

# CEPro

INTEGRATION | AUDIO/VIDEO | NETWORKING | CONTROL | CONVERGENCE

## CEPro BRAND ANALYSIS

Breaking down the most used brands by the 2010 CE Pro 100.

### Audio

Architectural Speakers  
Freestanding Speakers  
Pre/Pros & Amplifiers  
CD Players  
Multiroom Audio  
A/V Receivers

### Video

RPTVs                      FPTVs  
Projectors                Screens  
DVD Players              Flat-Panel TVs  
Outdoor A/V              Media Servers  
Satellite Entertainment  
Video Processors/Scalers

### Home Enhancements

Racks  
Remote Controls  
Power Conditioning/Surge  
Protection  
A/V & Specialty Cabling  
Mounts/Lifts  
Back Office Software  
Structured Wiring  
Central Vacuum  
Intercom Systems  
Acoustical Treatments  
Furniture  
Seating

### Control & Automation

Whole-House Automation  
HVAC/Energy Management  
Lighting Control  
IR Distribution  
Window Coverings  
Alternative Energy  
Security

### Computing & Networking

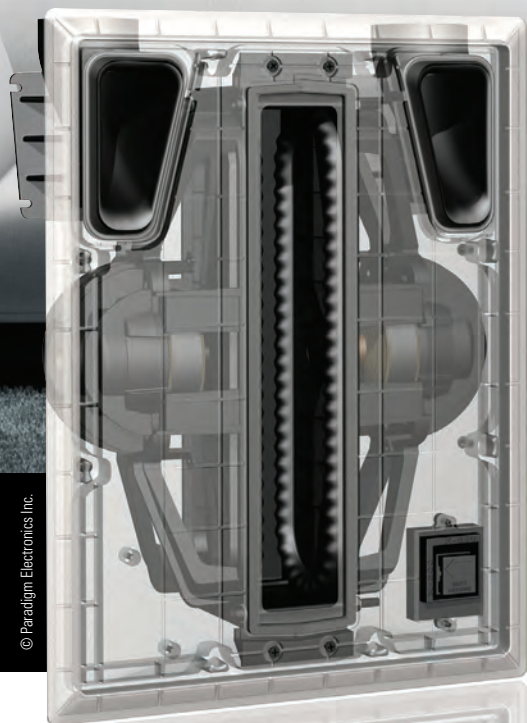
Networking  
Computers  
Telecommunications

Sponsored by:

**Paradigm<sup>®</sup>**

# An In-Wall Sub That Will Rock Their World, Not Their Walls

Finally, a subwoofer that delivers REAL 'Reference' quality bass performance, **Paradigm® Reference quality**, without tearing your customer's walls to shreds.



© Paradigm Electronics Inc.

## RVC-12SQ BIG BASS – with no floor space

Vibration Cancellation Design Architecture: Woofers fire in phase, in opposite directions, resulting in a physical cancellation of wall vibrations



**PBK**<sup>™</sup>  
R E A D Y



**PARADIGM REFERENCE**

From the **#1 Loudspeaker Brand ...**

Serious high-output subwoofers produce real energy and lots of it. But the kind of bass that rocks one's soul could never go inside a wall ... until now! Unlike other in-wall subs that don't produce serious bass so vibrational energy isn't an issue, the **RVC-12SQ** is like a dog off the leash! Free from the constraints of conventional in-wall technology, boasting dual state-of-the-art 14" drivers in a cutting-edge **vibration-canceling design architecture**, it's free to dig deeper for new levels of soul-stirring bass while chasing new heights in performance. Paired with a matching Paradigm X-amplifier and enhanced by the critically acclaimed Paradigm Perfect Bass Kit<sup>™</sup> Digital Room Correction System the RVC-12SQ delivers bass that will rock their world, not their walls.

*Paradigm X-Series amplifiers and Perfect Bass Kit<sup>™</sup> sold separately.*

For more info visit [www.paradigm.com](http://www.paradigm.com)

Paradigm is #1 in Price/Value. *Inside Track* annual independent nationwide survey of consumer electronics specialist retailers and custom installers.

# Where BRAND LOYALTY Lies

This year's version of the *CE Pro 100* Brand Analysis shows the industry's 100 highest-revenue-earning companies consolidating brands. *by Robert Archer*

**W**HO DOESN'T LOVE STATS? In this case, probably the manufacturers that didn't crack the *CE Pro 100* category-by-category brand analysis.

Each year, after compiling data for our *CE Pro 100* list of the industry's highest installation revenue earning installers (*May 2010, p.49*), we tabulate the brands those companies use in each product category.

What follows is a breakdown of the brands *CE Pro 100* integrators say they use in each product category. Anecdotally, it appears that installers streamlined their vendor relationships. Many also sought revenue opportunities in new categories like LED lighting, energy and commercial installations. Additionally, many *CE Pro 100* companies turned to market leaders like Apple, Crestron, B&W, Kaleidescape and Middle Atlantic to help bolster their revenue streams.

For brand listings beyond the top five in each category, go to [www.cepro.com](http://www.cepro.com).

More LED lighting is being incorporated into theaters and other home areas these days.



RANDALL CORDERO

## Audio 57

- Architectural Speakers
- Freestanding Speakers
- Pre/Pros & Amplifiers
- CD Players
- Multiroom Audio
- A/V Receivers

## Video 57

- RPTVs
- FPTVs
- Projectors
- Screens
- DVD Players
- Video Processors/Scalers
- Satellite Entertainment
- Flat-Panel TVs
- Outdoor A/V
- Media Servers

## Home Enhancements 59

- Racks
- Remote Controls
- Power Conditioning/Surge Protection
- A/V & Specialty Cabling
- Mounts/Lifts
- Back Office Software
- Structured Wiring
- Central Vacuum
- Intercom Systems
- Acoustical Treatments
- Furniture
- Seating

