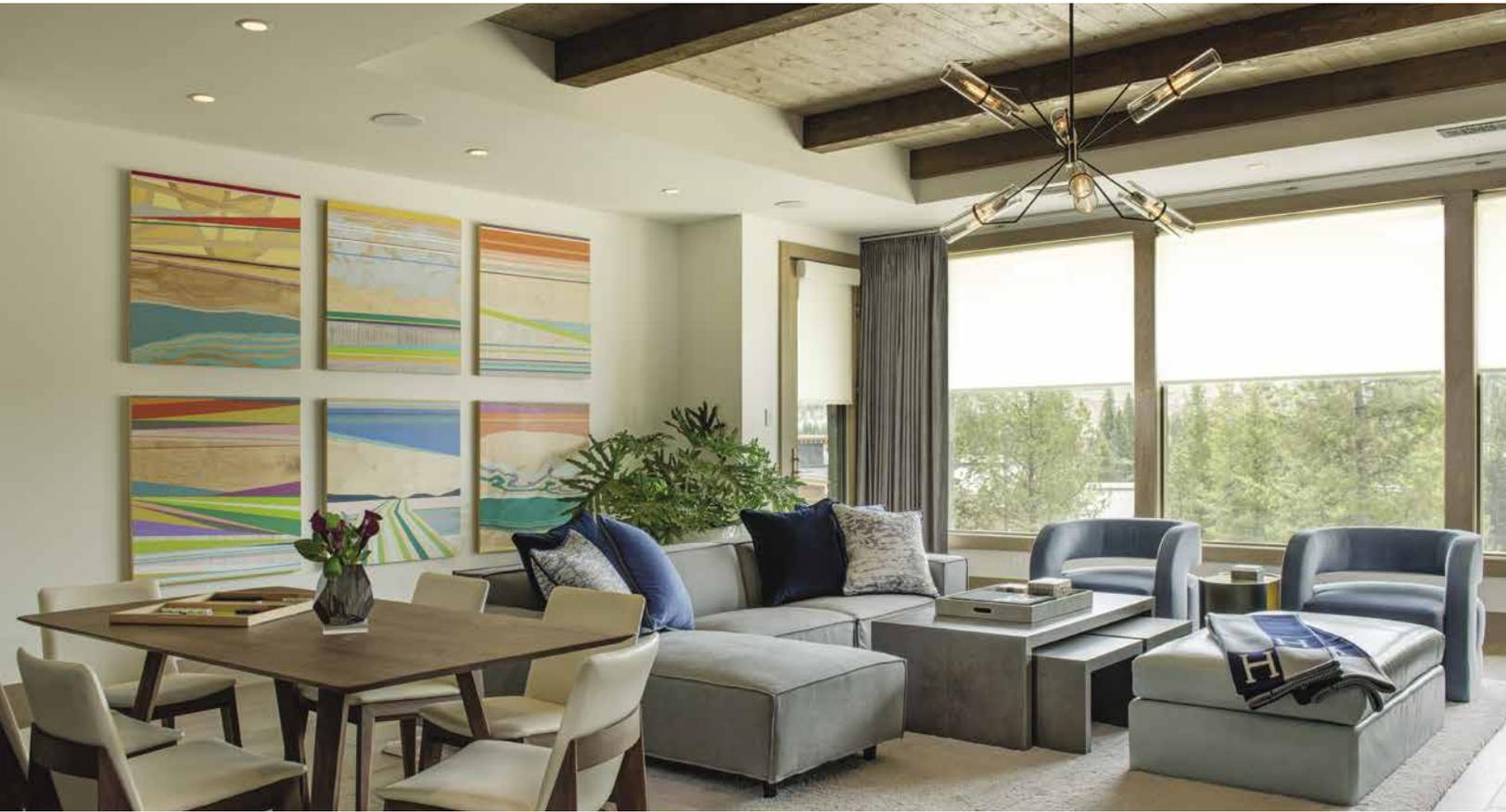
Be in command using the latest innovations even voice control. Speak naturally and call up lighting scenes or start the show, without lifting a finger.



BEST IN CLASS SOLUTIONS AND BRANDS

We carry only the world’s finest consumer electronics and luxury brands such as Savant, Crestron and Josh for complete, simple control on or off premises. We can deliver touch controls, voice control or a combination of the two. We select based upon your needs, project scope and lifestyle, then integrate with all the electronics in your home or office.

AUTOMATED LIGHTING & SHADES THAT FIT YOUR LIFE



Good morning. You wake up and reach for an elegant bedside panel or your smartphone. Select “Morning” and your stunning designer shades gently open to where you like, and lights raise. That’s how the day begins in a Powerfull Systems Designed home. Lighting and shades can have a profound impact on your atmosphere, décor, mood and your wellbeing. Today’s lighting offers new technology such as LED bulbs, natural light options and complete control of it all from anywhere while you’re on the couch or on vacation.

