

PIXIE

CROFT BRIGHTON RESIDENCE

CASE STUDY

Contemporary Industrial Excellence with SAL PIXIE



HIGH-END RESIDENTIAL



MELBOURNE, AUSTRALIA

THE PROJECT



The Brighton project is a testament to meticulous planning and architectural vision. Spanning an eight-year journey—two years of sourcing, two years of design, and a four-year precision build—this residence was created as the “forever home” for Ramsay Croft, Director of Croft Developments, and his family. The aesthetic is contemporary industrial, balancing raw textures with high-end luxury.

The scale of the home is vast, featuring five main bedrooms plus a guest suite, with each room serviced by its own private ensuite. The floor plan is designed for a family to grow into over two decades, featuring a main living hub attached to a designer kitchen, a separate lounge overlooking the pool, and a sprawling downstairs entertainment zone. This lower level includes a games room with a pool table, a professional-grade F1 simulator, and a large, glass-fronted wine cellar that serves as a visual centerpiece.

Further elevating the lifestyle offering is a six-car gallery-style garage, dual office spaces for remote professional work, a full-scale home gym including a steam room and sauna, and a state-of-the-art home cinema.

Contemporary Industrial Masterpiece

Melbourne CBD



PROJECT CHALLENGES

Overcoming Physical Infrastructure Limits

The primary challenge of this project was the “moving target” of design requirements in a high-end build. A prime example occurred during the external landscaping phase: after all garden lighting conduits had been installed and wired, Ramsay asked Rohan to add additional switch positions for external wall lights and dedicated provisions for Christmas lighting.

In a traditional installation, this would have been a catastrophic request; the existing conduits were at capacity, leaving no room to pull the additional switch-line cables required to reach the main switchboards. In a home with such rigid contemporary industrial finishes, retrofitting new conduits was not an option.

Furthermore, with a property of this magnitude, a standard Wi-Fi-based automation system would have required an enterprise-grade IT infrastructure to manage hundreds of individual devices, creating a “clogged” home network and a constant maintenance burden for the family.



SOLUTIONS

The Power of the Bluetooth Mesh

To solve the garden lighting crisis, Rohan utilised the inherent power of the PIXIE Bluetooth mesh. Instead of pulling new cables through saturated conduits, Rohan simply installed PIXIE Dual Channel Relays in the garden area. By picking up local power and “binding” the devices to the existing mesh, he created new switch lines instantly without a single centimetre of additional cabling back to the board.

Network Integrity & Ease of Management:

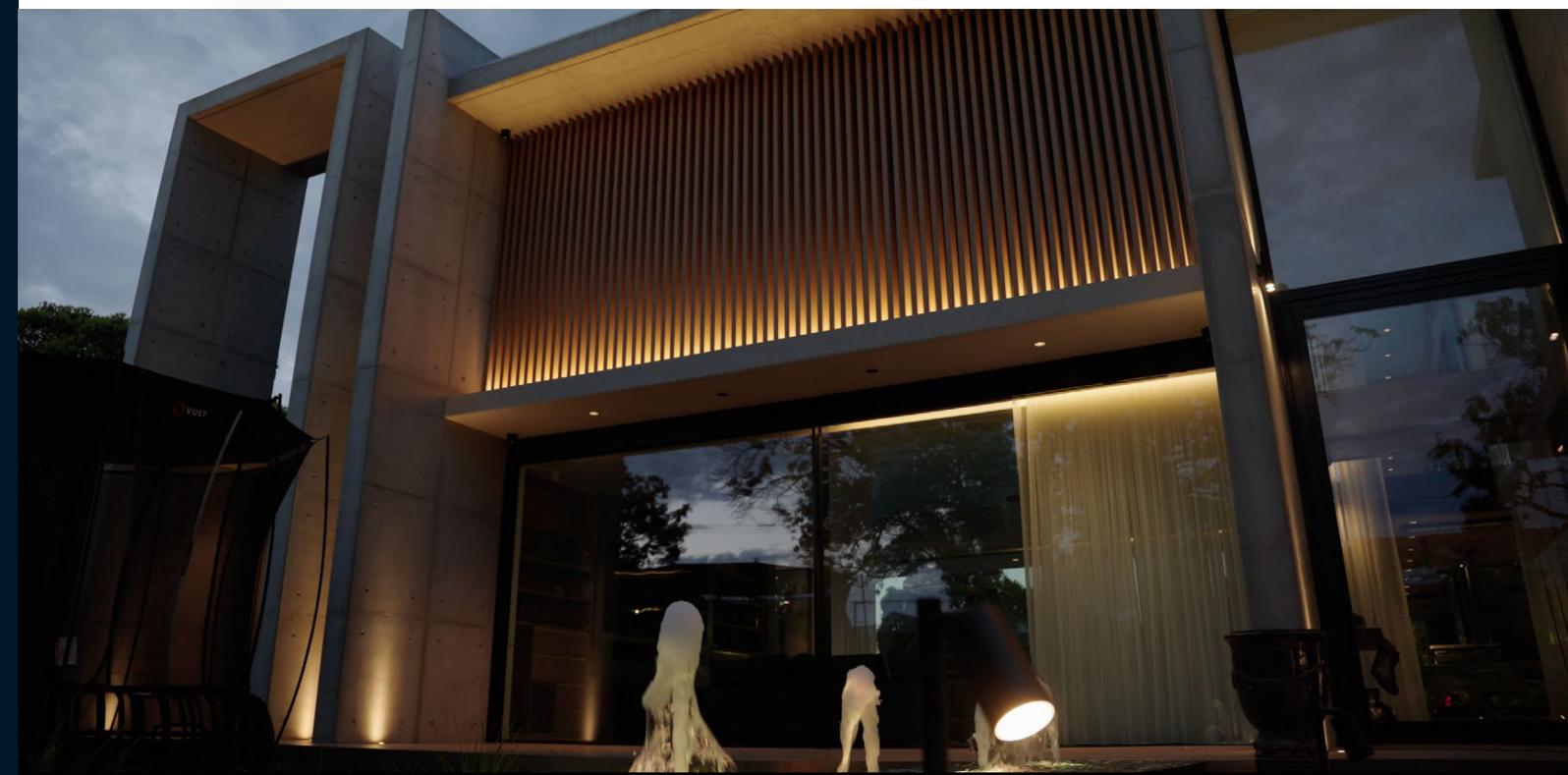
Unlike Wi-Fi-dependent systems that place every smart bulb and switch on the home’s primary data network, PIXIE operates on its own dedicated Bluetooth network.