## Control & Automation 60

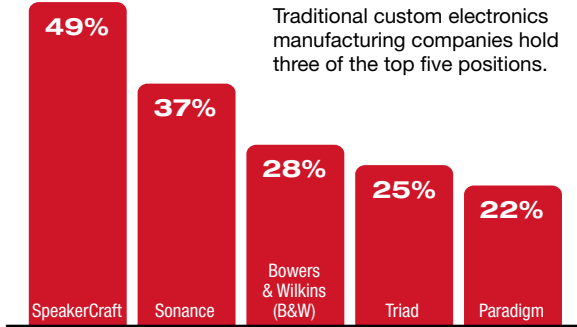
- Whole-House Automation
- HVAC/Energy Management
- Lighting Control
- IR Distribution
- Window Coverings
- Alternative Energy
- Security

## Computing & Networking 62

- Networking
- Computers
- Telecommunications

**Architectural Speakers**

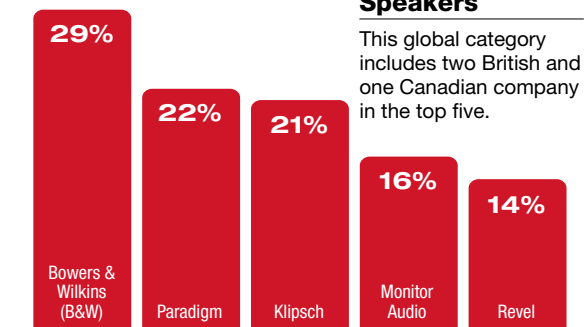
Traditional custom electronics manufacturing companies hold three of the top five positions.



Klipsch . . . . . 20	Bay Audio . . . . . 3	Velodyne
Niles . . . . . 13	Bose . . . . . 3	Acoustics . . . . . 2
James	Focal (Audio Plus	BG Radia . . . . . 1
Loudspeaker . 10	Services) . . . . . 3	California Audio
Boston	RBH Sound . . . . . 3	Technology
Acoustics . . . . . 8	Tannoy . . . . . 3	(CAT) . . . . . 1
Elan Home	Control4 . . . . . 2	Leon Speakers . . 1
Systems . . . . . 7	Current Audio . . 2	Meridian Audio . . 1
Monitor Audio . . 7	Definitive	NHT (Now Hear
Revel . . . . . 6	Technology . . . . 2	This) . . . . . 1
Sony . . . . . 5	Dynaudio . . . . . 2	NuVo
Stealth . . . . . 5	JBL . . . . . 2	Technologies . . 1
Atlantic	Legrand . . . . . 2	Polk Audio . . . . . 1
Technology . . . . 4	PSB . . . . . 2	Russound . . . . . 1
Genelec . . . . . 4	Snell Acoustics . 2	Sound Advance . 1
Jamo . . . . . 4	Sunfire . . . . . 2	Yamaha . . . . . 1
Snap AV . . . . . 4	Totem Acoustic . 2	
TRUAudio . . . . . 4		

**Freestanding Speakers**

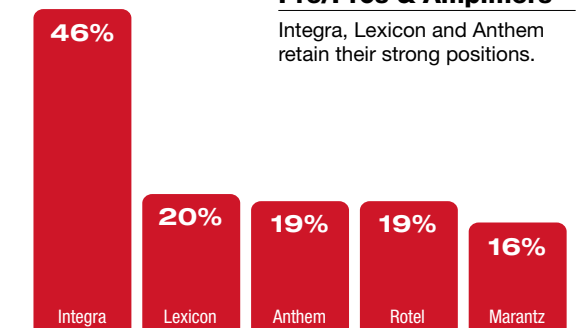
This global category includes two British and one Canadian company in the top five.



Triad . . . . . 13	Sonus faber . . . . 5	TRUAudio . . . . . 2
Focal . . . . . 11	Bay Audio . . . . . 4	Artison . . . . . 1
SpeakerCraft . . 10	Jamo . . . . . 4	BG Radia . . . . . 1
Boston	PMC . . . . . 4	California Audio
Acoustics . . . . . 9	RBH Sound . . . . 4	Technology
Canton . . . . . 7	Bose . . . . . 3	(CAT) . . . . . 1
Meridian . . . . . 7	Dynaudio . . . . . 3	Current Audio . . 1
JBL . . . . . 7	Leon Speakers . . 3	LSA Group . . . . . 1
Definitive	PSB . . . . . 3	McIntosh . . . . . 1
Technology . . . . 6	Sunfire . . . . . 3	NHT (Now Hear
Sonance . . . . . 6	Tannoy . . . . . 3	This) . . . . . 1
Genelec . . . . . 5	Vienna Acoustics. 3	NuVo
James	Wilson Audio . . . 3	Technologies . . 1
Loudspeaker . . 5	KEF . . . . . 2	THIEL Audio . . . 1
MartinLogan . . 5	Niles . . . . . 2	Yamaha . . . . . 1
Totem Acoustic . 5	Polk Audio . . . . . 2	
Snell Acoustics . 5	Snap AV . . . . . 2	

**Pre/Pros & Amplifiers**

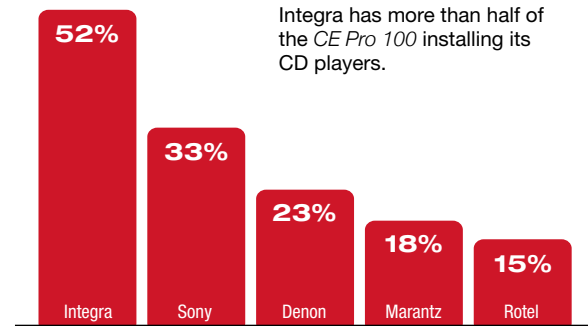
Integra, Lexicon and Anthem retain their strong positions.



