CEPro EXPERT SERIES

2018 CE PRO BRAND ANALYSIS

2018 CE PRO BRAND ANALYSIS: LET THE GOOD TIMES ROLL

The 2018 CE Pro 100 Brand Analysis reveals a robust custom installation industry and the return of audio as a driving force in residential technology. By Robert Archer

How strong is the residential technology market right now? Last month CE Pro reported its annual CE Pro 100 rankings of the industry's highest revenue integrators had 8 percent median growth and collectively did roughly 6.1 million smart home projects in 2017. Underscoring those robust figures, nearly every category on the whole and the majority of leading brands within the 2018 CE Pro 100 Brand Analysis enjoyed some type of growth.

Perhaps the biggest surprise is how well all of the audio categories did. Audio is back and thriving with consumers purchasing more whole-house

audio equipment, soundbars and home theater systems than ever before, and some popular companies further bolstering their preferred status among CE Pro 100 dealers.

Meanwhile networking, voice control, energy management, security … essentially anything related to smart home technologies are also doing quite well.

The reach of the Brand Analysis survey also reflects the industry's continued high times. Among this year's 58 categories — a number that is up from 2017's previous CE Pro record of 55 categories tracked — are results that address new additions of lighting fixtures, cybersecurity, buying groups and vehicles.

Keep in mind that Brand Analysis results are based on information submitted by companies as part of their entries into the CE Pro 100 rankings (see the May issue) of the industry's highest revenue firms, and therefore represent only a fraction of the thousands of residential custom integrators.

'Bullet' Brands Benefit from Big Gains

As we've done in recent years, the 2018 Brand Analysis recognizes companies that have performed well in year-to-year growth statistics. Such vendors are denoted among the charts as Bullet Brands. Here's a glimpse at some of the beneficiaries of increased support from the CE Pro 100 members to become fast "bullet" risers within their technology categories.

Sonos, Sonance and Sony: Growth in wireless audio, architectural loudspeakers and A/V receivers, respectively, help these alliterative perennial category leaders not only stand out again but significantly add to their CE Pro 100 totals. These companies also show strongly in multiple areas (including a couple of video categories for Sony) such as soundbars, outdoor audio, subwoofers and the general loudspeakers category (led by Sonos for the first time).

Screen Innovations: SI and Stewart Filmscreen continued their jockeying in recent years for pole position in the projection screen category, and SI finds itself on top this year after adding seven dealers, with home theater interest reemerging thanks to technologies such as 4K and object-based surround sound.

SnapAV: The Charlotte, N.C., company's name can be found throughout the Brand Analysis thanks to its myriad brands, and two that have surged in respective categories are Wirepath in the network cable and Araknis in home networking with increases of 15 and 18 dealers, respectively, in those categories that represent just how vital and pervasive the home networking category has become.

Chief and Nexus21: The categories of mounts and lifts remain foundational technologies to address customers' requests in minimizing the impact of displays, in particular, on the aesthetics of their homes. Chief grabbed the leadership spot in the mounts category this year, while Nexus21 doubled its market share to take command of the lifts category.

BRAND LEADER: AUDIO

Wireless Audio: Sonos
In-Wall/In-Ceiling Speakers: Sonance
Loudspeakers: Sonos
A/V Receivers: Sony
Audio Amplifiers: Control4
AV Preamp/Processors: Integra
Outdoor Audio: Sonance
Turntables: Thorens
Soundbars: Sonos

Subwoofers: Sonos
Media Servers/Streaming Devices: Kaleidescape
Speaker Cable/Interconnects: AudioQuest
Headphones: Sennheiser
Acoustic Treatments: SnapAV (Episode)
Multiroom A/V Systems: Control4 and Sonos (TIE)

BRAND LEADER: VIDEO

Flat-Panel Television: Sony
Projectors: Sony
Projection Screens: Screen Innovations (SI)
HDMI Cables: Binary (SnapAV)

Blu-ray/Ultra Blu-ray Disc Players: Sony
Outdoor Video: SunBriteTV (SnapAV)
Satellite TV: DirecTV
Video Distribution Switchers/ Extenders: Control4 and Atlona (TIE)

