



60 seconds with... Dominique Rigolet

Who are you?

Dominique Rigolet, owner of Audire. I'm a former industry executive who changed his professional life to build a small company from scratch five years ago; a father of two; an avid skydiver with more than 1,200 jumps; a Rod Stewart fan for the past 35 years; a man with a passion for classic opera, baroque music and films, and a technology geek. I'm also a very French character with a love of good food and good wines, but someone who appreciates American entrepreneurship, British courage and German professionalism. I learn from others everyday, Audire means 'to listen' in Latin.

What's your favourite project and why?

The last one we did in Paris. Technology-wise, it was a challenge (some would say a nightmare) but we did it! Raising the bar, going higher and finalising the project is always a pleasure. But all of us at Audire still remember the large home cinema we did in Lebanon last year, a finalist in the 2007 CEDIA Awards. It was a new step for the company which has helped us obtain new spectacular and large projects.

Which custom installation technology do you consider the most important today and why?

Going IP is key. Imagine a home automation installation or a home theatre with every device IP connected: you can imagine new ways for systems maintenance, even remote ones, maybe some kind of recurrent revenue which would be helpful in a complete custom world. I am amazed by the influence technology can have on such a small industry.

is the only way to go what with all the challenges we have to go through in order to provide our clients with stable and also 'evolution capable' solutions

What's the biggest issue for custom installation businesses today?

Strategic positioning. In France, custom installation is an emerging 'service' with some big suppliers and installation companies, all of them doing great things, but all of them generally quite small. The hope here is that, maybe, in the next few years some industry pioneers will be able to organise our process in a way which will become a significant size. Some companies will remain small but highly specialised, similar to a luxury brand. But maybe I'm wrong, we shall have to see!

If there was one thing you could change in the industry what would it be?

Definitely the lack of professionalism from some members of the industry, they provide customers with unfinished and unstable products. This attitude reflects a lack of maturity and at the end of the day it is costly for everybody.

If you weren't in custom installation, what would you like to be doing and why?

It's a privilege to build installations because it's providing items for people to enjoy their free time with. We've experienced the reward of a job well done and the smile of the client, which isn't a bad feeling at the end of the day. So, actually I'm happy with what I am doing right now, I wouldn't be doing anything else.

"I'm someone who appreciates American entrepreneurship, British courage and German professionalism"

What's your company and where is it based?

Audire is a small company, located in the heart of Paris. It's focused on home automation but has a clear emphasis on very high end home cinemas. We are focused on design and added value. We subcontract a great part of our installation activity to very experienced freelancers.

How did you get into the industry?

As can probably be guessed, it was mainly due to a personal passion for good sound and technology.

What's your favourite film?

I don't have very sophisticated tastes because I need to rest and have fun like other people on this planet! Favourites would include the last James Bond film, 'Star Wars', 'Taxi', but also 'Gaspard Hauser Enigma' and 'Les Tontons Flingueurs'. These would be the first ones which spring to mind; I don't like violent films and other films like that.

What's your favourite album?

Rod Stewart's 'Gasoline Alley', 'Les Motets de Galuppi' with Veronique Gens and Gerard Lesne and 'Marian Cantatas and Arias' with Anne-Sofie von Otter, which is so elegant.

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How long have you been a CEDIA member?

Since 2005.

Why did you join CEDIA?

I think the aim of CEDIA of ensuring high quality and having recognised certification is a huge benefit, it's also great because members can exchange ideas and help each other. This

