

FOR IMMEDIATE RELEASE**Firefly Design Group Contact:**

Ron Callis
President
Tel: (305) 335-2861
Email: ron@firefly-designgroup.com

Media Contact:

Len Safhay
Marketing Matters
Tel: (954) 925-1511
Email: len@marketingmatters.net

Firefly Design Group to Expand Operations

Innovative provider of integrated technology systems design, engineering and documentation to make services available on a limited basis in Manhattan & London

HOLLYWOOD, FL. – March 6, 2008

The Firefly Design Group, the leading provider of design, process and engineering services to the electronics custom installation, integration and specifier industry, announced today that it will be expanding into two new key markets: Manhattan, NYC and London, England.

Firefly's current integration and specifier partners are based in South Florida, The Caribbean, and Las Vegas and have been responsible for the creation of some of the most elaborate, complex home entertainment and automation systems in the world.

“As part of our business model, we will only work with one or two carefully selected partners in each market we enter. A significant part of what we bring to the table is a level of documentation and presentation that is absolutely the finest in the world, and by deliberately limiting ourselves within each market our partners are assured that they will be thoroughly differentiated from their competition”, said Ron Callis, Firefly's president and founder.

Callis continued, “Our goal is to create true win-win situations with our integration and specifier partners. We provide value added services covering the entire project lifespan. Our typical integration partner is an experienced, CEDIA affiliated company with an appreciation for teamwork and ‘out of the box’ thinking. Ultimately, Firefly Design Group is concerned with servicing and upgrading the *processes* of our industry rather than simply providing documentation service to the individual integrator.”

Firefly Design Group provides services to both integrators, responsible for the actual execution of the project, and specifiers – typically upscale architecture, interior design or construction firms. Firefly provides services and creates tools that enhance their respective organizations' operational efficiency, elevate their corporate image and increase profitability by eliminating the bottlenecks created by time-consuming proposal generation thus allowing them to concentrate on their core areas of expertise.

Services to integrator partners include:

- Proposal generation with detailed product specifications for all low-voltage disciplines
- Construction drawings for all low-voltage disciplines
- Line diagrams indicating signal flow
- Rack configuration drawings
- Detailed assembly drawings reflecting construction needs for cabinetry and special installation applications
- BTU calculations for coordination with HVAC requirements
- Tools for efficient programming estimation and completion
- Tools for business management and analysis
- Tools for project management and installation streamlining
- Artistic renderings of architectural spaces
- Custom touch panel template creation

To address the special needs of their specifier partners, Firefly Design Group concentrates on educating and assisting the non-integration company through their entire technology experience. Firefly serves as their technology specialist to develop the necessary specification and supporting documentation to facilitate the following:

- Scope of work generation
- System design and specification package
- Customer expectation management
- Project budget development
- Contractor selection

About Firefly Design Group:

Firefly Design Group specializes in the design, engineering and documentation of high-end integrated technology systems including, but not limited to, single room entertainment systems, audio and video distribution systems, lighting control systems, phone and data networks, security and surveillance camera systems and other low-voltage controlled sub-systems utilized in today's construction market.

Located in Hollywood, Florida, they provide services that include systems design, engineering documentation, proposal creation, touch panel template creation, and artistic renderings. Projects run the gamut from simple entertainment systems to complex, fully integrated and automated management systems.