



KEYNETIC
LIVING TECHNOLOGY

COMPANY PROFILE



HISTORY

Being the natural evolution of a company founded in 1990, Keynetic has moved in the direction of producing sophisticated systems for entertainment on luxury mega/giga yachts, private residences, top level hotels and resorts, SPA and other luxurious surroundings.

After having established itself as a dynamic and creative referral company in the application and development of totally integrated advanced technology, Keynetic ensures that innovation, continuous updating and very high technical skills remain the foundation of its engineers' daily work.

Keynetic's core business focuses on the design, manufacturing and installation of entertainment, domotic and technology living system combined with first class on-site assistance service.

The recently launched inside production department is involved in the design and manufacturing of an audio/video product line, bearing Promar logo (speakers, amplifiers and accessories). Specifically developed to meet the requirements of marine applications, Promar is all the more suitable for residential installations.

The pride of our company is the endless improvement of our customer service, aimed at increasing customer satisfaction over time: "Our Business is Your satisfaction".

PHILOSOPHY

Innovation, design and cutting edge technology for truly pleasurable entertainment and controlling your house, villa or yacht. This is the philosophy behind Keynetic. We aim at perfection through continuous research for obtaining the most refined, and totally integrated solutions that allow you easy and perfect control of the entire audio/visual system. The principles which our company has always fostered are:

Quality, meaning efficient service, quality of products and control of production processes. The attention that Keynetic places on the choice of materials, of very high quality and performance, is flanked by the selection of productive processes that greatly reduce polluting factors for environmental protection. These are the reasons why our company is one of the few custom installers to have activated the highest quality standards.

Flexibility, meaning the ability of our company to adapt to the requests of the most exclusive and demanding sectors on the yachting market and of luxury in general, without ever neglecting the quality of our services. Our offers and professional services are always chosen on an ad hoc basis so as to please each individual client: each project is as unique as the client we serve.

Customer loyalty, meaning the ability to establish a long-lasting relationship of trust with our clients, based on the perfect harmony between their wishes and our ability to realize them. We pursue Innovation and unique proposals in safeguarding our company's most important asset, our Clients.



PLANNING

The work performed by our Planning Office is the core of our business as a system integrator.

Once the team of Keynetic engineers has analyzed the client's requests and technical specifications, it designs sophisticated audio/video and automation systems. The Planning office, in close contact with the client, the Sales office and team of technician installers, intervenes during all phases of development, realization and completion of the projects: starting from the first draft of the "concept" to the final project, to programming custom user interfaces tailored on the different control devices (touch screen remote control), to revisions during the installation phase, and issuance of technical documentation once the job has been completed.

But there are yet other factors that determine added value in Keynetic's Planning office:

- use of *cutting edge software in the planning phase*, especially for the sector of custom installers
- handling of the entire *planning management and documentation*, in accordance with the highest quality standards
- performing *trial tests*: to verify the compatibility of the devices in the solutions requested by the client through simulations of the systems in our laboratory, performed during the planning phase.

TECHNOLOGY PROPOSAL

Keynetic provides a Multi-service Integrated System able to manage the distribution of digital services over a single reliable physical infrastructure (Ethernet 1000Mbit CAT6A cabling) controlled by a single command console. The system replaces the infrastructures traditionally employed to provide similar services, enhancing their functionality and simplifying their integration.

Innovative digital functions Traditional AV and Communication Services NETWORK INFRASTRUCTURE

By exploiting and integrating the **most advanced technology** currently on the market, the system is capable of bringing together both **innovative digital functions** and **traditional Audio-visual and Communication services**, merging them onto a single pervasive infrastructure.



SYSTEM OVERVIEW

The Keynetic Network Multi-service Integration System integrates all Entertainment and Communication services in a single infrastructure.

- ENTERTAINMENT
- VOICE COMMUNICATIONS
- TVCC
- LAN SERVICES
- OPERATIONS & MAINTENANCE
- NETWORK INFRASTRUCTURE
- YACHT & HOME AUTOMATION

Network infrastructure provides the following features:

- **Performances:** 1 GB/s fast Ethernet is provided for main network connections.
- **Leading quality Hardware:** All network components are professional with a high reliability.
- **Versatile network infrastructure:** Each Ethernet plug can be easily configured as a LAN or a Telephone socket.
- **Security:** Network provides traffic control and management by VLAN, access control by Hardware Firewall
- **Quality of Service (QoS):** Network supports QoS in order to assure full functionality to critical applications like Voice Over IP.
- **Monitoring:** Network status is continuously controlled and every problem or modification generates a log.
- **Wireless Connectivity:** Network assures wireless connectivity into all rooms and common zones.