WE OFFER THE BEST IN:

- Illuminating Automated Lighting
- Decorator Shades With Complete Control
- The Finest Fixtures

LET LIGHT INTO YOUR LIFE

Press one button and all house lights instantly set for entertaining.



SERIOUSLY STUNNING SHADES

Enjoy sophisticated, motorized shades that match your décor and lifestyle.



LIGHTING FIXTURES FOR EVERY SPACE

Choose from stylish luminaries to lamps, and everything in between.



PREMIUM ENTERTAINMENT EVERYWHERE



From the rising, powerful crescendo of an orchestra to the soulful sounds of a blues guitar, live musical moments elicit a deep, emotional response. That's what we deliver through use of high quality brands placed in precisely the right location so you'll experience audio details as if you're in the room with the artist alone. If you prefer nice background music available in every area, we do that too. Enjoy indoors, outdoors or in a special room where you escape from the world. And, it's all available with a button or voice command from anywhere.

Or how about heating up the hot tub and setting patio music to your favorite playlist on your way home? All your entertainment, lights and outdoor systems will be ready for you to relax when you arrive. Later, press a button on your phone and the entire inside and outside are ready for entertaining with the best in music and video quality. We can do it all.



VIBRANT VIDEO

Get the latest in TVs, projectors, screens and surround sound so you can enjoy a music video in the den or your favorite movie in your full blown, stunning home theater.



MAGICAL MUSIC

From wireless speakers for background music to a high performance, dedicated Music Room, we deliver your favorites wherever and however you wish.



TAKE YOUR LIGHTING AND ENTERTAINMENT OUTSIDE

Step out into soft, stunning lighting by the pool as you hear music float across the yard.



RELAX YOUR MIND & SPIRIT

Start your favorite music and heat up the pool and hot tub at dusk. All you have to do is relax and soak it all in.

SECURITY YOU CAN SEE, PEACE OF MIND YOU WILL FEEL



When it comes to your business and home, a robust security system you can depend on 24/7 is essential for your family, investments and peace of mind. Imagine a simple touch to see who's at the door from wherever you are from across the room or across the world. One integrated electronics system that handles CCTV cameras, cameras that record video, modern intercoms, gate entry and alarm controls on panels and your phone.

ALARM, CAMERA & GATE SECURITY FOR TODAY'S WORLD

We deliver it all with sophisticated alarm, camera and gate security systems. We include features you want and that can adapt to your wishes through form, finish and style. Our systems can be controlled in several ways including traditional numerical codes, keypads and even from your own smart devices. Our promise is to always deliver a seamless system that keeps you safe and in-the-know, from anywhere you are.

PUT ALL ENTRY POINTS IN YOUR HANDS

Gain instant visibility to all entry points from anywhere in the world. From front doors to gates and garages, you'll enjoy newfound peace of mind.

