

Control4 Opens Global Showroom Network

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In a bid to direct homeowners, architects and designer to smart home solutions Control4 launches #C4Yourself, a global initiative held in in 25 markets around the world.



Held on 31 May 2018 in partnership with Control4 dealers, the initiative sees the company open new experiential dealer showrooms in the UK, US, Canada, China and Australia. Customers in cities around the world can find a Certified Showroom location using the online Control4 Dealer Locator, before registering to attend a local #C4Yourself Day event.

The Certified Showroom program allows customers to experience the home automation platform in an ideal environment before finding the right installation partner for their needs and lifestyle. Each showroom promises interactive storytelling, stunning displays and hands-on demonstrations covering family room entertainment, multiroom audio and video, smart lighting, safety and security, comfort, voice control and intelligent home networking.

“As demand for all things smart continues to rise, we are thrilled to provide interested homeowners, architects, and designers local destinations that are staffed with passionate, creative, and knowledgeable smart home evangelists,” Control4 says. “Seeing and experiencing first-hand are fantastic means to understanding how smart home technology can fit into your life. Our new Control4 Certified Showrooms are an exceptional resource for consumers exploring smart home solutions.”

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