QUALITY

Keynetic's absolute priority lies in the quality of services and products offered, in perfect agreement with the company philosophy.

In order to guarantee an excellent standard of quality, Keynetic has activated the highest quality standards to stress the commitments the company makes in all phases of production: the attention that Keynetic places in handling the entire *planning management and documentation*; the performance of trial tests, for verifying the compatibility of the devices installed; the choice of products and devices by the best trademarks; and materials of high-end quality and performance are all linked to the selection of production processes that greatly reduce the causes of environmental pollution.

All the products with the Promar trademark, the first line especially ideated for the necessities of marine installations and developed by Keynetic, besides bearing the CE Certification, comply with RoHs Directive concerning the restriction of the use of certain hazardous substances in electrical and electronic equipment.



SERVICES PROVIDED

The services provided by the Keynetic system include:

- **Audio-video functionality:** distribution of audio/video streams coming from an internal storage systems (Video on Demand). The Entertainment system provides the users with traditional A/V functionality and access to multimedia contents.
- **Network functionality:** it involves handling of data connectivity (Internet and VPNs, wireless networking), security and traditional LAN services (,browsing, file sharing, etc.)

Different Internet access policies, based on predefined users profiles, can be enforced.

- **On board communications Functionality:** it involves handling of M/Y internal voice communications, as well as communications with the external world through diverse channels (traditional PSTN, VSAT, cellular radio, Fleet, etc.);

The communications subsystem offers a rich and flexible features set, providing traditional legacy PBX capabilities, and a number of value added services made possible by an integrated Voice/Data context.

Telephony is not a world apart, it is fully integrated with the other subsystems allowing users to make public announcements (interfacing with the public address system), to interconnect in a transparent way to different external networks:

PSTN (analog, ISDN BRI, ISDN PRI), GSM network, VoIP providers, Satellite.

- **Automation and control functionality:** any Touch Panel or PDA can
 - manage lighting, temperature, curtains,
 - send a waiter call or send string messages for other waiter services
- **Video surveillance:** security and surveillance applications are provided through digital IP cameras, interconnected to the network infrastructure and accessed from specific terminal and from authorized desktop or Laptop PC.

The video surveillance system interacts with the anti intrusion system and provides:

- Live streaming: access to video streaming coming from each on-board camera
- Remote camera control: pan/tilt/zoom regulation
- Recording and archival: recording, compression and archival of video streams coming from the cameras.



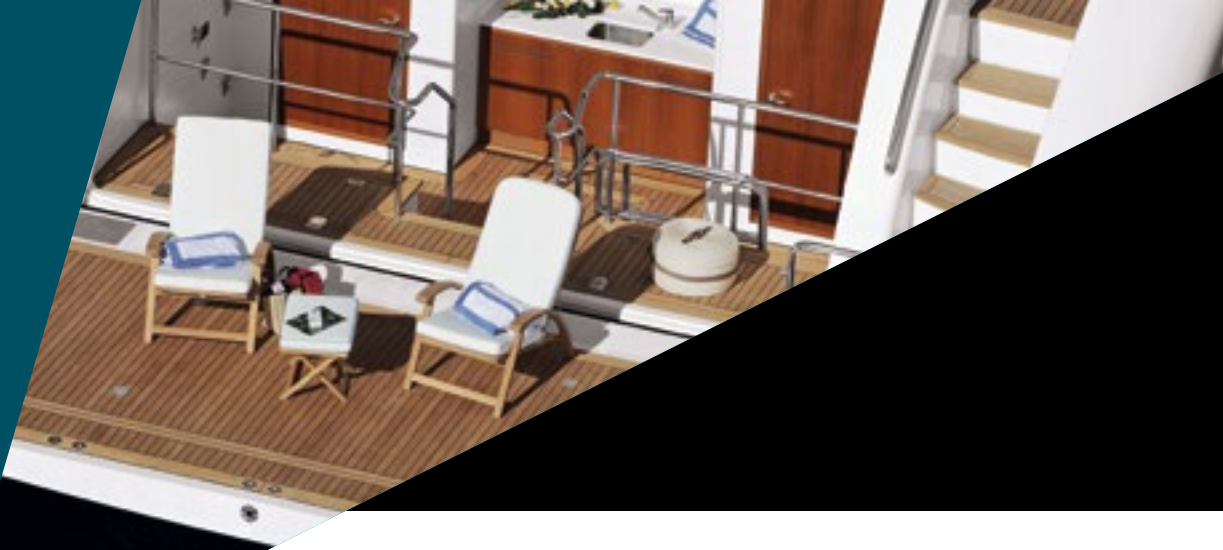
SERVICES LIST

Thanks to many years of research, experimentation and on-board experience, Keynetic has the know how in solving the most complex problems of high technology, in which field the most sophisticated technical solutions are linked to practicality.

