



NEWS RELEASE

Media Innovation Technologies Creates an Entire ADI Ecosystem Elevating a Multi-Purpose Luxury Home for Living, Entertaining and Client Demonstrations

2026-03-10

In Scottsdale, Arizona, there is one ultra luxury home that is living two lives. As both a personal residence for a father and his teenage son, the property also transforms into a hybrid showroom and highly effective sales tool for AV and automation solutions specialist **Media Innovation Technologies**.

Designed from the ground up with Control4 at its core — supported by a full ecosystem of ADI-distributed technologies spanning networking, lighting, audio, shades and video — the 13,400 square foot property illustrates precisely what becomes possible when technology is planned as a unified environment rather than assembled piecemeal.

“This isn’t just a house where we experimented to see what technology we preferred,” said homeowner and Media Innovation Technologies owner Viktor Kiss. “These are the brands and solutions we trust every day on real-world projects. The difference here is that we finally had the chance to bring everything together under one roof including the Control4 platform, audio, networking backbone, lighting, shading to show clients what ‘working in harmony’ actually looks and feels like. You can talk about integration all you want, but until people see it operating seamlessly, it’s just theory.”

From the outset, Viktor set his team a clear brief: the technology should elevate the home without ever calling attention to itself. That meant every decision from how the lighting controls would be presented to where projectors, cabling and sensors would sit within the architecture had to be coordinated with the interior design rather than imposed upon it. Control4 LUX keypads became central to that approach. Instead of multiple light switches competing for wall space,

Viktor used engraved LUX keypads that label each function with clean, intuitive wording. Paired with Vibrant linear lighting, the system allows each engraved button to trigger layered scenes across lighting, shading and audio, keeping the walls visually quiet while giving the homeowner and guests effortless control over each zone.

“I never wanted this to feel like someone slapped gear onto every surface,” Viktor explained. “The whole point was to make the system feel native to the home. When clients walk through, they’re struck by how comfortable and intuitive it feels. They notice the atmosphere first — not the hardware behind it.” Arizona’s harsh desert sun made daylight and heat management a critical design consideration. The home includes 28 Clara motorized shades tied into the Control4 platform, with schedules that track the sun and automatically adjust throughout the day. Even the garage windows have automated shading to control heat ingress during peak hours.

“I wanted everything to happen without thinking about it,” Viktor added. “The Clara shades take care of the sun, the timing and the heat. Clients always react to how effortless it feels — they see the shades moving at the right moments and immediately understand the value.” Outdoors, an extensive FX Luminaire landscape lighting system, around 300 fixtures powered by eight transformers, turns the property into an architectural showcase after dark. RGBW-capable luminaires enable dynamic scenes for events, while subtler beams sculpt pathways and façade lines. All of it sits on the same Control4 interface as the indoor lighting and shading.

“Whether we’re entertaining or just relaxing outside, the FX Luminaire system gives us total flexibility,” Viktor adds. “Being able to run both the interior and exterior of the property from one app is something clients really respond to.” While the whole-home experience is powerful, Viktor says visitors invariably have their strongest emotional reaction to the dedicated theater. “The theater has been the single most impactful space,” he explained. “People walk in expecting a ‘nice’ media room, but what they hear changes their whole perspective. They don’t expect that level of sound pressure, clarity and immersion in a residential space.”

The cinema room is built around a Triad Platinum Theater system, one of the highest-performance cinema solutions, supported by detailed acoustic treatment and careful calibration. Media Innovation Technologies has a similar Platinum Theater in its dedicated Scottsdale office showroom, and Viktor duplicated it in his home for one reason: it sells itself. “When you hear a Triad system dialed in properly, there’s nothing else like it,” he said. “It immediately shows clients what’s possible when everything is engineered together.” Large-format video extends into the rest of the home with an almost 9-foot-tall portrait orientation digital art display, with Control4 driving a curated rotation of content. Outdoors, a 17-foot-wide, weather-ready LED video wall serves as an open-air theater — one of the most talked-about features during client walkthroughs.

For Media Innovation Technologies, the property is not just a residence; it is a working demonstration of ADI’s connected ecosystem. With ADI as a primary supplier, the firm standardized on brands that integrate tightly with Control4: Triad audio, Clara shades, FX Luminaire lighting, Samsung Frame displays, networking through Araknis, power conditioning,

structured wiring, mounts and more. “We use these brands across all our projects, because they just work,” Viktor said. “Here, clients finally get to see the full stack. They see Triad audio, Control4 workflows, FX Luminaire lighting, strong networking infrastructure — all operating in one cohesive environment. We have people touring the house every single week.”

The property also showcases Viktor’ philosophy: that great systems are defined by the invisible parts such as reliable networking, quality power management and infrastructure that ensures everything above it performs flawlessly. “It doesn’t matter how nice your gear is if your ‘transmission’ is weak,” he said. “People try to save money on the network, and then they wonder why their system doesn’t respond the way they imagined. This house shows why the foundation matters.”

One of the biggest, unexpected advantages of the project has been its influence on builders. With a roster of around twenty-seven employees, Media Innovation Technologies handles a large volume of custom, high-end work across residential, commercial and even marine environments, including fully integrated yachts outfitted with Control4, Triad, networking and AV processing. But this home became a powerful persuader. “This project has helped us convert more builders than anything else we’ve done,” Viktor said. “When they walk through, they see what happens when everything is planned properly. It’s clean. It works. It feels effortless. That’s a much easier conversation than trying to explain integration on paper.”

As a result, builders are increasingly involving Media Innovation Technologies earlier in their design processes, and projects now include deeper technology scopes from the outset rather than late-stage add-ons. For Viktor, the property is not simply a home and a showroom — it’s proof of concept. “What I want people to walk away with is the understanding that great smart homes aren’t about the number of devices. They’re about planning, cohesion and choosing products that work together,” he concluded. “When you treat the whole home as a single ecosystem from day one, you unlock performance and reliability that pieced-together systems can’t come close to.”

By transforming his personal residence into a working demonstration of ADI’s connected brands and Control4’s unified platform, Viktor hasn’t just built a high-performance home. He has created a living, breathing argument for why thoughtful design, consistent ecosystems and experienced partners matter — for homeowners, for builders and for the long-term value of every integrated technology investment. High resolution imagery of the installation can be found [here](#) and to see the installation in action, view the project video [here](#).