Denon . . . . . 15	Arcam . . . . . 4	Ashly . . . . . 1
Krell . . . . . 12	Yamaha . . . . . 4	Bose . . . . . 1
McIntosh . . . . . 12	ADA . . . . . 3	Control4 . . . . . 1
Classe . . . . . 11	Onkyo . . . . . 3	Halcro . . . . . 1
JBL . . . . . 10	Bryston . . . . . 2	NuForce . . . . . 1
Sunfire . . . . . 8	Cary Audio . . . . 2	Simaudio . . . . . 1
Crestron . . . . . 7	Niles . . . . . 2	Theta Digital . . . 1
Meridian . . . . . 7	Parasound . . . . 2	
NAD . . . . . 6	Pioneer . . . . . 2	
B&K Components . 5	Sony . . . . . 2	
Mark Levinson . . 5	SpeakerCraft . . . 2	

**CD Players**

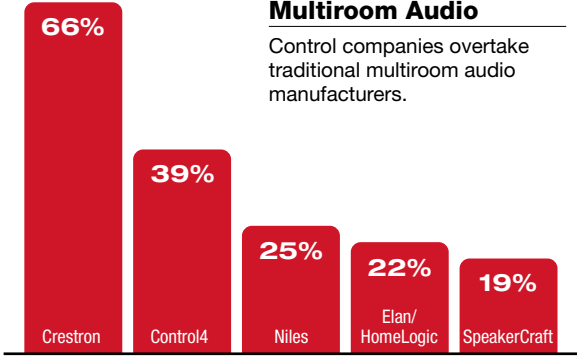
Integra has more than half of the CE Pro 100 installing its CD players.



Yamaha . . . . . 12	Arcam . . . . . 2	Lexicon . . . . . 1
McIntosh . . . . . 5	Classe . . . . . 2	LG . . . . . 1
Pioneer . . . . . 5	JVC . . . . . 3	Samsung . . . . . 1
NAD . . . . . 4	Teac . . . . . 2	Simaudio . . . . . 1
Krell . . . . . 3	Escient . . . . . 1	

**Multiroom Audio**

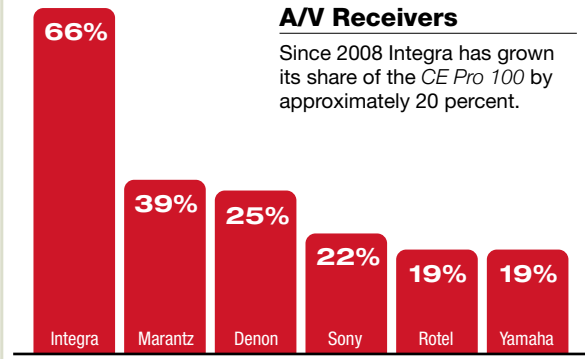
Control companies overtake traditional multiroom audio manufacturers.



Russound . . . . . 16	Yamaha . . . . . 3	Key Digital . . . . . 1
AMX . . . . . 12	Aton . . . . . 2	Knoll . . . . . 1
Sony . . . . . 8	Bose . . . . . 2	NeoPro . . . . . 1
ADA . . . . . 6	Integra . . . . . 2	NetStreams . . . . . 1
NuVo	Nexus . . . . . 2	Legrand . . . . . 1
Technologies . . 6	ReQuest . . . . . 2	Revel . . . . . 1
Sonance . . . . . 5	Audio Authority . 1	RTI . . . . . 1
Sonos . . . . . 5	Avocation	Snap AV . . . . . 1
B&K	Systems . . . . . 1	TOA . . . . . 1
Components . . . 4	Denon . . . . . 1	Vaux . . . . . 1
AudioControl . . . 3	Extron . . . . . 1	
Savant . . . . . 3	Gefen . . . . . 1	

**A/V Receivers**

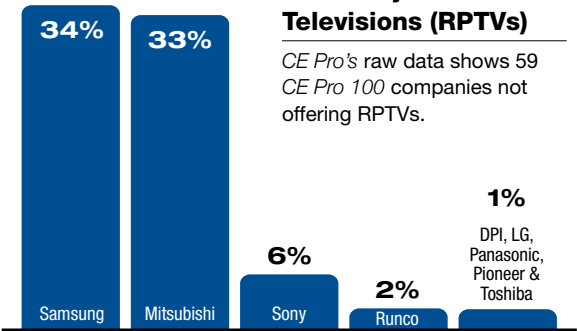
Since 2008 Integra has grown its share of the *CE Pro 100* by approximately 20 percent.



Onkyo . . . . . 12	Sunfire . . . . . 4	Control4 . . . . . 1
Pioneer . . . . . 10	Classe . . . . . 2	McIntosh . . . . . 1
Lexicon . . . . . 7	AudioControl . . . 1	Meridian . . . . . 1
NAD . . . . . 7	B&K	SpeakerCraft . . . 1
Anthem . . . . . 4	Components . . . 1	
Arcam . . . . . 4	Cambridge	
Crestron . . . . . 4	Audio . . . . . 1	

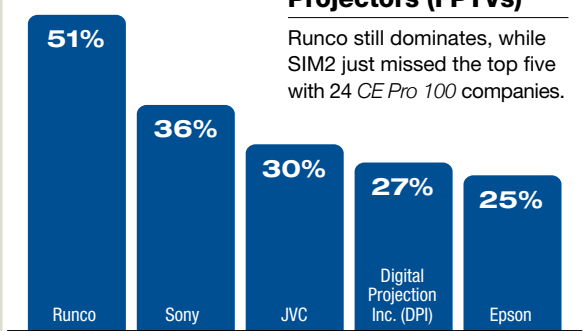
**Rear-Projection Televisions (RPTVs)**

*CE Pro's* raw data shows 59 *CE Pro 100* companies not offering RPTVs.



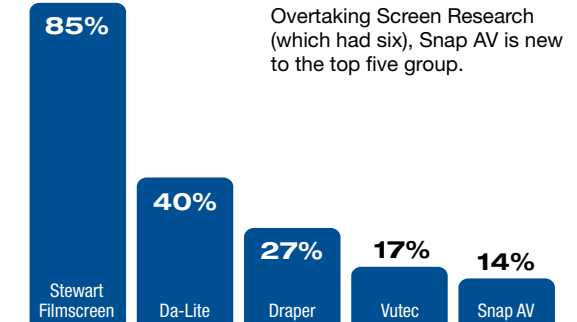
**Projectors (FPTVs)**

Runco still dominates, while SIM2 just missed the top five with 24 *CE Pro 100* companies.



**Projection Screens**

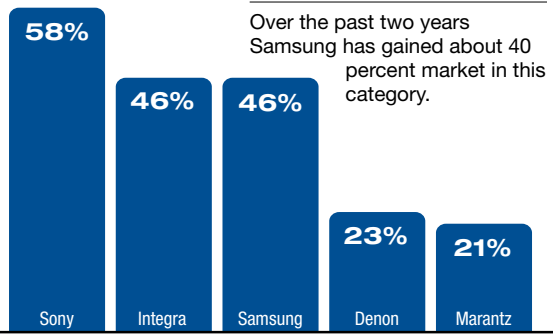
Overtaking Screen Research (which had six), Snap AV is new to the top five group.



