



**SLH**  
HOME SYSTEMS

**CHE BELLA**  
*Interiors*

Divisions of Sure-Lock-Homes

# Summer 2010 Newsletter

## Color Psychology

*How Does Color Affect Us?*

Choosing a color for a room can be a daunting task. Color not only produces mood associations, but can also change our perception of temperatures in a room. Color not only feeds the eye but has physiological and psychological components. The following provides a nutshell description of what each color conveys psychologically and how it can affect the viewer physically.



Blue is the overwhelming "favorite color." Blue is seen as trustworthy, dependable and committed. The color of the sky and ocean, blue is perceived as a constant in our lives. As the collective color of the spirit, it invokes rest and can cause the body to produce chemicals that are calming; however not all blues are serene and sedate. Electric or brilliant blues become dynamic and dramatic, an engaging color that expresses exhilaration. The color blue aids intuition, is calming and sedate and is cooling.



Red has more personal associations than any other color. Recognized as a stimulant red is inherently exciting and the amount of red is directly related to the level of energy perceived. Red draws attention and a keen use of red as an accent can immediately focus our attention on a particular element. The color red increases enthusiasm, stimulates energy, encourages action and confidence and provides a sense of protection from fears and anxiety.

*(Continued on Page 3)*

## 3-Dimensional Television Technology

*Five Reasons 3D May Either Fail or Succeed*

We thought it would be useful to provide some insight into a topic that is getting lots of attention - 3D. It is our opinion at SLH Home Systems that homeowners should not rush out and purchase 3-D items but rather sit back for a bit and watch as it develops over the coming months. Even those who are considered experts on the subject don't agree as to the possible success or failure of 3D. Some of the following information was gathered from eCoustics.com.

Will we all watch 3D TV in the future, or will it remain a niche product meant for science fiction movies, video games, or special sporting events? As we've seen with the breakout success of "Avatar," there is definitely consumer willingness to enjoy 3D at the movies. But it is still an open question whether consumers will buy a 3D experience for the home. Below are five reasons why in-home 3D TV may never achieve mass market appeal and also five reasons why 3D TV will find an important niche in the home theater experience.

*(Continued on page 2)*



### You're Invited!

Come Join us at our **FREE** Design Seminar

**When:** Wednesday June 9th, 2010

**Time:** 6:00 p.m. - 8:00 p.m.

**Where:** 14450 Ewing Avenue South, Suite 200, Burnsville, MN 55306

**Topic:** Home Theater Design

SLH and Che Bella Interiors will be hosting design seminars throughout the year which will provide useful information for you to consider when building, remodeling or if you are thinking about finishing your lower level. The first seminar topic will be "Home Theater Design" and will incorporate things to think about while you are working through the design process. If there is a future topic you would like us to present on please let us know!

*Appetizers and Refreshments will be served*

*Please RSVP by June 3rd to [tracy@slhsystems.com](mailto:tracy@slhsystems.com) or call 952-224-5450*



## From the Nonstop Brain of Don Hains

Why "Just Add Power"?

SLH has recently picked up the Just Add Power line of products to our ever expanding array of products. Finally, a video matrix distribution solution for HDMI that can easily be "right-sized" to match any whole house requirements.

Some of the key benefits of the Just Add Power HDMI over IP Matrix solution compared to other Matrix Switchers include the following:

**Scalability** – it is simple to right-size the switch for our customers immediate needs, and when they add another TV or HD source to their collection, all they need to purchase is another Transmitter or Receiver. With traditional matrix switches you are buying into a fixed form factor that does not typically accommodate upgrading or expansion.

**Flexibility** – you can put all your sources in one closet, or you can distribute them throughout the home.

**More Flexibility** – you can mix match different resolution HDTV monitors on the network without having to lower the quality of your HDMI sources.

**Even More Flexibility** – if you as the customer has some legacy VGA, Component, or DVI sources that you want to continue using, it is simply a matter of using an HDMI converter to connect the legacy device into the HDMI over IP Matrix solution.

**Affordability** – when you compare a legacy HDMI Matrix switch with all of the devices needed to distribute the signal throughout the home, the Just Add Power solution generally comes out to be a better bargain.

Let SLH know if you have questions about how the Just Add Power product may be a good solution for you.

## 3-D Television Technology; Continued

Five Reasons Why 3D May Either Fail or Succeed

### Why 3D May Fail:

- 1. Glasses:** Who wants to buy them, keep track of them, or even wear them? Are you eager to wear geeky 3D glasses and sit silently in front of a TV in a darkened room every night?
- 2. Compatibility:** Think the brand new flat-panel TV you bought recently will show 3D? Think again. You will need to upgrade just about everything, including the cables.
- 3. Confusion:** 3D adds a new layer of complexity to the already complicated TV, satellite/cable, DVD player hook-up process. New technical 3D jargon will further confuse consumers. There are different ways to capture and display 3D, which can require different types of glasses and/or equipment. Confused yet? So are many.
- 4. Unwatchable 3D Footage:** 3D video is unwatchable without special glasses. If you were watching right now your TV would only work if you wore special glasses. How many of those TV's do you think will sell? It is the same question consumers will answer with their purse strings.
- 5. History Lessons:** Bringing sweeping change to home TV watching takes time, a very long time. It took HDTV about 20 years to achieve market dominance with the help of a government mandate. For better or worse, we don't expect government involvement this time. The electronic and entertainment industries will have their work cut out for them.

