

Around the House  
Electrical Article #12 – Computer & AV Room Wiring

**Headline**

Wired for speed and sound? If not, then what are you waiting for?!

**Subhead**

Modern day computer and home entertainment equipment produces sights and sounds that are truly something to behold. But **unless your wiring is equally sophisticated and professionally installed**, you're more likely to behold loads of frustration.

**Text**

It's the rare household today that doesn't contain at least one personal computer...not to mention multiple TV's, expensive stereo equipment, home entertainment systems, and so on.

Plus, with modern "electronic toys" now being designed to interact with each other, **professionally updated home wiring has become a virtual necessity.**

At (company name), it's one of the things we do best. Still, how do you know if you really need our services? Well, if your network of electronic equipment is not performing up to par, here are some telltale signs worth noting:

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- Twisted Ethernet wires must be trimmed close to the punch-down point to ensure adequate protection from stray electrical signals;
- Jacks should be mounted firmly into the wall or patch panel;
- Cables should not be bent severely or crushed beneath over-tight cable ties, otherwise wires may be broken inside the insulation which, in turn, creates invisible defects.
- Make sure that every wire, connection jack, or fixture is labeled in a legible, accessible way. **Label EVERYTHING at both ends of the connection and adopt a concise naming schematic.** Having to trace and hunt down wires during network service can take time, which costs you money and perhaps downtime during migrations or upgrades.

At (company name), we do several things to ensure “fail safe” system performance. First, **we only use wires and jacks that were built specifically for your home computer and entertainment network.** Next, and following our installation services, **we provide you with a printed test report** that verifies that your new wiring can handle the speed of your network and resist interference.

For a job done right, give us a call today, and **save \$100 on our professional computer and AV wiring services with the coupon below.** That way, the time you spend “*Around the House*” will be that much more rewarding.

### Main Coupon

Computer and AV Wiring

Save \$100...

...on our professional computer and AV wiring services. This offer may not be combined with any other discount or promotion.

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**Teaser Copy**

Inside This Issue of “Around the House”...

*“Say, what’s that pile of spaghetti doing behind your computer?”*

Now, get the best possible performance from your home computer and entertainment network with our professional wiring services!

Plus, 3 coupons you can use now.