SIM2 . . . . . 24	Panasonic . . . . . 4	Hitachi . . . . . 2
Marantz . . . . . 15	Anthem . . . . . 3	NEC . . . . . 2
Mitsubishi . . . . 13	Wolf Cinema . . . 3	Projectiondesign . 2
Optoma . . . . . 9	BenQ . . . . . 2	InFocus . . . . . 1
Sharp . . . . . 6	Christie . . . . . 2	Meridian . . . . . 1
Screen Research . . . 6		
Screen Innovations . . 5		
Elite Screens . . . . . 2		
Screen Excellence . . 1		

### Blu-ray/DVD Players

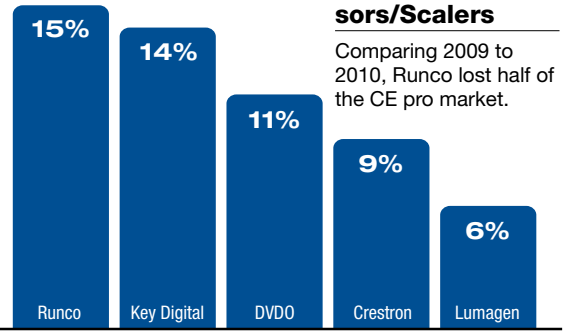
Over the past two years Samsung has gained about 40 percent market in this category.



LG . . . . . 18	Oppo . . . . . 3	Lexicon . . . . . 1
Pioneer . . . . . 14	Arcam . . . . . 2	Meridian . . . . . 1
Yamaha . . . . . 7	Onkyo . . . . . 2	NAD . . . . . 1
Panasonic . . . . . 6	Bose . . . . . 1	Russound . . . . . 1
Rotel . . . . . 6	Cambridge Audio . . . . . 1	Sharp . . . . . 1
Anthem . . . . . 3	Kaleidescape . . . . . 1	

### Video Processors/Scalers

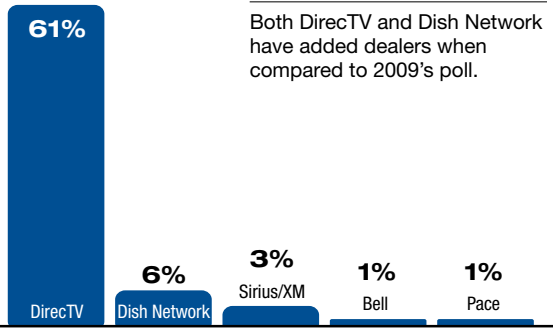
Comparing 2009 to 2010, Runco lost half of the CE pro market.



Extron . . . . . 4	Blackbox . . . . . 1	One-Task . . . . . 1
Gefen . . . . . 4	Crystal Image . . . . . 1	Radiance . . . . . 1
Anthem . . . . . 2	DirecTV . . . . . 1	RTI . . . . . 1
Digital Projection . . . . . 2	Lexicon . . . . . 1	Sony . . . . . 1
Kramer . . . . . 2	McIntosh . . . . . 1	Wolf Cinema . . . . . 1
Arcam . . . . . 1	Meridian/Faroudja . . . . . 1	
Audio Authority . . . . . 1	NuVo Technologies . . . . . 1	

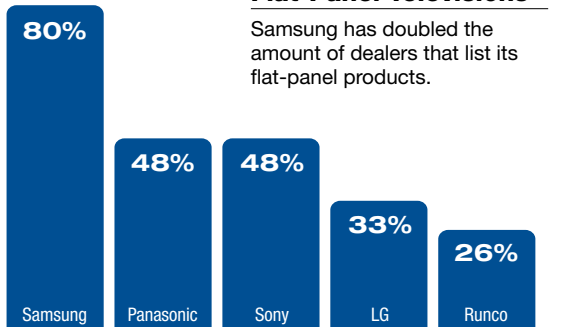
### Satellite Entertainment

Both DirecTV and Dish Network have added dealers when compared to 2009's poll.



### Flat-Panel Televisions

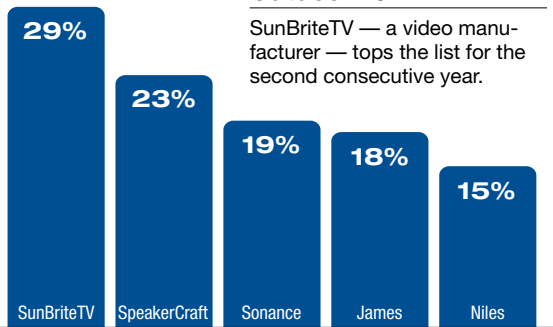
Samsung has doubled the amount of dealers that list its flat-panel products.



Sharp . . . . . 25	Mitsubishi . . . . . 12	Control4 . . . . . 1
NuVision . . . . . 20	Toshiba . . . . . 6	Marantz . . . . . 1
Pioneer . . . . . 14	Crestron . . . . . 2	

### Outdoor A/V

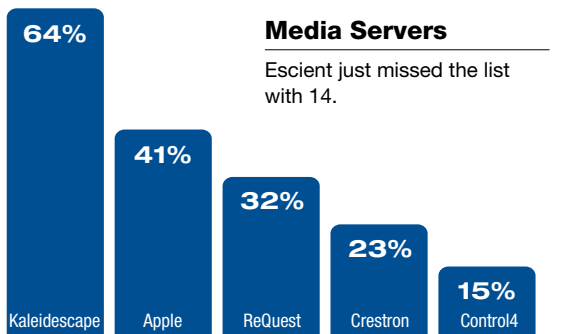
SunBriteTV — a video manufacturer — tops the list for the second consecutive year.



