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**TRUFIG Wows Architects and Designers at
Architectural Digest Home Design Show in NYC**

San Clemente, CA—The 9th annual Architectural Digest Home Design Show was deemed a huge success by TRUFIG® representatives who participated in the event. During the four day event, over 2,000 architects and designers visited the TRUFIG exhibit to learn more about the revolutionary flush-mounting system that seamlessly integrates every day devices and technologies—including power outlets, light switches, and keypads into a wall.

Chet Flynn, principal of TRUFIG's New England based rep firm New Resource said, "With one glance, the A&D professionals we met clearly 'got' what TRUFIG was all about. They appreciated the fact that we took the various industrial designs of in-wall electronics and consolidated them into one seamless, subtle 'language' that didn't conflict with the shape, color, and texture of the environment they created. Many returned to the booth to show TRUFIG to their friends and colleagues. The consensus was "it's about time!"

Robert Saglio of Robert Saglio A/V Design, a respected Rhode Island based company, who also attended the event said, "The key for success in the design arena is to learn the vocabulary and concerns of the community; then to craft an elegant solution. TRUFIG has translated wall intrusions into nearly invisible power outlets, switches, and control interfaces. The result is so simple, so elegant that everyone asks why no one has thought of it before!"

TRUFIG custom installation kits are designed to integrate technology supplied by various manufacturers including Crestron and Lutron, to provide a consistent color, texture, and industrial design to any wall or ceiling surface. This, combined with a repeatable mounting process, allows the architect and designer to achieve a perfectly seamless integration into the architecture.

TRUFIG offers an uncompromising, and previously unattainable, level of aesthetic refinement and precision that showcases the simplicity and beauty of visionary interiors.

About [TRUFIG](#)

TRUFIG was founded in 2008 by visionary entrepreneurs Scott Struthers and Geoff Spencer, founders of Dana Innovations, parent company of Sonance® and iPort®.

Founded in 1982, Dana Innovations' legacy of standard-setting design includes the world's first high-fidelity in-wall speaker system, the world's first integrated in-wall iPod® docking station, and the reigning design standard for architectural audio—the flush-mounted Sonance Architectural Series speaker system. TRUFIG and the creative freedom it brings designers—represents the culmination of more than 25 years of groundbreaking design innovation.

For more information, visit www.TRUFIG.com or contact TRUFIG at inquire@TRUFIG.com.

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