



Home entertainment wherever you want it

## BACK TO THE FUTURE

Supplying, designing and installing smart technology, Info-linc are undeniably a multi-talented company. BEN PALMER, takes a closer look at what they can provide...

Info-linc limited is firmly established as one of the leading suppliers of smart-home technology and multimedia entertainment systems. Based in the picturesque 16th-century Ingatestone Hall in Essex, the company offers developers and home-owners a total, multi-discipline service that covers the design, installation and support of 21st Century home networks, along with some very impressive space-age electronic hardware to connect to them. The company's structured cable networks can be used to distribute, integrate and control multimedia entertainment, communication, security and environmental systems throughout a home and, with the aim of providing a total service, the company also supplies a diverse choice of electronic hardware. Developing a solid reputation, as its independence allows it to offer impartial advice, we thought it high time that we took a look at exactly what Info-linc has to offer those looking to equip their home with smart technology...

### Team work

With a core philosophy of building long-lasting relationships with both developers and home-owners, Info-linc has two separate teams - business and consumer - to focus expertise on their respective customer groups. The teams work closely together to create a positive experience for both developer and home-owner, addressing their unique requirements, supporting them during installation, promoting the benefits of either building or owning a smart home, supplying the hardware and providing an after-sales care service.

The business team works on a commercial basis, its account managers working closely with architects, developers and self-builders to provide cutting-edge networks. The company's client list is impressive and speaks volumes for its success: Laing Homes, Sunley Estates, Linden Homes, Millwood Designer Homes and Michael Shanly all employ Info-linc's services. To ensure total satisfaction for its clients, a client team is assigned to translate and develop the customer's needs into a specification, create detailed drawings, manage its installation and co-ordinate the various relationships involved. Realising the importance of providing a high-quality service, Info-linc prefer to use its own engineers (rather than sub-contractors) to ensure that consistently high standards of workmanship and customer relations are maintained.

The consumer team's role, on the other hand, principally involves the company's interface with prospective and existing home-owners. On new developments, the team's role is to equip the show house, give basic training to the developer's staff, market the network that's been installed and carry out one-to-one presentations to potential buyers keen to see what it can offer them. Smart homes are a relatively new concept and Info-linc takes an active part in demystifying the technology and promoting its benefits. Then, when the new owner moves in, Info-linc make themselves available to connect and set-up any hardware and demonstrate its use, ensuring the entire process is entirely painless for all involved.

### Service compris

The consumer team also looks after the needs of those home-owners already benefiting from living in a smart home. Needs are just as unique: the home-owner may want to extend or upgrade their network, buy additional hardware to connect to it or buy some high-tech electronic equipment that needs its own, local network. Although the best time to install a network is during building or refurbishment phases, networks can often be successfully retro-fitted, meaning the technology is available any time for those that want it. Realising that its customers may have need of its services into the 22nd Century, Info-linc set out to forge life-time relationships with both developers and home-owners. A seven-day-a-week after-sales care service provides peace of mind for those new to the technology and uses a unique customer relations management system to keep track of who's got what, where, how and why.

Info-linc offers a wide choice of all that's best in multimedia home entertainment systems: multi-room audio systems, plasma screens, surround sound and home cinema systems are available from manufacturers such as Pioneer, Sharp, Panasonic, NEC, KEF and Living Control to name just a few, and the quality of their installation work is very impressive indeed. The example pictured perfectly demonstrates the fact - one of two homes that make up a development by Houthtom Homes in Harston, Cambridgeshire, it's on the market for around £2.1-million and, if we're honest, is worth every penny. Which, should be all the convincing you need of the company's credentials. Through attention to detail - specifically an understanding of the needs of all parties involved - and an experienced team, Info-linc are a great choice for anyone looking at joining the smart revolution...

### CONTACT

For more information contact:  
+44 (0)127 735 5300  
Email: [commercial@info-linc.com](mailto:commercial@info-linc.com)