

Effonics AV

Technology & Automation Integrator

Smart Technology. Seamless Integration. Exceptional Experiences.

Technology & Automation Integration for Luxury Residential, Hospitality & Commercial Spaces.

Audio-Video | Home Theatre | Automation | Security | Technology Integration

Mumbai | Serving Projects Across India

www.effonics.com

Effonics AV

Home & Building Automation

**Intelligent Technology. Seamless Integration.
Thoughtful Design.**

Advanced Automation & Technology Integration for Residential,
Hospitality & Commercial Spaces

KNX | Crestron | Control4 | Integrated Technology Solutions

Mumbai | Serving Projects Across India

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ABOUT EFFONICS AV

Technology Designed Around the Way You Live & Work

Effonics AV is a technology integration company specialising in **Home & Building Automation, High-End Audio-Video, Home Theatre, Smart Lighting, Motorised Solutions, Security Integration and Concealed Technology.**

We design intelligent technology environments where multiple systems work together seamlessly—bringing **comfort, convenience, entertainment, security and energy efficiency** into one integrated experience.

Our approach combines **advanced technology with architectural aesthetics**, ensuring that technology enhances the space without compromising its design.

Our Focus

Design · Integration · Performance · Aesthetics · Reliability



OUR AUTOMATION PHILOSOPHY

Technology Should Work For You — Not The Other Way Around

At Effonics AV, automation is more than controlling individual devices. We create intelligent, connected environments where lighting, climate, shading, entertainment, security and other systems can work together intuitively.

Our solutions are designed around:



Comfort

Personalised environments that adapt to your lifestyle.



Aesthetics

Technology carefully integrated into the architecture and interiors.



Scalability

Infrastructure designed to accommodate future requirements.



Convenience

Control multiple systems from a single, intuitive interface.



Intelligence

Scenes, schedules, sensors and automated responses.



Reliability

Professional system design, integration and commissioning.

PLATFORM-INDEPENDENT AUTOMATION

The Right Technology for the Right Project

At Effonics AV, we believe in a **platform-independent, project-focused approach**. This ensures we recommend and integrate the optimal technology solution tailored specifically to your needs.

KNX

Open-standard building automation for residential and commercial applications.

Crestron

Advanced control and integration for premium residential, commercial, and professional environments.

Control4

Integrated smart-home control combining entertainment, lighting, climate, security, and other connected systems.

Other Compatible Technologies

We evaluate and integrate suitable platforms available in the Indian market based on project requirements.

Our Principle

We don't recommend technology simply because it is a particular brand. We recommend the technology that is **right for the project**, ensuring a perfect fit for your vision.

Selection is based on:

Functionality

Budget

Scalability

Aesthetics

Compatibility

Performance

Long-Term Requirements

COMPLETE HOME & BUILDING AUTOMATION

One Intelligent Environment. Multiple Integrated Systems.

Effonics AV integrates diverse systems into a unified, intelligent environment:

- **Lighting & Dimming:** Smart switching, dimming, scenes, scheduling.
- **Curtains & Blinds:** Motorised operation, automated shading schedules.
- **Climate Control:** Precise air-conditioning, HVAC, temperature, and fan management.
- **Audio-Video:** Home Theatre, multi-room audio, TV, streaming, AV distribution.
- **Security:** CCTV, video door phone, intrusion detection, security integration.
- **Access Control:** Smart locks, door access, gate control, intercom systems.
- **Sensors:** Motion, occupancy, temperature, light, environmental sensing.
- **Centralised Control:** Touch panels, keypads, mobile apps, voice control.



SMART LIGHTING & SCENE CONTROL

Lighting That Responds to Your Lifestyle

Transform ordinary lighting into an intelligent experience with Effonics AV. Our advanced lighting automation solutions provide precise control and dynamic environments tailored to your preferences.