Klipsch . . . . . 10	Crestron . . . . . 3	JBL . . . . . 1
Rockustics . . . . . 10	RBH Sound . . . . . 3	Madison Fielding . . . . . 1
Pantel . . . . . 7	Bose . . . . . 2	Monitor Audio . . . . . 1
Bowers & Wilkins (B&W) . . . . . 6	Jamo . . . . . 2	Polk Audio . . . . . 1
Runco . . . . . 6	Terra . . . . . 2	Russound . . . . . 1
Paradigm . . . . . 5	TruAudio . . . . . 2	Suncutter . . . . . 1
Boston Acoustics . . . . . 4	AmbiSonic . . . . . 1	Tannoy . . . . . 1
Snap AV . . . . . 4	Current Audio . . . . . 1	Technomad . . . . . 1
StereoStone . . . . . 4	Elan Home Systems . . . . . 1	TIC . . . . . 1

### Media Servers

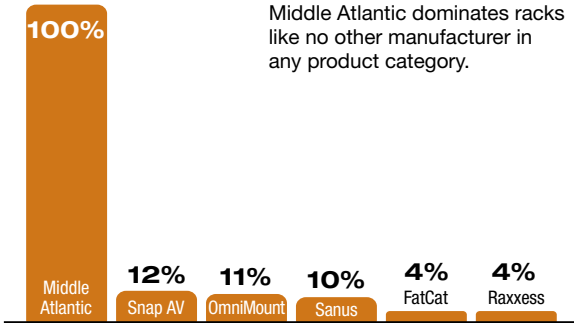
Escient just missed the list with 14.



Escient . . . . . 14	Fusion Research . . . . . 2	HP . . . . . 1
Elan Home Systems . . . . . 6	McIntosh . . . . . 2	Linn Products . . . . . 1
Custom built products . . . . . 5	NuVo Technologies . . . . . 2	Vidabox . . . . . 1
Niveus . . . . . 4	Sonos . . . . . 2	Xtream HD . . . . . 1
Vudu . . . . . 3	AMX . . . . . 1	Yamaha . . . . . 1
	Aspen Media . . . . . 1	
	Envive . . . . . 1	

**Racks**

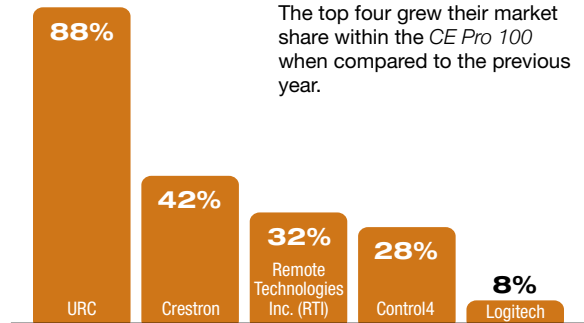
Middle Atlantic dominates racks like no other manufacturer in any product category.



Salamander . . . . .3	Bell'O . . . . .1	Diamond Case
Lovan . . . . .2	Billy Bags . . . . .1	Designs . . . . .1
Avrak . . . . .1		ICC . . . . .1

**Remote Controls**

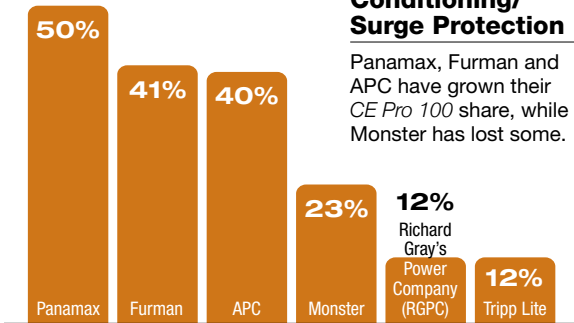
The top four grew their market share within the CE Pro 100 when compared to the previous year.



AMX . . . . .7	Elan Home	Bose . . . . .1
Nevo (Universal Remote Inc.) . . . . .6	Systems . . . . .4	Marantz . . . . .1
	Philips . . . . .4	

**Power Conditioning/ Surge Protection**

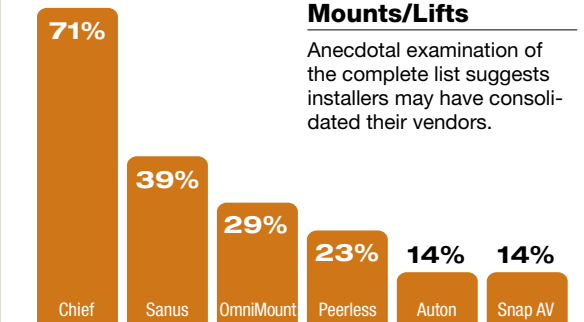
Panamax, Furman and APC have grown their CE Pro 100 share, while Monster has lost some.



Crestron . . . . .8	Tributaries . . . . .5	Nordost . . . . .1
Belkin . . . . .5	PS Audio . . . . .4	Rotel . . . . .1
Exact Power . . . . .5	SurgeX . . . . .4	Shunyata . . . . .1
Snap AV . . . . .5	Elan Home Systems 1	Transparent Audio .1

**Mounts/Lifts**

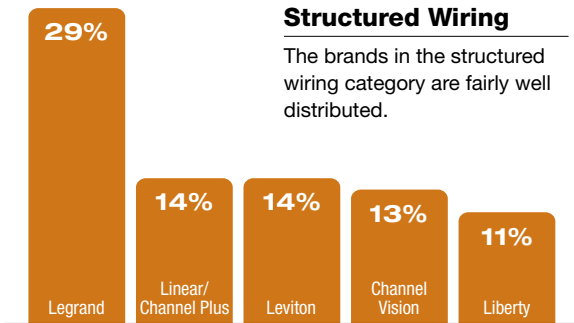
Anecdotal examination of the complete list suggests installers may have consolidated their vendors.



