



CASE STUDY

Luxurious Malba Smart Home Mansion

Slick URC install enhances sleek Italian villa-inspired NYC home



There's an exclusive waterfront community in New York City, called Malba, which contains a mix of everyday and beyond-your-dreams residences. One of the latter is an Italian villa-inspired, nearly 7,000-square-foot home that blends the best of traditional European design with modern, sleek touches and family-first functionality.

The technology demands of a contemporary family fueled this homeowner's vision for secure, state-of-the-art networking and a feature-rich smart home system. Entertaining, gaming, streaming video, home office control, security and automation created a need for next-generation technology that led the owner to Queens Village, N.Y.-based integrator AAA Electronic Services.

AAA Electronic Services

<https://www.3aservices.net/>

With decades of experience, Yash Momaya of AAA Electronic Services and his team designed an automation system that delivers the luxurious lifestyle with all the amenities of an Italian resort. Combining technology under URC's Total Control®, this waterfront residence combines MRX-series controllers with a variety of URC user interfaces like the TKP-7600 in-wall touch screen, and a variety of handheld remotes including the TRC-1480 with voice control and the TRC-1080 for simple automation and control.



AAA Electronic Services
Queens Village, NY
www.3aservices.net



The complete system includes products from several other leading brands like Lutron lighting and shade control with switches, dimmers, and controllers throughout the house. "DoorBird is an integral element in the security and monitoring system with intercoms, cameras, and access pads at key locations inside and outside the home," Momaya says.

Entertainment was a primary focus for the homeowner and Momaya notes URC's Total Control delivers with seamless, native integrations including Apple TV. With AV devices in nearly every room, this system was complex and broad, yet, simple to program.

"When designing automation systems, I carefully crafted each room to deliver lifestyle experiences expected by the homeowner that don't require disruptive system maintenance," Momaya said.

Advanced technology touches are present in each space from the temperature-controlled garage to the waterfall spa to the chef's kitchen. The climate-controlled, 2-story wine cellar with large dining table and countless bottles of premium vintages is a showstopper.



Throughout the home, each section is integrated to launch scenes as programmed using climate, lighting, shading, security, AV, and a host of other amenities. "I use some commercial influences in homes to ensure ease-of-use and solid programming that is easily updated and reliable for the entire family," Momaya notes.

"Today's valuable installation ideas are not segmented to residential or commercial installations, and more manufacturers like URC are catering to both. AAA Electronic Services can address customer demands whether they're hosting a meeting or a dinner party. Homeowners want to focus on guests vs. remembering to set the thermostat, change the lighting, adjust audio components, etc.," Momaya explains.

Guests cannot leave this Italian villa home without exploring the waterfront retreat complete with pool, spa, deck (off the master bedroom), outdoor kitchen and several lounging areas. Technology delivers here, also. Lighting to highlight architectural features, music that plays inside and outside, and a space worthy of a Hollywood party.



The architectural and technological flairs continue through the full spa, gym, game room, elevator, and grand master bedroom. On the balcony off the master is a URC TDC-9100 touch screen complete with mic and speaker. It easily transitions from master to balcony while controlling all the elements of luxurious technology.

Easy automation and seamless communication ensure that the homeowners and guests enjoy the perks of waterfront luxury with only a short commute to Manhattan.

About URC

Headquartered in Harrison, NY USA, URC is a global leader in smart home and commercial building automation and control solutions. URC technology is respected for unsurpassed performance and reliability with over 100 million remote controls sold in the past 10 years alone. URC control systems include Total Control® and Complete Control®. Innovative URC user interfaces include tabletop controllers, in-wall touch screens, handheld remotes, keypads and mobile apps – plus voice control integration with Amazon Alexa, Apple TV, and Comcast Xfinity. URC systems are custom designed, installed and maintained by a network of URC trained systems integration professionals. Its award-winning technical support and training make URC the best choice for home automation.



About AAA Electronic Services

AAA Electronic Services is a family-owned leader in commercial and residential control and automation installations. Located in Queens, NY, AAA Electronic has the distinction of being a URC Certified Showroom. With over 25 year of experience, AAA Electronic offers unbeatable electronic services on vacuums, televisions, receivers, projectors, security cameras, home automation, computers & networking, drive-thru products, and more. As an authorized dealer for some of the largest names in the industry, each customer is assured quality and efficient service at the right price. Find out why customers who do business with AAA Electronic Services become customers for life.

www.3aservices.net



www.urc-automation.com

✉ totalcontrol@urc-automation.com