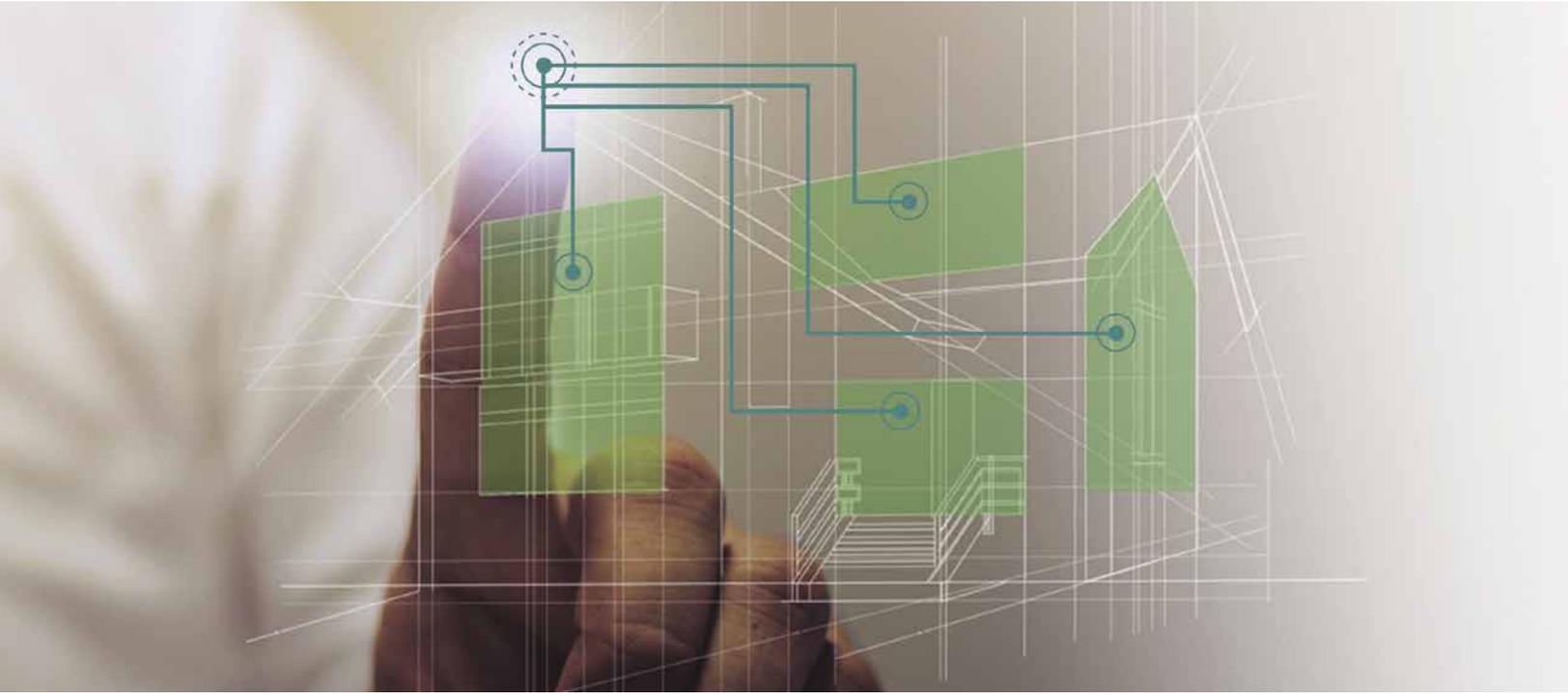


A WHOLE NEW KIND OF SAFETY AND PEACE

Connect to and open doors and gates from within the home using cameras and your smartphone. See what's happening anywhere and give verbal instructions.



ALWAYS ON, ALWAYS SECURE WI-FI



Sit by the pool and enjoy a streaming movie on your tablet. Meanwhile your spouse is working on a PC and the kids are snap chatting. We're more connected than ever and all we do requires a robust, ultra secure network with ability to expand as devices are added.

Today, the network encompasses the office, home, car and while traveling. It's the necessary digital infrastructure of your life. As such, top-grade cybersecurity protection is more important than ever. We can protect your world and family with our enterprise grade solutions. For example, control the access your kids have, protect your work files at home, even quickly shut off Wi-Fi if needed. We understand sophisticated networks, security and configuration. We design your system so you're always on, stable and very secure.

WIRELESS NETWORKS

We deploy the highest-grade, leading edge technologies to encrypt Wi-Fi and keep your personal data and family safe. And, your entire property gets coverage. Guests can access the network, but not personal data. We even provide offsite monitoring services, which can alert us to a network issue before it occurs. We can deploy high-integrity systems that keep you connected at all times.

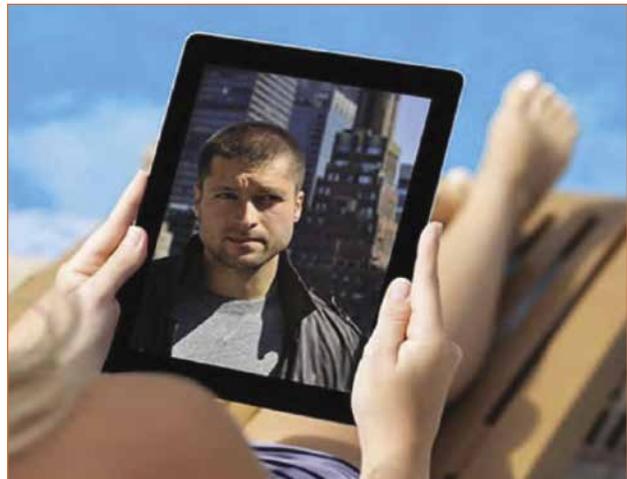
ENTERTAINMENT OR WORK – ANYTIME

You'll gain immediate access to streaming entertainment services, email and more in the best quality possible.



ENTERPRISE-GRADE CONNECTIVITY

With our solutions, you'll experience the best in connectivity, reliability and security for work and play.

