

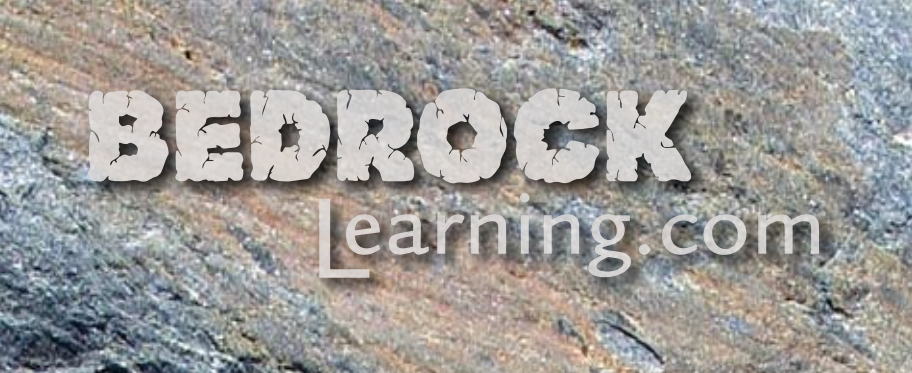


**The Source for
RESIDENTIAL TECHNOLOGY
Training**

PRODUCT CATALOG
January 2007

**Online Training
Reference Materials
Business Support Tools**

Build Your Future on a Solid Foundation



BEDROCK
learning.com

About Bedrock Learning

The foundation of Bedrock Learning is based on more than 25 years of training and curriculum development experience, along with 17 years experience in the residential technologies industry. Founded by industry leader and expert Helen Heneveld, the company provides a comprehensive training solution designed for home technology professionals and associates seeking to learn about and succeed in this growing industry.

Our Commitment

We focus on providing best-in-class training options to support the growth of individuals and the success of companies. Training is an investment in your business, your employees, and yourself that allows each to prosper and grow. At the same time, training builds the skills and productivity required to ensure the profitability of your business and the loyalty of your clients.

Our Philosophy

We believe learning should be fun and fit into your busy schedule. Our comprehensive learning experience is designed for easy use while assuring that the required knowledge, skills, and competencies are mastered by the learner. Knowing that individuals learn in different ways, we provide training and education in many forms and mediums. Our online courses cover the fundamentals in 'plain' English and strive to define the alphabet soup of the industry. We believe everyone can learn with our curriculum and materials. The Bedrock Learning team is available by phone and e-mail. We are ready to answer any questions, discuss your needs, and provide solutions.

GET TRAINED.

WORK SMART.

MAKE MORE MONEY!

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www.bedrocklearning.com

Learning Opportunities

Learn and train effectively with the method that best meets your style! We provides training and education in many forms and mediums.

Training

- Online Courses
- Course Guides
- Pocket Guides
- Quick References
- Live Workshops

Support Tools

- Standardized Forms on CD
 - Business Management
 - Planning Symbols
- Resource Books
- Demonstration DVDs

Prepare for Industry Certification

Bedrock Learning courses, books and workshops help in preparing the student for industry certification such as DHTI+, due out in 2007. Training and knowledge gained assist in proving professional achievements and credibility as the trusted advisor.

Approved for CEUs – Continuing Education Units

We recognize the importance of continuing education and work closely with CEU granting organizations to receive approval for CEU Credits. Numerous courses and workshops have been approved by:



Custom Electronic Design
and Installation Association



InfoComm International



National Burglar and Fire Alarm Association
through the National Training School



The State of Florida through the Department
of Business and Professional Regulation

Check the websites for the latest courses approved for CEUs.

Bedrock Learning Online Course Features

Online courses and course materials are available individually. We recommend the learning experience provided by a total course package -- Online Course, Course Guide, and Quick Reference. The significant cost savings of a course package makes it a smart investment.

Interactive Online Course

- EXPERTLY AUTHORED CONTENT - several hours of self-paced instruction divided into manageable training sections
- ONLINE GLOSSARY – definitions of key technology and industry terms
- IN-DEPTH SUPPLEMENTS – additional explanation of important technologies
- PROJECT MANAGEMENT TIPS – crucial advice for successfully managing installation projects
- INSTRUCTIONAL VIDEOS – video demonstrations clearly show important techniques to better prepare students for field work
- MULTIPLE-CHOICE AND TRUE/FALSE QUIZZES – ‘open book’ quizzes at the end of each training section reinforce and review important information
- END OF COURSE FINAL TEST – ‘closed book’ 40 question multiple choice and true/false test measures knowledge retention
- Access to online course valid for 90 days



Course Completion Certificate

Achieving a passing score on the online final course test entitles students to a course specific CERTIFICATE OF COMPLETION from Bedrock Learning, good for establishing credibility with customers, employers, and manufacturers.