Electro-Kinetics . .10	Nexus 21 . . . . .3	Salamander . . . . .1
Inca . . . . .10	PDR . . . . .3	Seura . . . . .1
Draper . . . . .5	Lift It . . . . .2	Vutec . . . . .1
Premier . . . . .5	Lift Tech . . . . .2	Zuum . . . . .1
Activated Designs . .4	Media Décor . . . . .2	
ProMounts . . . . .4	TouchStone . . . . .2	

**Structured Wiring**

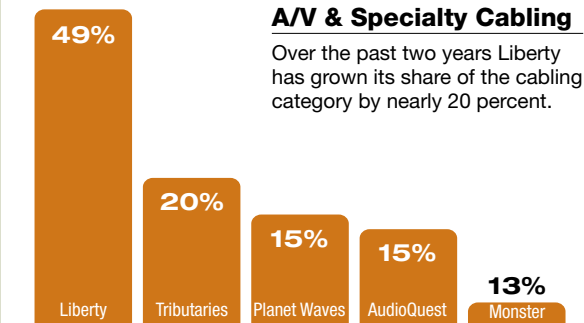
The brands in the structured wiring category are fairly well distributed.



Elan Home Systems . . . . .8	Alliance . . . . .1	Hubbell . . . . .1
GE . . . . .7	Arrow . . . . .1	ICE Cable . . . . .1
Honeywell . . . . .7	Belden . . . . .1	Linksys . . . . .1
Custom . . . . .5	Clifford of Vermont .1	Middle Atlantic . . .1
Monster . . . . .5	Contractor's Wire & Cable . .1	REX Custom . . . . .1
Tributaries . . . . .3	Crescent . . . . .1	SCP . . . . .1
Crestron . . . . .2	Direct Connect . . .1	Snap AV . . . . .1
ICC . . . . .2	Gallant & Wein . . .1	SpeakerCraft . . . .1
		Windy City Cable . .1

**A/V & Specialty Cabling**

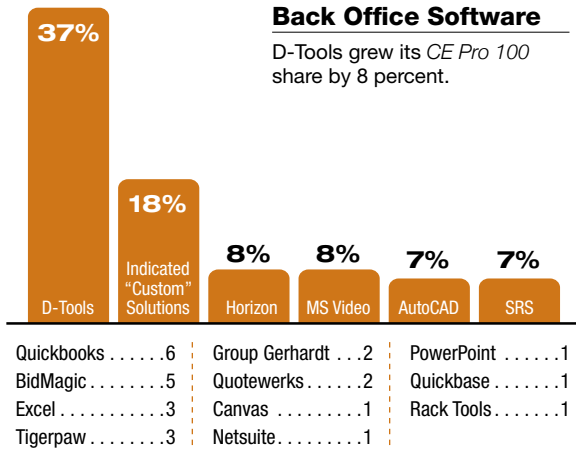
Over the past two years Liberty has grown its share of the cabling category by nearly 20 percent.



Honeywell . . . . .11	Ethereal . . . . .2	Clifford of Vermont 1
XLO/XOS/Ultralink . 9	Kimber Kable . . . .2	Contractors' Wire
Snap AV . . . . .6	Nordost . . . . .2	& Cable . . . . .1
ICE Cable . . . . .5	ProConnect . . . . .2	Custom cables . . .1
Belden . . . . .4	Transparent Audio .2	Keystone . . . . .1
MIT . . . . .4	Windy City . . . . .2	NXG . . . . .1
SCP . . . . .4	Analysis Plus . . . .1	RVI . . . . .1
Straight Wire . . . .4	Arrow . . . . .1	Wyrestorm . . . . .1
Direct Connect . . .3	Canare . . . . .1	
Alliance . . . . .2	Champion . . . . .1	

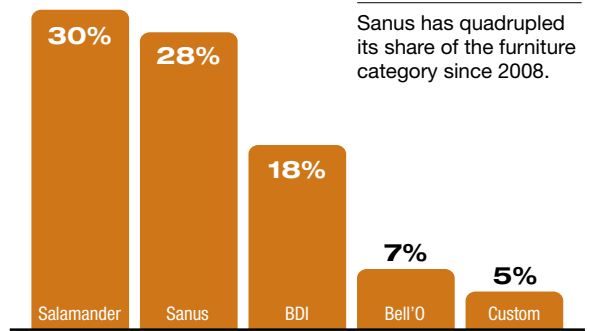
**Back Office Software**

D-Tools grew its *CE Pro 100* share by 8 percent.



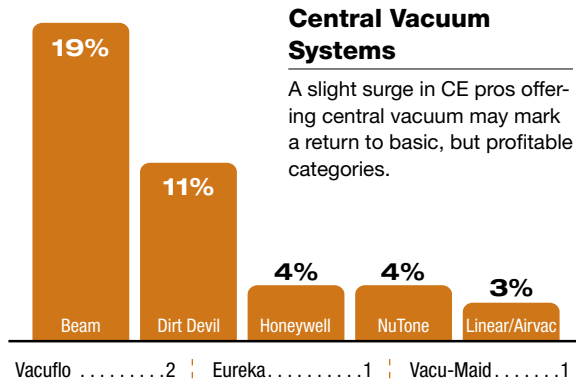
**Furniture**

Sanus has quadrupled its share of the furniture category since 2008.



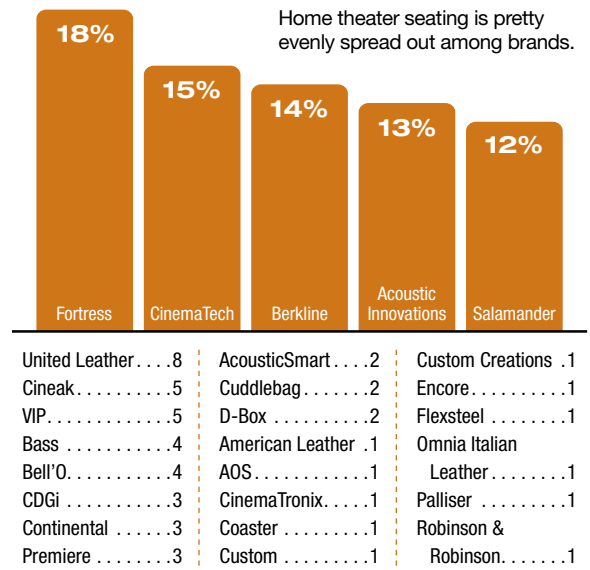
**Central Vacuum Systems**

A slight surge in CE pros offering central vacuum may mark a return to basic, but profitable categories.