Our lighting automation solutions can provide:

- **Smart Switching:** Effortless control of lights from anywhere.
- **Dimming Control:** Adjust light intensity to set the perfect mood.
- **Scene Creation:** Pre-set lighting combinations for any occasion.
- **Timed & Scheduled Lighting:** Lights automate based on daily routines.
- **Occupancy-Based Control:** Lights turn on/off with presence detection.
- **Daylight-Based Automation:** Optimise natural light and save energy.
- **RGB / Decorative Lighting Integration:** Personalise colours and effects.
- **Centralised Lighting Control:** Manage all lighting from one interface.
- **Mobile & Remote Control:** Control your lights via apps or remote access.

Create Personalised Scenes:



WELCOME

Entrance lights + selected areas activated automatically.



NIGHT

Selected lights switched off + pathway lighting activated.



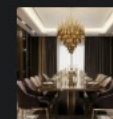
MOVIE

Lights dimmed + curtains closed + Home Theatre activated.



AWAY

Lights, climate and selected systems placed into energy-saving mode.



DINNER

Dining lighting optimised + ambient lighting activated.

CURTAINS, BLINDS & SHADING AUTOMATION

Elegant Control. Intelligent Comfort.

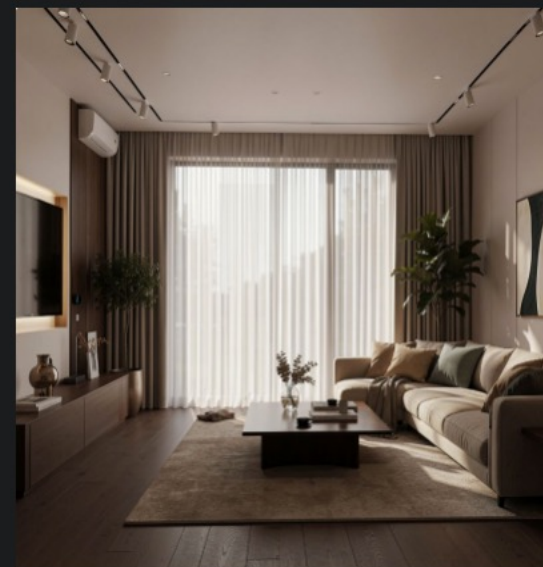
Motorised window treatments are seamlessly integrated into your automation system, providing effortless control over privacy, light, and climate within your space. This enhances both comfort and energy efficiency.

Our comprehensive solutions offer:

- **Motorised Curtains & Blinds:** Smooth, quiet operation for drapes, roller blinds, roman blinds, and shades.
- **Automated Operation:** Effortless opening and closing via a single touch or pre-set schedules.
- **Sunlight-Based Control:** Automatic adjustment based on sun position and intensity, optimising natural light and reducing heat gain.
- **Scheduled Operation:** Custom routines for daily convenience and enhanced security.
- **Scene Integration:** Harmonise your window treatments with other smart home systems for a truly unified environment.

Integrated With Your Environment

With Effonics AV, a single command can orchestrate multiple actions, creating a perfectly tailored ambiance without the clutter of multiple remotes or switches:



Movie Scene:

Close Curtains → Dim Lights → Lower Screen → Activate AV



Effonics AV can integrate climate-control systems with the automation environment.

- HVAC Integration
- Temperature Management
- Fan Control
- Room-Based Climate Control
- Scheduling
- Occupancy-Based Control
- Scene-Based Climate Management
- Integration with compatible VRF / VRV systems

GOOD NIGHT SCENE

Lights → OFF

Curtains → CLOSED

AC → Preset Temperature

TV → OFF

Security → NIGHT MODE

All activated through a **single command**.

AUDIO-VISUAL & HOME THEATRE INTEGRATION

Automation Meets Entertainment

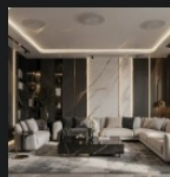
Effonics AV seamlessly integrates premium Audio-Video systems into your automation environment, transforming how you experience entertainment.

Our advanced capabilities include:



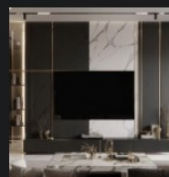
Dedicated Home Theatre

Immersive cinematic experiences at the touch of a button.



