



CEPro

JULY 2019
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INTEGRATION
AUDIO/VIDEO
NETWORKING
CONTROL
BUSINESS

25 IMPACT PRODUCTS

Distributors dish
on key equipment
to increase sales
& installations.

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CE FEATURE

CE PRO DISTRIBUTORS GUIDE 2019

show one of more than 100 art pieces from 10 categories like landscape, architecture, wildlife, action and drawing. This way, the TV can stand alone as a faux piece of art or blend in with other pictures on the wall.

“This is a hot seller,” comments Heatly of WAVE/AVAD. “The ability to hide the TV in plain sight is enticing for both homeowners and the interior decorators with whom many integrators work.”

SKY BLUE ANTENNAS



Designed for the pro installer channel, Sky Blue Antenna says it engineered its HD antenna products to “just click” into place, with U-bolts fitted on most models so there’s “no fiddling, dropping or scratching around ... every piece is crimped and machined

to ensure a safe, trouble-free installation.”

“This is a private brand, sold only through dealers,” explains Ness of Ness Electronics. “It is built better than the competition and performs better too. Customers who have cut the cable cord are growing by leaps and bounds. We are selling more OTA antennas every day.”

SONOS BEAM



A smaller but smarter alternative to Sonos’ original Playbar soundbar, the Beam includes support for the popular voice control plat-

forms, has a multi-microphone array, plus proprietary features such as Trueplay EQ, which analyzes room characteristics and tailors the sound accordingly.

“Hands down, Sonos is a big seller. I am not sure any explanation is required,” says Heatly. “Despite low margins for dealers, this is an easy sell. The user experience is the driving factor.”

REGA PLANAR 8 TURNTABLE



The acclaimed British audio manufacturer says the stylish Planar 8 was inspired by its “ultimate” turntable model design, the Naiad.

Rega says it used advanced materials and engineering, built

around a super-lightweight plinth, and includes the new RB880 tonearm, advanced anti-vibration control and user-adjustable electronic fine speed adjustment.

AVPRO EDGE VIDEO DISTRIBUTION



HCA Distributing calls this category solution “a revelation.” AVPro Edge offers a range of products to reliably route video signals

around the home, including 18Gbps matrix switchers, HDMI and fiber-optic extenders, full-bandwidth 4K distribution amplifiers, Bullet Train 18Gbps HDMI cables and more.

“It’s a copper-based product that provides 4:4:4 HDR flawlessly, and with a host of very pertinent peripheral devices, like Atmos down-mixers, world-class HDMI test tools and more,” says Perron of HCA.

SAMSUNG CLASS Q900 SMART 8K UHD TV



Fueled by its Quantum Processor 8K, Samsung is helping to push the display category into 8K, in various large-screen sizes. The company points out features such as its Real 8K Resolution, 8K

AI Upscaling and Quantum HDR 24X to deliver cinematic quality for today’s and tomorrow’s content.

“8K is here and is the most exciting video technology on the market today, and Samsung’s lineup offers a stunning picture,” exclaims Dennis Holzer at PowerHouse Alliance.

LUXUL (XAP-1610) APEX WAVE 2 AC3100 DUAL-BAND ACCESS POINT



Luxul says the XAP-1610 is built with 802.11ac Wave 2 technology to support more connected devices and increased data rates for outstanding Wi-Fi performance. The wireless

access point is compatible with all Luxul Wi-Fi controllers and can be used standalone or as part of a multi-AP deployment. Installation is simple, according to the company, requiring only a single Ethernet cable that sends both power and data through the integrated PoE+ port.

“This product simply makes streaming easy,” says Holzer. “You can install it anywhere and it just works.”