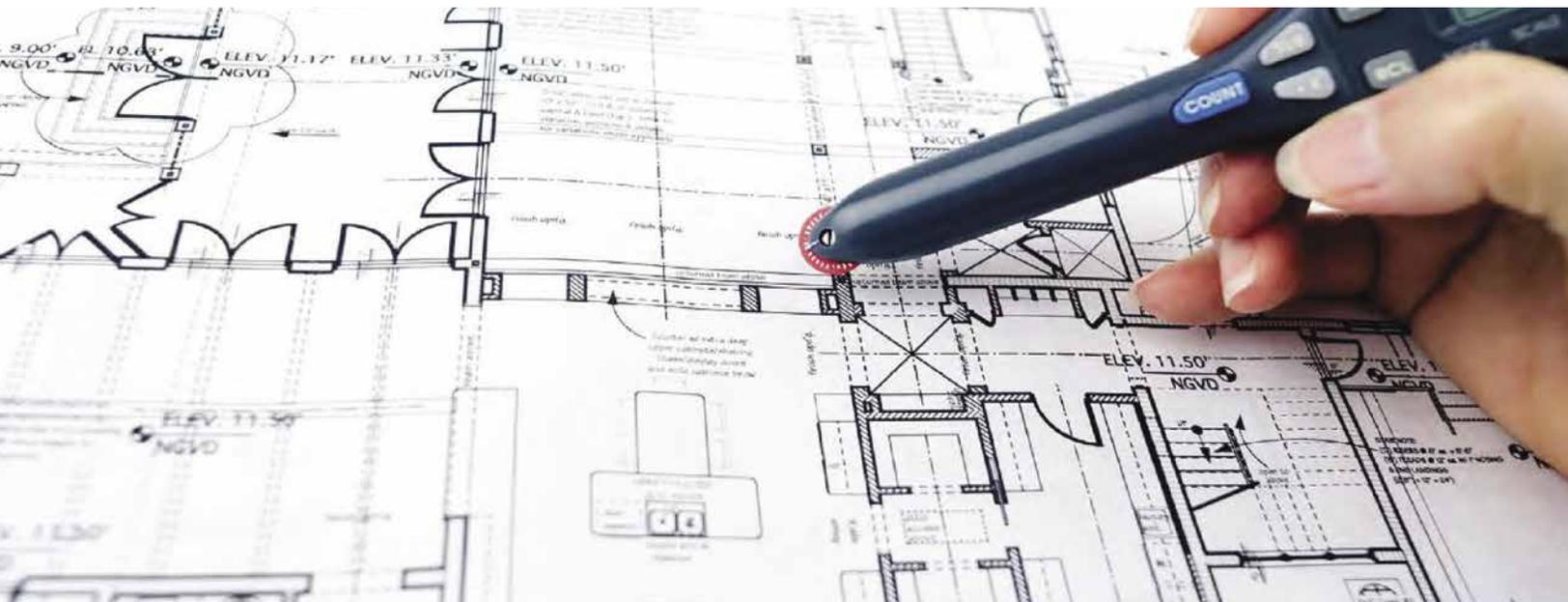


CYBERSECURITY TO PROTECT YOU AT ALL TIMES

Cybersecurity is critical to your home and office. We deliver the latest in protection that allows you to access the internet, but also turn off Wi-Fi if there's ever a concern.



OUR PROCESS



Our technology team offers the rare service of full service and support before, during and after your project installation. We start with a full, in-person consultation so that we can best understand your lifestyle, as well as your technology goals. We then offer flawless custom design and engineering of every home or office automation plan. We personalize your system to not only meet your expectations but to exceed them, including schematic and blueprints produced by our engineering team.

SERVICE LEVELS YOU DESERVE

Beyond our thoughtfully selected designs and innovations, we also provide the post installation service that ensures that your system grows and adapts with you. Every question and upgrade is handled with the personal care and detailed concierge level service inspired by the Powerful Company founders, Ofer and Shalom. A person who understands and knows how to address your specific needs is never more than a phone call or email away.

PARTNERSHIPS THAT DELIVER A SMOOTHER EXPERIENCE

Today, people want to use their remote, smart devices and remote internet connections to easily control their home and office technology such as lights, shades, health and wellness, entertainment, security and more. This is exciting yet can also create the need for a more smooth coordination level between service providers. What if you could have one partner that is fluent in all aspects of these technologies and can work together with your architect, builder and interior designer? With Powerfull Systems you can.

We collaborate with top local Construction Companies and designers such as Peter McCoy Construction, MATT Construction, Richard Holz, Inc, Fort Hill Construction, Arya Group and others. You'll save time and increase efficiencies as you won't be dealing with multiple project managers and several unrelated companies.



WE FIT FLAWLESSLY INTO ANY PROJECT

Some additional areas we can support you and your project partners:

- Complete home automation
- Create detailed drawings and specifications for lighting designs, speaker layouts, acoustical treatments for theaters, music rooms and beyond
- Custom lighting, fixtures and designs
- Delos WELL Building Standard™ Certification for advancement of environmental quality
- Enterprise-grade Wi-Fi networks for maximum system speed and cybersecurity

POWERFULL SYSTEMS

Technology Simplified



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