### Why 3D May Succeed:

- 1. Glasses:** Consumers have shown they will don 3D glasses in large public venues (i.e., theaters and theme parks). Why wouldn't they do so in the privacy of their own home? Glasses are a stop-gap as auto-stereoscopic technologies develop and the associated price tag softens.
- 2. Compatibility:** Nearly every major upgrade in home theater content has had associated hardware upgrades. Dolby Digital? DVD? HDTV? Blu-Ray? All required new hardware to varying degrees. Some early adopters will abandon perfectly good equipment for the latest and greatest, while others will upgrade through attrition. It has all happened before and will happen again.
- 3. Confusion:** The launch of HDTV in the U.S. caused more consumer confusion than any technology roll-out of all time. While HDTV was slow to ramp-up and had a big government push behind it, it's a success regardless of the confusion, and not every Joe Six Pack even saw the benefit of HDTV's resolution, aspect ratio, and digital video/sound.
- 4. Unwatchable 3D Footage:** 3D content can easily be viewed in 2D. While it's an either-or proposition (either everyone watched 3D or 2D), displays and content devices offer the ability to "flatten" 3D content to 2D. Since 3D effect is generated by separate 2D images for the eye, showing only the left or right image effectively renders 3D content in 2D.
- 5. History Lessons:** While the term "HDTV" may have been around for 20 years before it reached market saturation, the digital HDTV broadcast in the U.S. occurred in the summer of 1996 and the ATSC standard was not finalized until the fall of 1998. By 2001, HDTV's were becoming common place.

As this information indicates, it depends who you talk to as to whether 3D might fail and or why 3D may succeed. We are sure some of the answers will be revealed as the coming months/years unfold. The outcome of the success or failure of 3D should not prohibit you from continuing with a project you may be working on or thinking of starting. If you have questions about 3D and your specific home application, call Don at 952-224-5450.



# Why Hire an Interior Designer?

## Things to Consider...

Great spaces do not happen by accident. Some people have a gift for putting together rooms in a way that is pleasing to the eye, as well as functional. However, most people struggle with this. It seems so easy, but still, they cannot make it happen. Interior designers have extensive training that accompanies an interior design degree. When we look at a room we always base our perception on the principals of design; scale and proportion, balance, rhythm, emphasis and harmony. For a room to come together well, all these principals should be considered. We also pay close attention to the elements of design; space, line, shape and mass, texture, light, color, and pattern. Interior Designers bring the following attributes to the table when working on any type of interior design project:

- 1. Provide Solutions:** Each project, small or large presents challenges. Whether it is lack of storage, poor traffic flow, color scheme, unusual windows or maximizing light and space.
- 2. Prevent Costly Mistakes:** So many choices, too many options, and this product over that product. There are so many products available today that it is hard to know and understand all of them unless you work with them all the time.
- 3. Resources:** There is a world of furnishings, fabrics, case goods and accessories that are available "to the trade only". Designers have access to local and national manufacturers and products that would otherwise be unavailable to most consumers.
- 4. Well Connected:** Any design is only as good as its execution. Designers work with the best workrooms, carpenters, painters and trade partners and have the clout to make sure the price matches the quality.
- 5. Guidance:** A designer knows sources well enough to edit the options and offer seasoned advice to guide clients through the myriad of design choices.
- 6. Convenience:** Designers save you shopping time and work on-site. We bring the "store" to you.
- 7. Set Priorities:** A Designer will help you allocate your "design dollars" and help you decide how best to spend your money now and plan for future phases of your design project.
- 8. Liaison/Advocate:** Designers work with trades-people and manufacturers regularly and have more leverage to not only get things done but get them repaired or replaced when necessary.
- 9. Working through opposing taste:** Designers can be the third party to join taste and style between couples or others in the household.
- 10. Get the job done:** Designers see to it that everything is completed. Often when a project drags on for months, clients might be inclined to leave those few details undone if they are doing it themselves. It's the designer's job to see to it that every aspect is completed to your satisfaction.

When you hire an interior designer, you get the benefit of an experienced professional who can solve problems, help you avoid costly mistakes and most importantly create an attractive, affordable space designed specifically to meet your lifestyle needs. To find out more about how Che Bella Interiors works with clients, please visit our website located at [www.chebellainteriors.com](http://www.chebellainteriors.com) or call Tracy at 952-239-0961.



## Color Psychology

Continued...



Yellow shines with optimism, enlightenment and happiness. Shades of golden yellow carry the promise of a positive future. Yellow will advance from surround colors and instill optimism and energy as well as spark creative thoughts. The color yellow is mentally stimulating, encourages communication, activates memory and stimulates the nervous system.



Green occupies more space in the spectrum visible to the human eye and is second only to blue as a favorite color. Green is the pervasive color in the natural world that is an ideal backdrop in interior design because we are so used to seeing it everywhere. The natural greens, from forest to lime, are seen as tranquil and refreshing, with a natural balance of cool and warm undertones. Green is considered the color of peace and ecology. The color green is soothing, helps alleviate depression, nervousness and anxiety, offers a sense of renewal, self control and harmony and is relaxing mentally.



Purple embodies the balance of red stimulation and blue calm. Purple provides a sense of mystic and royal qualities and is often a color that is liked by very creative or eccentric types of people. It is a favorite color of adolescent girls. Purple is uplifting, calming to the mind and nerves, offers a sense of spirituality and encourages creativity.



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## Featured Project:

Che Bella Interiors recently completed a nursery for a couple in Prior Lake. The inspiration for the nursery was the fabric used on the cornice board and floor pillows. Some of the primary goals of this project was to include a mural of a tree, have a seating area to feed the baby and have the space be transitional as the little one grows up.

*"We could not be more thrilled with our daughter Addison's nursery! Tracy did a wonderful job of listening to the ideas we had from the start and turning them into a beautiful room. She kept the designs in our budget and gave us exactly what we wanted. Not only do we love it, but Addison does too. She smiles every time she sees her chandelier!"*

- The Schwertman's; Prior Lake, MN