BRAND LEADER: NETWORKING/CONNECTIVITY

Networking: Pakedge (Control4)
Fiber Optic Cable: Cleerline
Cellphone Boosters: Wilson Electronics
Network Cable: Wirepath (SnapAV)

Phone Systems/Intercoms: Panasonic
Structured Wiring: Wirepath (SnapAV)
Cybersecurity: SonicWall

BRAND LEADER: CONTROL & AUTOMATION

Whole-House Automation: Control4
Lighting Controls: Lutron
Universal Remotes/Tablets: Apple
Motorized Window Treatments: Lutron

HVAC/Thermostat/Energy Mgmt: Control4
IR Distribution Systems: Binary (SnapAV)
Voice Control: Amazon

BRAND LEADER: HOME ENHANCEMENTS

Racks: Middle Atlantic
Rack Cooling Systems: Middle Atlantic
Remote Managed Services: OvrC (SnapAV)
Power Conditioners: WattBox (SnapAV)
Furniture: Salamander Designs

Seating: Fortress
Mounts: Chief
Lifts: Nexus21
Central Vacuum: H-P Products/ Dirt Devil/Vacuflo
Lighting Fixtures: Lutron

BRAND LEADER: SECURITY

Security & Fire Systems: Honeywell
IP Cameras Surveillance: Wirepath (SnapAV)
Video Doorbells: Ring
Access Control: Control4
Smart Door Locks/Dead Bolts: Yale

DEALER SUPPORT

General Distribution: ADI
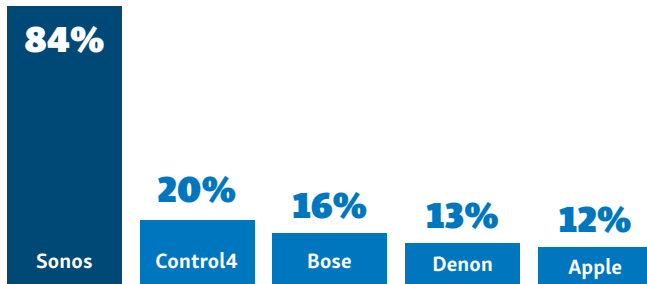**Design Proposal Software:** D-Tools
Business Management Software: Intuit
**Tools & Testers:** Platinum Tools
Vehicles: Ford
Buying Group: ProSource

Wireless Audio

| Sonos	Control4	Bose	Denon	Apple
84%	20%	16%	13%	12%

Over the past few years Control4 has surged into the top five wireless brands list, and the company adds another 25 percent to its previous year's total. Sonos and Bose also saw an increase in market share. The Denon/HEOS numbers dipped slightly from years past.

In-Wall/In-Ceiling Speakers

| Sonance	Origin Acoustics	B&W	Triad	Klipsch
58% BULLET BRAND	34%	33%	29%	26%
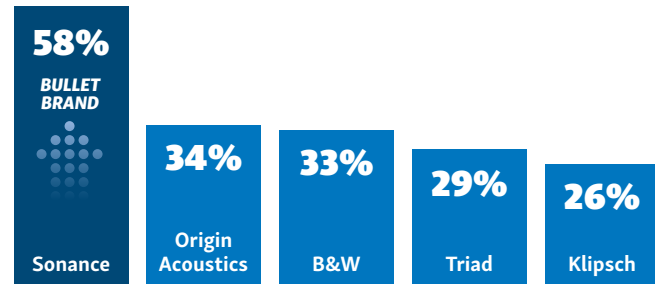
Reaffirming its status as the most used architectural speaker brand, Sonance strengthened its spot by adding a dozen dealers to its CE Pro 100 total. Origin and B&W both added a handful of dealers to bump up to second and third, while Triad makes its return the top five brands. Klipsch slides down to fifth place.

