



SPECIAL PROMOTION

“ WE’RE NOT TRYING TO TALK SOMEONE INTO BUYING SOMETHING THAT THEY DON’T NEED AND WON’T USE. THAT ONLY MAKES THEIR LIFE MORE DIFFICULT, AND OURS TOO.

– DONNIE BOUTWELL

WHATEVER MAKES YOUR HOME MORE ENJOYABLE, THAT’S WHAT WE ARE GOING TO DO!

– JACLYN BOUTWELL ”



WITH
DONNIE AND JACLYN
BOUTWELL

YOUR HOME TECHNOLOGY
ADVISORS

Why we do this: “We believe that systems in your home should be easy to use, beautifully designed, and unbelievably reliable.”

Q: DIY vs. Home Integration – What are your thoughts?

A: Over the last few years we’ve been flooded with all kinds of do it yourself smart home toys. It’s all ad-hoc with the promise that you can make it work from Amazon Alexa, Google Home or Apple Home Kit. The first problem is the security. All of these items require signing your privacy away and open you up to hackers because they have to connect to the manufacturer’s server. The second problem is the time commitment. You’ll spend all weekend fiddling with user names and passwords trying to get it all to work together and stay connected. The third problem is that they require the internet to function. Home integration systems like Crestron are professionally installed and maintained. They don’t have to talk to the internet to work. It’s not fifteen apps and fifteen logins to control all of your devices. It’s one app, or even better, one touch screen on the wall or table top that can control all of the lights in the house, music systems in each room, TVs, thermostats, pools, cameras, alarm, etc... It’s one easy to use, elegant solution rather than piles of cheaply made products that are designed to data mine you and manipulate you into buying things online. We do install voice activation. But what we care about most is for it to be simple and secure. A real integrated home should add comfort, security, and enjoyment. We believe that systems in your home should be easy to use, beautifully designed and unbelievably reliable.

Q: How did you get into this industry?

A: Donnie — My Uncle, Steve Driskell, started Media Systems in 1980. Before that he was designing and installing commercial automation systems. He was doing automation before home automation was even heard of. He was a visionary to say the least. I grew up around it, but didn’t come to work for the company until ten years ago. Jaclyn and I met when I was in the music industry.

A: Jaclyn — We actually never thought we would be in the family business. Donnie was playing drums and producing indy records in Nashville when we got together. I was a photographer. When the economy did what it did in 2008, it was time to do something else. God brought us here, to Houston, where Donnie’s family lives. At that time, we had

two little girls (three now), so having some family around to help was a big deal Donnie came to work for Media Systems at the bottom of the ladder. He had every job, working his way up until Steve decided to retire. I came on to help in the office five years ago and it just made sense to do this together. We love being together, so working together has always been easy for us. Now, after 10 years of being here, we find ourselves more content than ever. We love helping our people make sense of their homes. We love helping people understand how the technology can actually be a blessing in their lives.

Q: You mentioned security? How big of a role does this play in home automation?

A: It’s everything. Not just securing the home with robust, hard wired alarm systems and commercial grade surveillance, but securing the digital footprint of the site. We install enterprise grade routers and WiFi networks with state of the art security and firewalls. Processing happens onsite inside the firewall. It’s comforting to know that when the internet is down and the power is out, the surveillance cameras are still working and still recording. One of my favorite things about home security now is that we can help prevent crime with cameras that are smart enough to notify you if someone is in your yard.

Q: Why haven’t I heard of you before?

A: Maybe it depends on where you live. We have kind of a niche here in River Oaks, Tanglewood, Memorial and West U. Sometimes we’re out of that zone, but that’s where 90% of our people live. The builders, architects, and designers sure know Steve’s name. He would say that in the 90’s there was hardly anyone else in town that even knew how to do this. Now, the market is flooded with guys who work out of their trucks. They’re in and out of business every other year and have no infrastructure to provide support. We’re a brick and mortar, mom-and-pop, debt free operation with 14 employees. We’ve been around for a long time and we’re not going anywhere. Our building near Memorial Park is kind of an art deco speak-easy. We don’t have any signs. It was a movie theater in 1924 and it’s more of an experience center than a store front. We were honored in 2017 by Crestron Electronics as the top home automation showroom in the US.

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