Printed Course Guide

The Course Guide, at over 150 pages, is a detailed, full color visual reference with the entire course’s content that you’ll use for years to come.

Portable Quick Reference

The Quick Reference is a convenient, pocket-sized guide that covers difficult to remember technical specifications and definitions for use in the field.



Introduction to Residential Technologies

COURSE OUTLINE:

1. Introducing Residential Technologies
2. The Industry and Market
3. Benefits of Home Technologies
4. Structured Wiring
5. Communications
6. Entertainment
7. Lighting Control
8. Energy Management
9. Security, Health, and Safety
10. Home Networking
11. Integrated Home Control



PRICING

Quick Reference ...	\$20
Course Guide	\$79
Online Course	\$99
Full Package	\$149
(all of the above)	

An engaging and thorough review of the capabilities, benefits, and technical infrastructure of today's residential technologies.

COURSE LEARNING OBJECTIVES:

Be able to...

- ...define residential technologies and the digital home
- ...identify typical residential technology subsystems
- ...explain and identify the phases of the installation process
- ...list the different stakeholders in the installation process
- ...describe each of the technology subsystems in a digital home and the benefits they each provide
- ...give examples of living in a digital home with the different subsystems

Fundamentals of Structured Wiring

COURSE OUTLINE:

1. Introducing Structured Wiring
2. Benefits of Structured Wiring
3. Safety, Tools, and Standards
4. Components of Structured Wiring
5. Layout of Structured Wiring
6. Installing Structured Wiring
7. Terminating Structured Wiring
8. Testing and Troubleshooting Structured Wiring



PRICING

Quick Reference ...	\$20
Course Guide	\$99
Online Course	\$199
Full Package	\$299
(all of the above)	

A comprehensive and technical review of residential structured wiring designed for new home technology installers.

COURSE LEARNING OBJECTIVES:

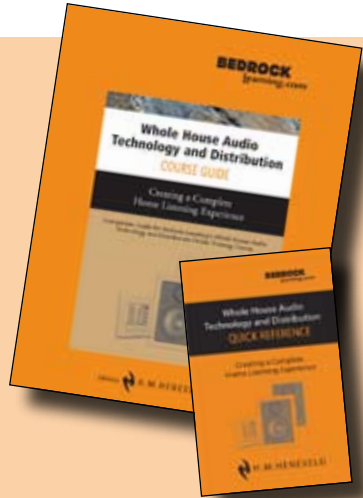
Be able to...

- ...define structured wiring and how it works
- ...describe the components including the distribution panel, wiring, and wall outlets
- ...list the benefits of structured wiring in a home
- ...design and document a structured wiring system
- ...identify key safety issues and practices related to installing a structured wiring system
- ...explain the specific steps involved in the pre-wire, trim-out, and final phases of installation
- ...perform testing and troubleshooting of structured wiring

Whole House Audio Technology & Distribution

COURSE OUTLINE:

1. Introducing Whole House Audio
2. Benefits of Whole House Audio
3. Safety and Tools
4. The Basics of Sound
5. Whole House Audio Components and Speakers
6. Amplifier Performance Fundamentals
7. Audio System Wiring
8. Volume Controls
9. Designing a House Audio System
10. Installing Whole House Audio
11. Troubleshooting Whole House Audio



PRICING

Quick Reference ...	\$20
Course Guide	\$99
Online Course	\$199
Full Package	\$299
(all of the above)	

Complete instruction on the many possibilities, technology, design, and installation of whole house audio systems.

COURSE LEARNING OBJECTIVES:

Be able to...

- ...identify the benefits of distributed audio
- ...define whole house audio, its components, and how it works
- ...calculate system power needs and speaker impedance
- ...demonstrate the science in choosing speakers and layout for the best system performance
- ...design and document a distributed audio system
- ...install and program a whole house audio system with user-friendly controls
- ...test and troubleshoot a whole house audio system

Home Theater Design and Installation

COURSE OUTLINE:

1. Introducing Home Theater Systems
2. Benefits of a Home Theater
3. Safety and Tools
4. Technology Fundamentals
5. Home Theater Sources
6. Audio/Video Processing
7. Video Displays
8. Audio Reproduction
9. Control Options
10. Designing a Home Theater System
11. Installing a Home Theater
12. Calibrating a Home Theater
13. Troubleshooting a Home Theater



PRICING

Quick Reference ...	\$20
Course Guide	\$99
Online Course	\$199
Full Package	\$299
(all of the above)	

Complete instruction on the components, technical specifications, design, and installation of a home theater system.