Loudspeakers

| Sonos	B&W	Klipsch	Sonance	Paradigm	Leon Speakers
40% BULLET BRAND	35%	28%	28%	26%	21%
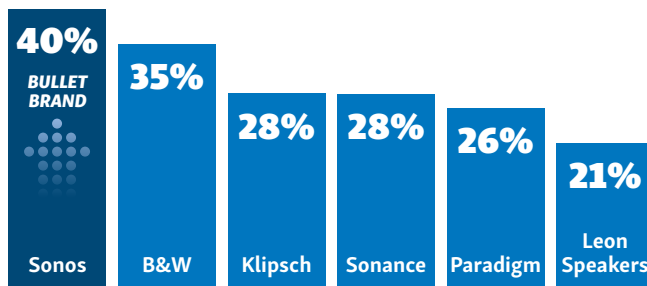
For the first time Sonos leads the loudspeaker category, with Bowers & Wilkins not far behind. Following the same path as the previous year, the competitiveness of the speaker category remains high — all of the companies in the top five again this year added dealers as opposed to 2015 and 2016.

A/V Receivers

| Sony	Integra	Marantz	Anthem	Denon
73% BULLET BRAND	43%	37%	25%	25%
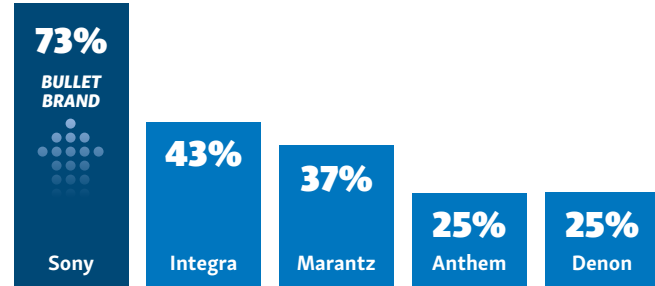
For three straight years Sony has not only seized the top spot as the most used A/V receiver brand, but over the past two years it has solidly built upon its leadership position. Yamaha (22 dealers) drops from the top five leaving Integra, Marantz and a quarter market share tie between Denon and Anthem.

Audio Amplifiers

Control4	Sonos	Sonance	SnapAV	Crestron	Integra
53%	51%	47%	35%	30%	30%
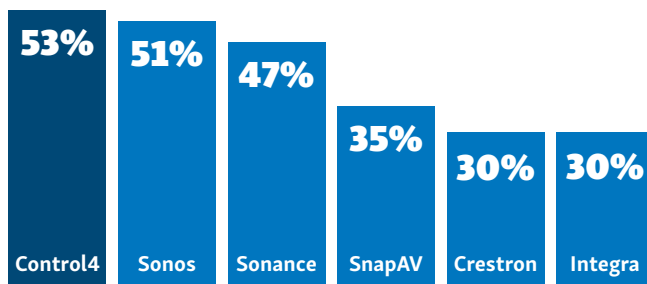
In 2016 whole-house audio amplifier manufacturers took over the category and that continued in 2017. Picking up 14 dealers from the previous year, Control4 takes over the top spot from Sonance, likely aided by new amplifier products it introduced during the 2017 CEDIA Expo. Sonos also made a huge leap going from 34 to 51 dealers.

A/V Preamplifiers/Processors

Integra	Marantz	Anthem	McIntosh	Sony
36%	34%	26%	21%	21%
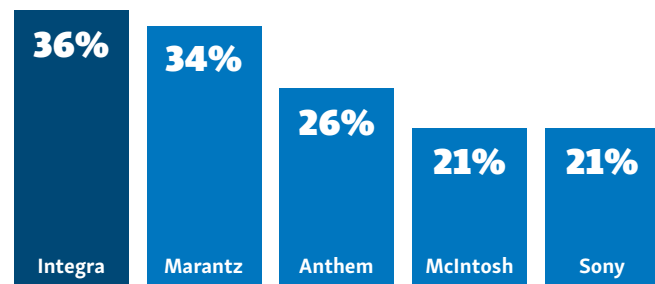
It's a great sign of how healthy consumer audio is when categories like A/V Preamplifier/Processors experience solid growth. Driven by object-based surround technologies and 4K video, many brands in the top five have added CE Pro 100 numbers from 2017 and 2016. Overall, the category is also more balanced than ever.