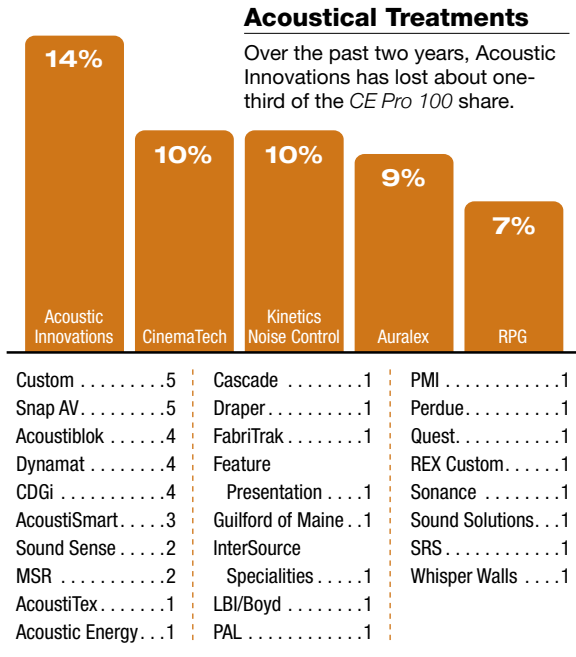
**Seating**

Home theater seating is pretty evenly spread out among brands.



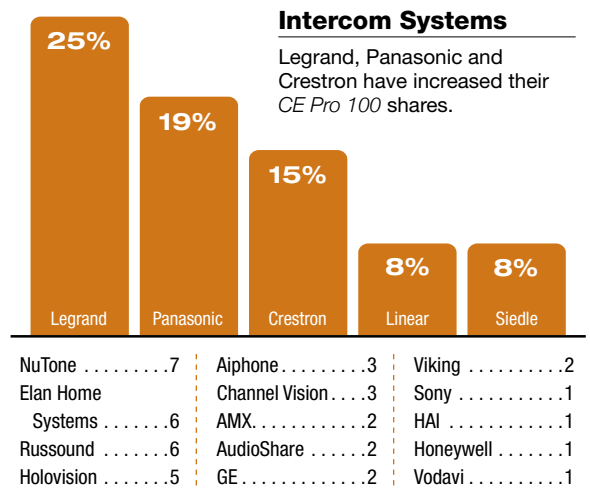
**Acoustical Treatments**

Over the past two years, Acoustic Innovations has lost about one-third of the *CE Pro 100* share.



**Intercom Systems**

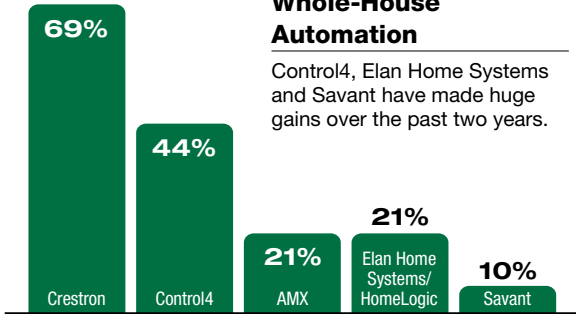
Legrand, Panasonic and Crestron have increased their *CE Pro 100* shares.





**Whole-House Automation**

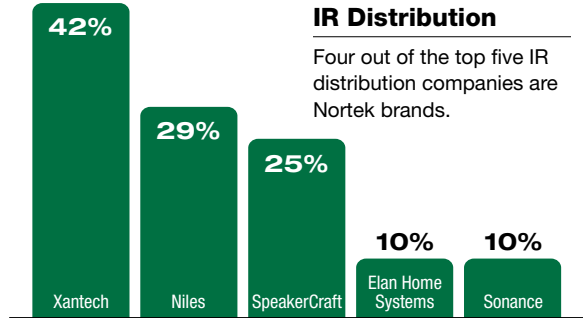
Control4, Elan Home Systems and Savant have made huge gains over the past two years.



Home Automation Inc. (HAI) . . . . .6	NuVo Technologies 2 Audio Design Associations (ADA) . . . . .1	Lutron . . . . .1
Niles . . . . .5		
Vantage Controls . .5		

**IR Distribution**

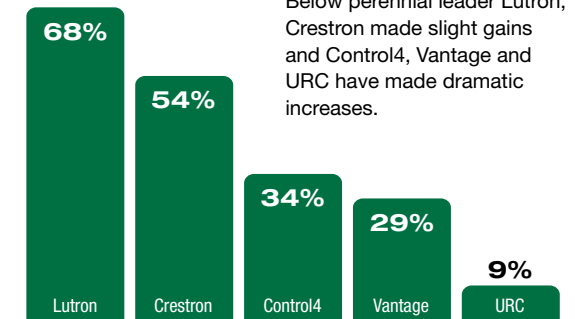
Four out of the top five IR distribution companies are Nortek brands.



Control4 . . . . .7	Channel Vision . . . .3	Remote Technologies Inc. (RTI) . . . . .2
Russound . . . . .6	Snap AV . . . . .3	
Universal Remote Control (URC) . . .4	Audioplex . . . . .2	

**Lighting Control**

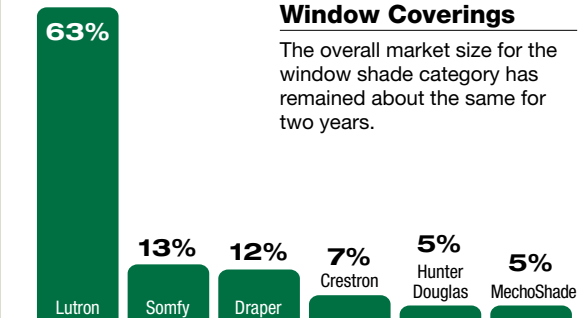
Below perennial leader Lutron, Crestron made slight gains and Control4, Vantage and URC have made dramatic increases.