- Analysis of technical specifications and owner's requests
- Dedicated on site supervision and inspection
- Proper devices placement and thermal management in co-operation with owner architect/s
- Project management
- System design
- Accurate technical documentation for devices arrangement and cable pulling
- Design of linear plans necessary to cable pulling
- Design of connection layouts for every area/cabin;
- System SW programming and GUI Design
- Detailed connections plan for refitting and maintenance activities
- Components detailed list
- Supply of complete system documentation (plans, CDs, user's manuals)
- Visits and meetings for cable pulling supervision
- Material supply
- Device wiring and installation
- Set up, testing & tuning
- Final tests and demos in the presence of the customer
- Training for staff, personnel and system users
- After-sales technical assistance

AFTER-SALES SERVICE

The philosophy behind Keynetic, centered on the commitment for guaranteeing our client's top most satisfaction, is best identified in post-sales services. We specialize in offering a complete service of excellent technical assistance: from on-board interventions - upon our client's requests, quick and in any location that the boat may be -, performed by our team of engineers and technicians, to direct remote assistance, whether it be on-line or by phone.



BRANDS

This is a partial list of some of the brands that we use in our work

Bowers & Wilkins
Ad Notam
Sony
Lightware
Samsung
Sharp
Crestron Remote
Crestron Lights
Russound
Denon
Classé
Rotel
Panasonic
Pioneer
Clarion
Naval
Nevo
NAD
Kaleidescape System
Mia System

Runco TV
Seatel Antennas
Screenline
Apple
Kvh Antennas
Naval Antennas
Arcam
Middle Atlantic
Audioquest
Infocus
Kramer Sonance
Lg
Muxlab
OUTV
Powersoft
Rti
Yamaha
Bose
Humax
Project

Xantech
Cisco
Spaun
Nec
APC
Netgear
Linksys
Sky Digital
Sky
Gefen
AMX
Belden
Marantz
Directv
Logitech
Lutron
Meridian
Velodyne
Iport
Middle Atlantic

Keynetic's creative and engineering energies, besides the collaboration with large industrial groups, have given rise to new and interesting lines of products that are characterized by innovative design, advanced technological applications, ease of use, and reliability: the products bearing Promar™ trademark -Professional Marine Products.

A whole range of on board entertainment equipment, from amplifiers to in-wall in-ceiling speakers fit for both indoor and external installations, delivering the purest sound reproduction coupled with a linear and essential design. The first product line specifically developed to meet the requirements of marine applications. It includes two lines, capable of satisfying an elite clientele's demand for quality: the Speaker Line and Electronics Line

SPEAKER LINE

Promar Professional High Definition Speakers. Series: PMO - PMS - PMR Supreme sound, excellent materials and advanced technology perfected to the finest detail are features that distinguish the exclusive Promar Professional High Definition Speakers. Promar Speakers deliver pure sound reproduction with low distortion and perfect linearity over large emission areas.

They provide optimal form factor for installations in small spaces, yet ensuring high power handling and great reliability. Years of focused investments in research and development, led to optimal professional entertainment solutions ranging from speakers to electronics and cables. Custom designed for marine installations, Promar Speakers are all the more appropriate for residential installations.

Their ultimate aesthetic, along with the attention paid to conceptual and design details throughout the entire project phase, allows for each speaker to become a perfectly integrated element of yacht and home luxury interiors.

ELECTRONICS LINE

- Promar – Professional Marine Products CPA-60 Controlled Power Amplifier CPA-60 Accessories Kit RCWL01 Ultra-thin Universal Waterproof Remote Control
- High dynamics and a crystal-clear sound characterize the audio quality of the CPA-60 classifying it as the ideal component for sophisticated Multi-Room Systems or just to add power to already existing audio sources.
- The CPA-60 has an elevated expandability. It is supplied with 1 IR receiver and 1 IR emitter which allow the device to perform as a IR repeater. Such function is also ensured using the accessories kit, which includes 1 remote control and 1 keyboard.
- Some N/O contacts wired to the CPA-60 can be used for controlling the device by plugging them to standard modules and switches such as BTicino, Vimar, Gewiss and many others. The waterproof feature distinguishes Promar RCWL01 universal remote control from all the others on the market.
- It is thus ideal for outdoor environments where waterproof features are a necessity. It was pre-programmed with a library of codes that includes most of the audio/video devices on the market, allowing control of 6 different devices: TV, Sat, CD, AUX, DVD and VCR.
- It also includes a learning function, weighs 41 grams and is small: length 145 mm, width 54 mm and height 14 mm. All Promar products are CE certified and in conformity with RoHs directives.