COURSE LEARNING OBJECTIVES:

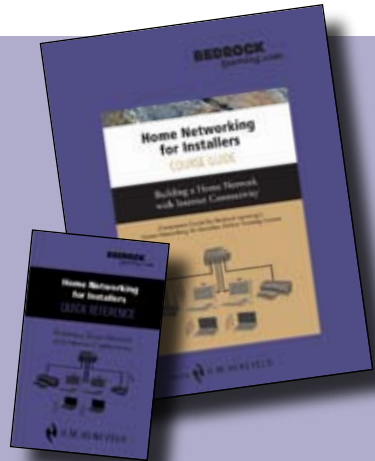
Be able to...

- ...explain the technology fundamentals for audio processing, video processing, audio reproduction, video displays, and control options
- ...design a home theater system and room layout
- ...describe the specific steps involved in the pre-wire, trim-out, and final installation phases
- ...set-up, calibrate, and troubleshoot a home theater

Home Networking for Installers

COURSE OUTLINE:

1. Introducing Home Networking
2. Benefits of a Home Network
3. Safety, Tools, and Standards
4. Home Networking Technology and Components
5. Understanding TCP/IP
6. Designing a Home Network
7. Installing a Home Network
8. Configuring the Network Router
9. Configuring Operating Systems
10. Connecting Home Network Devices
11. Securing the Home Network
12. Troubleshooting the Home Network



PRICING

Quick Reference ...	\$20
Course Guide	\$99
Online Course	\$199
Full Package	\$299
(all of the above)	

Thorough instruction on installing home computer networks, designed specifically for residential technology installers.

COURSE LEARNING OBJECTIVES:

Be able to...

- ...list the benefits and possibilities of a home network
- ...define the technology fundamentals of a home network
- ...work with a client to create a home network design solution
- ...install and configure a home network
- ...connect devices to a home network
- ...implement home network security and updates
- ...perform basic testing and troubleshooting of a home network

Installation Business Standardized Forms CD

This indispensable CD provides a broad and well-rounded collection of over 70 adaptable forms and other documents to get your installation business on track and under control. Improve the performance and profitability of your installation business and get processes, organization, and documentation happening immediately!

MANAGEMENT FORMS

Running a company well requires good management. Follow standard industry procedures and use proven forms and documentation to ensure your company's success.

SALES FORMS

Manage your sales process, close more sales, document projects as they are launched, and hand over job information to project management.

PROJECT MANAGEMENT FORMS

Organize your projects, document the work completed and ensure all appropriate tasks are performed. Good project management is critical to your company's success.

HUMAN RESOURCES FORMS

People are the greatest asset of an installation company. Manage and track your company's team efficiently and effectively with standardized forms for interviewing, hiring, and managing employees.

BENEFIT FROM MORE THAN 70 FORMS INCLUDING:

- Startup Considerations
- Chart of Accounts
- Products - Sources Matrix
- Time Card
- Labor Reconciliation
- Flowcharts
- Wirechart
- Design Worksheets
- Proposal and Agreement
- Completion-Signoff



MATERIALS INCLUDE:

One CD with all of the forms in Microsoft Word™, Microsoft Excel™, and Microsoft PowerPoint™ format. All forms can be adapted for your own use and customized with your company logo and information.

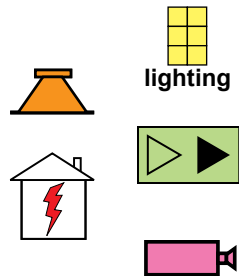
PRICE: \$199

Residential Technology Planning Symbols

STANDARDIZED SYMBOLS

Visual representations offer a simple yet powerful means for communicating the technologies in a connected home. Standardized and color-coded symbols clearly demonstrate the location of wiring for devices, eliminating guesswork when collaborating with others on the project. Installation is smoother and projects are under control. Use symbols to mark the locations of equipment, devices, sensors, or control interfaces on blueprints, floor plans, or building diagrams. The 50+ different symbols represent devices for...

- ... Communications, Data, and Video
- ... Audio
- ... Lighting
- ... Security
- ... HVAC - Heating, Ventilation and Air Conditioning
- ... Controlled Devices
- ... Central Vacuum
- ... Surge Suppression



SYMBOLS IN STICKER FORMAT

This package contains sheets of clear stickers with 400 full-color symbols and names on them. Stickers come on 5 sheets with 80 color-coded and labeled symbols per sheet. These clear stickers work great on hardcopy printed house plans. Also included is a clear plastic storage envelope. Individual sticker sheets by category are also available for restocking.