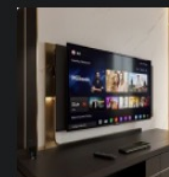
Multi-Room Audio

Enjoy high-fidelity sound throughout your entire home, perfectly synchronized or independently controlled.



Concealed AV & Displays

Audio and visual elements discreetly hidden, preserving your interior design aesthetic.



Streaming & Media Systems

Effortless access to all your favorite content, integrated into one easy-to-use platform.

One Touch. One Scene. Complete Experience.

Example: MOVIE NIGHT

Lights Dim → Curtains Close → Projector Down → Screen Down → AV System ON → Selected Source Activated

SMART SECURITY & ACCESS INTEGRATION

Connected Security. Centralised Control.

Effonics AV integrates advanced security and access systems into your smart environment, providing comprehensive protection and peace of mind.

Our solutions can incorporate:

- CCTV Surveillance
- Video Door Phones
- Smart Door Locks
- Access Control
- Gate Automation
- Intrusion Detection
- Door & Window Sensors
- Motion Detection
- Security Notifications
- Remote Monitoring
- Security Scenes

Example:

SMART AWAY MODE

With one command:

Lights → OFF

Curtains → CLOSED

AC → OFF

Security → ARMED

Selected Doors → SECURED

All activated with a **single command**, ensuring your property is protected when you're away.

INTELLIGENT CONTROL INTERFACES

Control Technology Your Way

Effonics AV provides a range of intuitive control interfaces, tailored to integrate seamlessly with your project and chosen automation platform.



Smart Keypads

Elegant, wall-mounted keypads offering discreet yet powerful control over your environment.



Touch Panels

Centralized touchscreens for comprehensive command of lighting, climate, AV, security, and custom scenes.



Mobile Applications

Control your home from anywhere, locally or remotely, via dedicated apps on your smartphone or tablet.



Voice Control

Enjoy hands-free operation and natural interaction through integration with popular voice assistant platforms.



Centralised Control

Unify diverse technologies into one integrated environment for effortless management and automation.

The best automation system is one that feels simple to use.



TECHNOLOGY THAT RESPECTS ARCHITECTURE

Designed With Architects & Interior Designers

We ensure technology enhances, rather than detracts from, your design vision.

We collaborate closely with:

- Architects & Interior Designers
- Consultants & Developers
- Electrical & HVAC Contractors
- Project Management Teams

Coordinating infrastructure for:

- Concealed Wiring & Equipment Placement
- Switch, Keypad & Touch Panel Integration
- Ceiling, Lighting & AV Equipment Planning
- HVAC & Curtain Motorisation
- Future Infrastructure Planning

Our Objective: Technology that performs brilliantly while remaining **visually integrated** with the architecture.

PROCESS

OUR PROJECT APPROACH

From Concept to Commissioning

We provide a structured approach to technology integration, ensuring a seamless journey from initial idea to a fully operational smart environment.

1

01 — CONSULTATION

Understand the client's lifestyle, requirements, and project objectives to tailor the perfect solution.

2

02 — SYSTEM DESIGN

Develop the automation architecture and technology concept, meticulously planning every detail.

3

03 — BOQ & SPECIFICATION

Prepare comprehensive equipment specifications, quantities, and detailed project requirements.

4

04 — PRODUCT SELECTION

Recommend suitable products and technology platforms, aligning with project goals and client preferences.

5

05 — PROJECT COORDINATION

Coordinate seamlessly with architects, interior designers, electrical, HVAC, and other project teams.

6

06 — INSTALLATION

Execute professional installation and infrastructure implementation with precision and expertise.

7

07 — INTEGRATION & PROGRAMMING

Perform system integration, configuration, and specialized programming by our technology specialists.

8

08 — TESTING & COMMISSIONING

Conduct complete system testing, optimization, and final commissioning to ensure flawless operation.

9

09 — HANDOVER & SUPPORT

Provide thorough client orientation, comprehensive documentation, and ongoing technical support.