REFERENCE LIST

HERE IS A SELECTION OF SOME PROJECTS WE HAVE WORKED ON:

NAUTICAL REFERENCE LIST

ANTAGO YACHTS	BC-115	BF-125-2	BV-004	FB-230	BENETTI SHIP B.	CBN 38	FALCON YACHTS
22	BC-120	BF-125-3	BV-008	FB-232	BSB 6	CBN 41	91/37
22,5/03	BC-121	BF-202	BV-010	FB-234			VERSIL 33
	BC-122	BF-203	BV-012	FB-236	BOMA	CODECASA	VERSIL 34
AZIMUT BENETTI	BC-123	BF-204	BV-015	FB-240	M/Y LONELY S.	F 63	87/105
78/41	BC-124	BK-001	BV-016	FB-241		C 107	
AZ 82-15	BC-125	BK-002	BV-018	FB-242	CAMPANELLA	F 65	FIPA
AZ 88-15	BC-127	BK-003	BV-019	FB-243	C 14/2	C 108	38/20
AZ 105-33	BC-128	BS-001	BY-001	FB-244		F 64	44/20
AZ 105-34	BC-129	BS-003	BY-002	FB-246	CARPNAVI		54/20
AZ 118-01	BC-130	BS-004	BY-003	FB-247	CN 29	DIANO	57/20
AZ 140-11	BC-131	BS-005	BY-004	FB-501	M/Y BAHIRA II	19/94	60/20
AZ 100F-15	BC-132	BS-006	BY-006	FB-701		C 14/2	BARRACUDA 110
AZ 100F-16	BC-133	BS-007	BY-007	FB-801	CBI NAVI	C 15	86/20
AZ 100F-18	BD-004	BS-008	CLASSIC 34		CBN 30	C 16	91/24
BC-010	BD-006	BS-009	FB-209	BAGLIETTO	CN 30	C 19	106/24
BC-012	BD-007	BS-010	FB-212	C10199	CBN 34	C 20	94/20
BC-014	BD-009	BT-025	FB-214	C10202	CN 32	C 22	98/20
BC-101	BD-010	BT-026	FB-216		CN 33		
BC-110	BD-011	BV-001	FB-220	BENETTI S.D.	CBN 35	EUROMARINE	FRATELLI ROSSI
BC-112	BD-012	BV-002	FB-228	BSD 79/1	CBN 36	M/S 32	FR-02
BC-114	BF-125-1	BV-003	FB-229	BSD 105	CBN 37		FR-03
				BSD 79/2	CBN 38	EUROYACHT	
				BSD82	CBN 39	EXPLORER 60	GENESIS
				BSD29	CBN 40	EXPLORER 64	M/Y INTRIGUE
					CBN 40		

INTERMARINE

M/Y MEGA

M.RACING

CHEROKEE 80"

MARIOTTI

M/Y FERULA

M/Y DIONEIA

MARSIC

M/Y MORGANA

C14/1

40/2

40/2

MONDOMARINE

11/1

C65

40/2

C64

MORGAN

MORGAN80"

OVERMARINE

M/Y LADY ANNE

M.72" 03

M.72" 04
MANGUSTA 72"

M.72" 06

M.72" 08

M.72. 09

M.72" 10

M.72" 12

M.72" 14

M.72" 15

M.72" 16

MANGUSTA 72"

PERINI NAVI

M/S TAMSEN

PERMARE

AMC25

BSD75

C010

AMC24/2

AMC24/3

AMC24/4

PRIVATO

M/Y MONEIKOS

M/Y PATRA

M/Y SARI

M/Y PACHAIII

M/Y VOGLIA OF S.

M/Y LADY P

SANLORENZO

SD 92-26

SD 92-28

SD 92-29

SD 92-30

SD 92-31

SL62

SL72

SL100

SL415

SL82

TASCO

M/Y KELMAR

TECNOIMPIANTI

S/Y FORTUNA

M/S NEW MY REINA

TECNOMAR

M/Y VENTOTESO 30

TB58

TECNOMARINE

T77/11

T77/12

T58/1

T58/2

T58/4

T62/515

T90/701

T72/4

T72/5

T90/2

T75/10

T118/2

T75/9

T88/1

T100/1

T118/3

T55/4

T65/2

T100/2

T118/4

VERSIL

VELMARE31

VELMARE32

VERSILYACHT

165

CONTRACT REFERENCE LIST

HOTEL – ROME

BENETTI SHOWROOM – VIAREGGIO

RESIDENTIAL REFERENCE LIST

WE HAVE DESIGNED AND BUILT INTEGRATED SYSTEMS FOR SEVERAL PRIVATE HOUSES IN ITALY AND ABROAD



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