- **Minimized Network Traffic:**

In this massive project, only the 3 x PIXIE Gateways and 9 x Touch Panels reside on the home Wi-Fi network.

- **Self-Sustaining Infrastructure:**

The remaining devices communicate device-to-device via mesh. This removes the need for complex, managed network infrastructure and dedicated IT support, ensuring the system remains fast, responsive, and easy for the family to manage.



IMPLEMENTING PIXIE



A System for Every Generation

The implementation focused on both the “Wow” factor and daily functionality. Through the PIXIE Plus app, the family gains full control via a single interface, while physical secondary switches provide tactile control in high-traffic areas.

Key Scenes & Visual Highlights:

- **The Grand Entrance:**

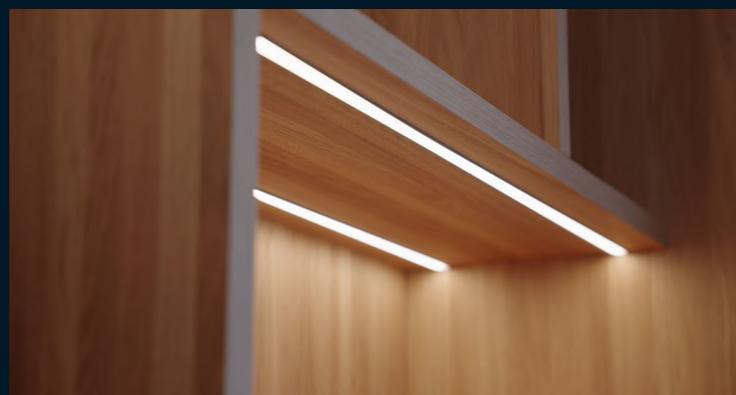
The main staircase features a stunning designer chandelier as a focal point. Rohan integrated RGB strip lighting under the glass balustrades, allowing the glass to be bathed in multi-colour wonder at night, creating a striking architectural statement.

- **The Cinema Experience:**

The home cinema is “something to behold,” featuring a bespoke “starry night” ceiling and precision-placed LED strips that transition the room from a social space to an immersive theatre with one touch.

- **Safety & Wellbeing:**

Drawing from Croft’s aged-care expertise, Human-Centric Lighting shifts the home from energising morning light to warm, melatonin-safe amber tones in the evening.



RESULTS

A Future-Proof Legacy & Professional Partnership

The result is a Brighton landmark that functions with the precision of a commercial facility and the warmth of a family home.

- **Seamless Handover:**

Rohan remains on-site for final refinements but has officially handed over full control of the PIXIE Plus app to Ramsay. This transition was made effortless by the intuitive nature of the interface, allowing the homeowner to begin personalising his environment immediately.

- **Direct Engineering Support:**

Ramsay, pushing the PIXIE system to its absolute limits, is currently in direct contact with the Sydney-based SAL engineering team. This unique, fluid collaboration allows for real-time problem-solving and the development of bespoke solutions for edge-case scenarios that have never been encountered before.

- **Vendor Commitment:**

SAL stands as the only vendor in the Australian market with this level of hands-on commitment to their product, ensuring that the foundation of PIXIE's success is built on the actual outcomes and feedback of high-stakes projects like the Croft residence.





PROJECT HIGHLIGHTS

- **8-Year Journey:**
A masterclass in patient, high-end residential development.
- **Conduit-Free Expansion:**
Solving "impossible" late-stage changes using PIXIE Dual Channel Relays and local power.
- **Visual Showpieces:**
Multi-colour RGB glass balustrades, a grand staircase chandelier, and an immersive "starry night" cinema room.
- **Clean Network Design:**
Only 12 IP devices on the network, keeping the home Wi-Fi fast and dedicated to the family's use.
- **Unmatched Technical Support:**
A tiered support structure including on-the-ground local support and direct access to the Sydney-based SAL Engineering team.

 **SAL**
PXIE