Outdoor Audio

55%	39%	33%	26%	24%	24%
Sonance	SnapAV/ Episode	Origin Acoustics	B&W	Klipsch	James Loud- speaker
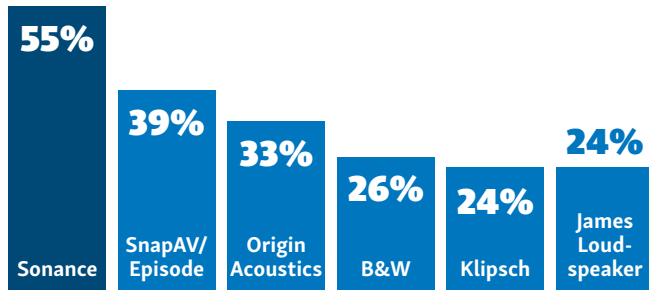
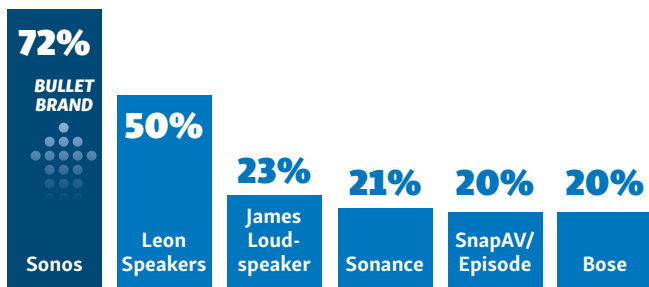Sonance remains as the go-to manufacturer in the category, while Episode from SnapAV is slowly chipping away on the Dana Innovations brand's commanding lead. After surging into the top five in just three years, Origin continues to add to its totals. Like other categories, outdoor audio is a robust market.

Turntables

| 21%	19%	18% BULLET BRAND	15%	10%
Thorens	Pro-Ject	McIntosh	Marantz	Denon
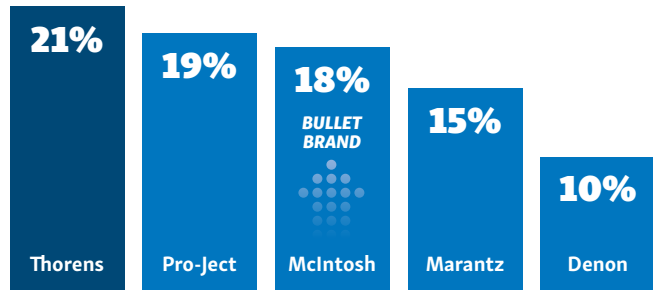
In just three years the number of CE Pro 100 dealers offering turntables has more than doubled. Four of the top five brands have added to their previous year totals, and maybe most impressively, luxury performance brand McIntosh has gained 33 percent more dealers.

Soundbars

| 72% BULLET BRAND	50%	23%	21%	20%	20%
Sonos	Leon Speakers	James Loud- speaker	Sonance	SnapAV/ Episode	Bose

Sonos has been prominent in the soundbar category for a number of years and increased its leadership position over Leon, which has finished as the second-most-preferred brand for several years. Sonance overtakes Episode for third. Overall the category is showing growth, but not quite as robust as some audio categories.

Subwoofers

53% BULLET BRAND	28%	26%	26%	24%
Sonos	Sunfire	B&W	SnapAV/ Episode	Klipsch
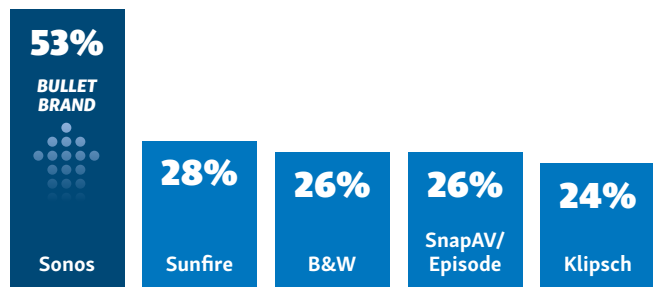
This is the second year of tracking subwoofers, and Sonos nearly doubles its leadership margin over from the previous year. The overall subwoofer numbers like many of the other audio categories enjoyed increases. The representation in the category is very balanced, with five more companies outside the leaders having 20+ CE Pro 100 dealers.