OUR AUTOMATION ECOSYSTEM

Hardware. Software. Integration. Expertise.

We specify, source, integrate and coordinate the automation hardware required for each project, working with suitable technology partners and manufacturers.

CONTROL

Controllers, Processors, Gateways, IP Interfaces, I/O Modules

USER INTERFACE

Smart Switches, Keypads, Touch Panels, Room Controllers

LIGHTING

Switching Actuators, Dimmers, DALI Interfaces, Lighting Controllers

SENSORS

Motion, Presence, Occupancy, Temperature, Lux, Environmental

CLIMATE

Thermostats, HVAC Controllers, AC Interfaces, VRF/VRV Integration

MOTORISATION

Curtain Motors, Blind Controllers, Shading Systems, Roller Shutters

INTEGRATION

KNX, IP, IR, RS-232, DALI, Other Compatible Interfaces

SECURITY

Access Control, Smart Locks, CCTV, Door Stations, Security Interfaces



The Invisible Architecture

Seamlessly Integrated

Technology woven into architectural design—seen only in its effect.

Platform-Independent

KNX, Crestron, Control4 & compatible ecosystems—your choice, our expertise.

Design-First Philosophy

Technology that enhances, never dominates, the interior.



Designed Together. From Concept to Completion.

Technology that enhances architecture, never competes with it.

In-wall wiring, hidden speakers, concealed displays.

Custom panel designs matched to your interior language.

Working alongside architects and designers from day one.

WHY EFFONICS AV?

A Technology Partner You Can Trust

Choosing Effonics AV means partnering with a team dedicated to excellence, innovation, and seamless integration for your intelligent spaces.

1

PROJECT-FOCUSED SOLUTIONS

Every system is custom-designed around the project's unique requirements, ensuring bespoke and optimal outcomes.

2

PLATFORM-INDEPENDENT APPROACH

We meticulously evaluate suitable technologies and solutions, rather than restricting clients to a single vendor or ecosystem.

3

DESIGN-CONSCIOUS INTEGRATION

Technology is seamlessly integrated and carefully coordinated with the architectural and interior design visions, enhancing aesthetics.

4

MULTI-DISCIPLINARY EXPERTISE

Our team brings comprehensive knowledge across Audio-Visual, Automation, Home Theatre, Display, Security, and complex integration.

1

PROFESSIONAL PROJECT EXECUTION

We follow a structured approach to planning, installation, integration, and commissioning for flawless delivery and operation.

2

SPECIALIST TECHNOLOGY PARTNER NETWORK

We collaborate with experienced technology specialists for platform-specific programming and advanced integration when required.

3

FUTURE-READY DESIGN

Solutions are planned for long-term scalability, easy expansion, and adaptability to evolving technology requirements.

4

PERSONALIZED SUPPORT

We offer direct professional coordination and dedicated technical support throughout the entire project lifecycle, from concept to completion.

LET'S BUILD THE FUTURE TOGETHER

Your Vision. Our Technology. One Seamless Experience.

Whether you are planning a:

Luxury Residence

Smart Villa

Penthouse

Home Theatre

Hospitality Project

Corporate Office

Boardroom

Commercial Space

Architectural Project

Effonics AV can help transform your vision into an intelligent, elegant and technologically advanced environment.

Let's discuss your next project.

Ashfaque Sayed

Founder & CEO — Effonics AV

+91 88790 88791

info@effonics.com

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Smart Technology. Seamless Integration. Exceptional Experiences.

As specialists in advanced technology integration, we transform residential and commercial spaces into intelligent environments that are both intuitive and elegant.

Home & Building Automation

High-End Audio-Video

Home Theatre

Mirror & Hidden Displays

Smart Technology Integration

Platform Integration: KNX | Crestron | Control4 | Other Compatible Ecosystems

📍 A-10, Shreyas Industrial Estate, NESCO, Western Express Highway, Goregaon (East), Mumbai - 400 063 (M.S) INDIA