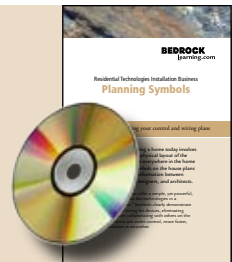


PRICING ... \$49

SYMBOLS IN ELECTRONIC FORMAT

This reference CD contains all of the symbols for use in CAD and drawing software. There are individual files for every symbol in color and black & white versions. All symbols are defined in numerous file formats, including:

- .tif
- .gif
- .vss (Visio)
- .s01 (StarDraw)
- .dwg (AutoCAD)

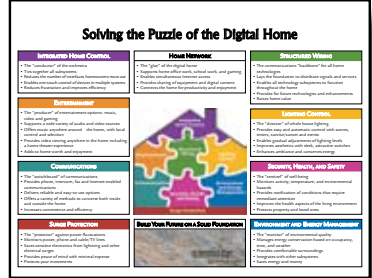


PRICING ..\$149

Puzzle House Sales Tools

Solving the Puzzle Sheet

Share your solutions and their advantages with this easy-to-use overview of the digital home. “Puzzle pieces” provide a visual outline of the subsystems in a digital home. Non-technical features, advantages, and benefits are described in text. Clients, associates, and those new to the industry will easily follow your concise explanation. They will gain a better understanding of the industry and benefits, and value your expertise.



MATERIALS AVAILABLE:

8.5" x 11" Laminated Card

PRICE: \$8

50 sheet packet

PRICE: \$39

(ready for the addition of your company information on an inkjet printer, not laser printer compatible)

Wooden Puzzle House

Visually demonstrate, have fun, and give your clients “hands-on” experience building the digital home. Use the pieces to explain the systems in a home, the solutions available, and why a home integrator, like you, is needed to make everything fit together.

Handmade of birch wood, this 12” square jigsaw puzzle is easy to build; a knob on each piece allows for easy removal and insertion.

Take it along on sales calls in the included cloth carrying bag, and share the benefits of the digital home with the included laminated card.



MATERIALS INCLUDE:

12” Hand-made Birch Wood Puzzle
Hand-sewn Carrying Bag
Laminated Solving the Puzzle Card
PRICE: \$149

Live Workshops

Participate in live workshops and obtain business strategies, learn installation, and work smarter to increase profits! Our training is for individuals new to the industry, diversifying their business, or wanting to streamline their business operations.



BUSINESS ESSENTIALS FOR PROFITABILITY WORKSHOP

Get your company to profitability faster with proven business methods. This workshop teaches you the secrets no one tells you about running a successful installation business. Materials and exercises empower you with specific action items to implement immediately. Get the results you deserve – time and money.

PROJECT MANAGEMENT WORKSHOP

Manage projects efficiently and effectively. This interactive workshop gives you procedures, forms and documents to get organized and in control of your projects and processes. Return to your business with ‘tools’ and tips you will use right away.

TECHNICAL WORKSHOPS

Acquire technical installation essentials in our comprehensive full-day workshops. Each workshop focuses on a different residential technology (audio, home networking, and more). Learn the fundamentals of design, installation, set-up, testing, and troubleshooting to prepare you for the field.

Earn CEUs with many of our live workshops. Check our website for the latest approvals.

Visit our website for current courses, locations, and schedule.

www.bedrocklearning.com

Books

“THE” INDUSTRY REFERENCE MANUAL

This 840 page book is the authoritative reference manual for anyone in the industry and is a must for every installer’s resource library. It covers various installation basics including wire, connectors, installation practices, codes, standards and safety practices, all the subsystems in the home including structured wiring, home computer networks, audio/video systems, home lighting management systems, telecommunications, HVAC and water management, security and home access control systems; and home technology integration. This book has all the information you need to prepare for the HTI+ Certification exam and CEDIA Installer Level I certification exam.



PRICE: \$69.99

THE E-MYTH COLLECTION

by Michael E. Gerber

At Bedrock, we have found Michael Gerber’s series of E-Myth books to be an excellent resource. We specifically suggest The E-Myth Contractor, where you will examine what holds you back and learn proven business how-to’s that will grow your business and produce the results you deserve.

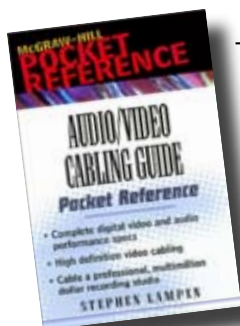


The E-Myth Contractor PRICE: \$15.95

THE AUDIO/VIDEO CABLE INSTALLER’S POCKET GUIDE

by Stephen Lampen

Cable any kind of audio or video installation using over 200 illustrations that clarify all the methods, procedures, and tools you need for analog and digital installations. An excellent resource for every installer.



