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## Savant Starts Touting its Ties to Mac

Savant is now promoting its Mac OS X Leopard-based platform since "dealers started to embrace the power of Apple."

Feb. 07, 2008 — by [Julie Jacobson](#)

Savant Systems is finally exploiting its Apple connection —not just for technology but for marketing as well.

From Savant's most recent ad in *CE Pro* magazine:

The new era of home control and automation has begun. With RacePoint Blueprint™, Savant has defined the modern age of home automation with an intelligent, open-programmable architecture leveraging the most revolutionary media products from Apple.®



The Apple reference may seem a little meager, but it's a big deal for Savant, which has always seemed a little shy about broadcasting its [ties to Apple](#).

The company uses the Mac OS X Leopard platform for its Rosie line of home control systems. Most Savant products feature Apple guts – Mac Minis, Mac Pros, MacBooks, etc.—so the products support iTunes and other Mac services natively. Likewise, Mac devices like the [iPhone interact seamlessly with Savant](#) automation systems.

The system is a blessing to Mac lovers.

When I first learned about the Mac connection in the early days, I was beaming. I haven't owned a Mac product for about 10 years now (OK, I just got an iPod), but I know that many integrators are enamored of the platform.

I also know that no other key player in the home automation business uses the Mac OS as the foundation of its product line. What an edge for Savant!

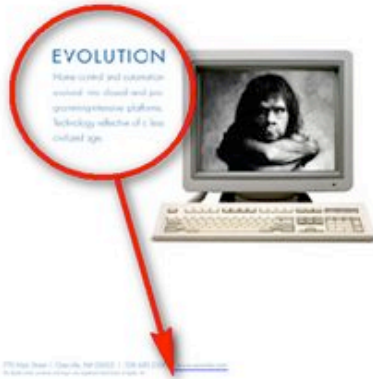
When I said as much to founder Jim Carroll back when, he demurred. I've always kind of wondered why.

Today, Savant's Craig Spinner says the company had been "unsure about the response we would receive with the CE community."

All of that has changed, however. "Once dealers started to embrace the power of Apple, we would be remiss not to promote the "fruit,"" Spinner says.

# savANT

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## EVOLUTION

Home control and automation evolved into closed and programming-intensive platforms. Technology reflective of a less civilized age.

## REVOLUTION

The new era of home control and automation has begun. With RacePoint Blueprint™ Savant has defined the modern age of home automation with an intelligent, open-programmable architecture leveraging the most revolutionary media products from **Apple®**

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