Home Automation Inc. (HAI) . . . . .6	Leviton . . . . .2	Honeywell . . . . .1
LiteTouch . . . . .6	PCS . . . . .2	X-10 . . . . .1
CentraLite . . . . .2	Cooper . . . . .1	
	ETC . . . . .1	

**Window Coverings**

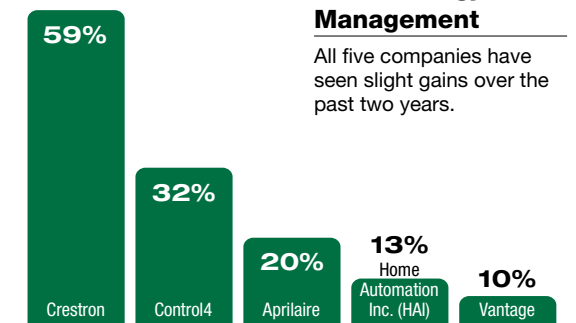
The overall market size for the window shade category has remained about the same for two years.



Solar Shading . . . .2	Honeywell . . . . .1	Vantage . . . . .1
Electric Solutions . .1		

**HVAC/Energy Management**

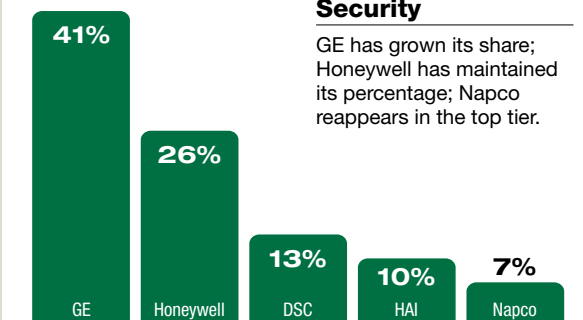
All five companies have seen slight gains over the past two years.



AMX . . . . .6	Honeywell . . . . .2	Monza Energy . . . .1
Elan Home Systems . . . .3	RCS . . . . .2	Power House . . . .1
Lutron . . . . .3	Alerton . . . . .1	Savant . . . . .1
	GE . . . . .1	

**Security**

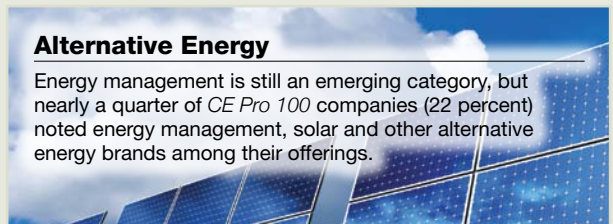
GE has grown its share; Honeywell has maintained its percentage; Napco reappears in the top tier.



Bosch . . . . .4	Panasonic . . . . .2	Mace . . . . .1
ELK . . . . .4	Sequel . . . . .2	Risco . . . . .1
Speco . . . . .4	Axis . . . . .1	Siedle . . . . .1
DMP . . . . .3	Extreme CCTV . . .1	

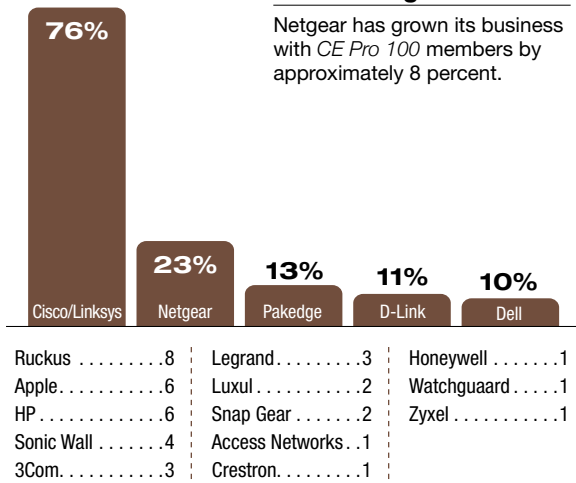
**Alternative Energy**

Energy management is still an emerging category, but nearly a quarter of CE Pro 100 companies (22 percent) noted energy management, solar and other alternative energy brands among their offerings.



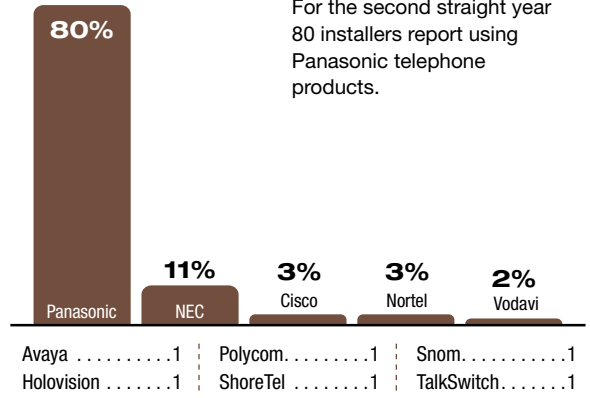
**Networking**

Netgear has grown its business with *CE Pro 100* members by approximately 8 percent.



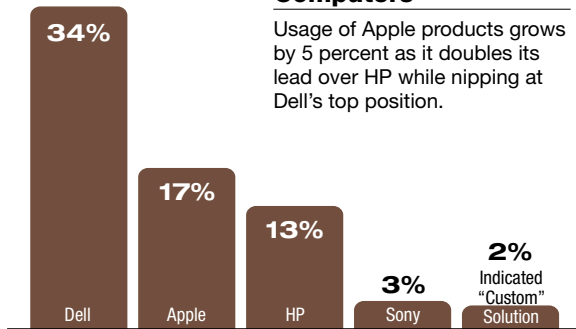
**Telecommunications**

For the second straight year 80 installers report using Panasonic telephone products.



**Computers**

Usage of Apple products grows by 5 percent as it doubles its lead over HP while nipping at Dell's top position.



# Live in Concert

only at an Independent Specialty Dealer



Shown: SA-LCR 3 speakers, LTX-500v projector

When the lights go down and Paradigm (the #1 speaker brand in Price/Value\* for 20 years!) plays in concert with Anthem (the best looking and sounding A/V processors and projectors, best-selling high-end electronics brand), you'll remember *why* your niche is high-end home theater. These two brands give you everything you need to promote, sell and profit from good picture and good sound. And they're two of the *only* brands still supporting the independent specialty dealer, exclusively!

Dollar for dollar, nothing comes close to the Price/Value offered by Paradigm and Anthem. So play to your strengths! Focus on performance. Do the great demo. And send the message: Performance matters.

\* Inside Track Annual Dealer Survey Results

Paradigm®

A N T H E M®

© Paradigm Electronics Inc.