PRICE: \$29.95

DVDs and Product Ordering

Animusic Collection

Demonstrate and sell more entertainment systems with these great DVDs! Animusic appeals to all audiences: adults, children, musicians, engineers, animation fans and A/V professionals. Use these tools to demonstrate the benefits of a home theater, or as a thank-you to your client and referral sources. Listen to and enjoy Dolby Digital 5.1 Surround and 2.0 Stereo mixes.



ANIMUSIC I

Seven tracks in 4:3 format, one is also available in 16:9 format \$24.99

ANIMUSIC II

Eight tracks, available in both 4:3 and 16:9 format \$24.99

BUY BOTH AND SAVE! \$39.99

Order online at: www.bedrocklearning.com

Shop our online catalog and complete your transaction using any major credit card. This secure e-commerce system is available 24/7 to serve your needs.

Order by phone at: 616.335.6206

Phone orders are also accepted by calling our offices Monday through Friday between 8:00 am and 5:00 pm Eastern Standard Time.

QUANTITY DISCOUNTS

Bedrock Learning offers quantity discounts on purchases of all our online courses and online course packages when completed as a single transaction. Call in your order to qualify for your quantity discount:

Purchase 3 or more online courses or packages	10% off
Purchase 10 or more online courses or packages	15% off
Purchase 30 or more online courses or packages	20% off

SHIPPING

All products are shipped to you direct via US Postal Service Priority Mail within 48 hours of our receipt of your order. Rush shipping is available by calling our offices for arrangements.

Training Solves the Puzzle of the Digital Home

INTEGRATED HOME CONTROL

- The “conductor” of the orchestra
- Ties together all subsystems
- Reduces the number of interfaces homeowners must use
- Enables one touch control of devices in multiple systems
- Reduces frustration and improves efficiency

ENTERTAINMENT

- The “producer” of entertainment options: music, video and gaming
- Supports a wide variety of audio and video sources
- Offers music anywhere around the home, with local control and selection
- Provides video viewing anywhere in the home including a home theater experience
- Adds to home worth and enjoyment

COMMUNICATIONS

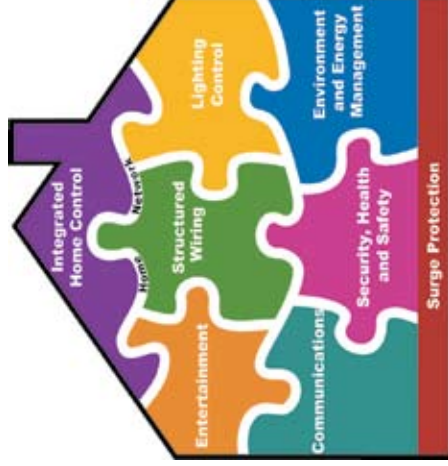
- The “switchboard” of communications
- Provides phone, intercom, fax and Internet-enabled communications
- Delivers reliable and easy-to-use options
- Offers a variety of methods to converse both inside and outside the home
- Increases convenience and efficiency

SURGE PROTECTION

- The “protector” against power fluctuations
- Monitors power, phone and cable/TV lines
- Saves sensitive electronics from lightning and other electrical surges
- Provides peace of mind with minimal expense
- Protects your investments

HOME NETWORK

- The “glue” of the digital home
- Supports home office work, school work, and gaming
- Enables simultaneous Internet access
- Provides sharing of equipment and digital content
- Connects the home for productivity and enjoyment



STRUCTURED WIRING

- The communications “backbone” for all home technologies
- Lays the foundation to distribute signals and services
- Enables all technology subsystems to function throughout the home
- Provides for future technologies and enhancements
- Raises home value

LIGHTING CONTROL

- The “director” of whole house lighting
- Provides easy and automatic control with scenes, timers, sunrise/sunset and events
- Enables gradual adjustments of lighting levels
- Improves aesthetics with sleek, attractive switches
- Enhances ambience and conserves energy

SECURITY, HEALTH, AND SAFETY

- The “sentinel” of well-being
- Monitors activity, temperature, and environmental hazards
- Provides notification of conditions that require immediate attention
- Improves the health aspects of the living environment
- Protects property and loved ones

ENVIRONMENT AND ENERGY MANAGEMENT

- The “monitor” of environmental quality
- Manages energy conservation based on occupancy, time, and weather
- Provides comfortable surroundings
- Integrates with other subsystems
- Saves energy and money

BUILD YOUR FUTURE ON A SOLID FOUNDATION