Media Servers/Streaming Devices

56%	46%	40%	39%	31%
Kaleides- cape	Sonos	SnapAV/ Autonomic	Apple	Roku
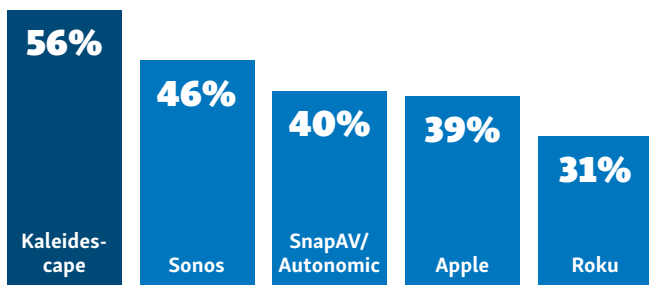
Kaleidescape remains the most popular media server manufacturer and picked up another dozen CE Pro 100 mentions this year. Sonos adds nearly 20 more dealers to snag the second spot. Every company in the top five added dealers to its previous year's mentions; Apple has doubled its total from two years ago.

Speaker Cables/Interconnects

34%	33%	31%	15%	12%
AudioQuest	SnapAV/ Binary	Liberty AV Solutions	Planet Waves	Tributaries
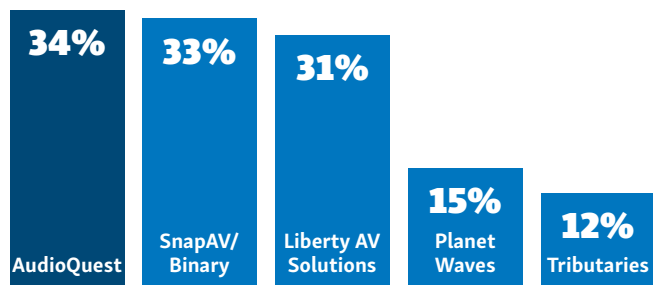
In one of the most diverse categories in the residential technology market, AudioQuest picks up five dealers and moves into the top spot. Liberty and Tributaries consistently rank as two of the most preferred manufacturers and this year is no different, while Planet Waves joins the leaders.

Headphones

Sennheiser	Sony	Bowers & Wilkins	Bose	AudioQuest
35%	29%	28%	17%	13%
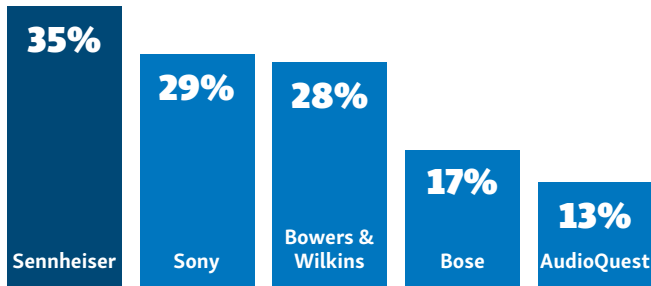
Recovering after its 2015 numbers dip, Sennheiser grows its lead over the second position. Sony's uptick helps it jump past B&W to secure second place. Familiar brand names Bose and AudioQuest round out the list with the same respective CE Pro 100 shares as last year.

Acoustical Treatments

SnapAV / Episode	Kinetics Noise Control	Cinema-Tech	Auralex	Dynamat	Acoustic Innova-tions
23%	22%	20%	16%	16%	15%

After experiencing a surge in dealer usage, the acoustical treatment category remains steady. The top five order is exactly the same as prior years with the exception of Dynamat entering the top five tying Auralex with 16 CE Pro 100 dealers enlisting its products.

Multiroom A/V Systems

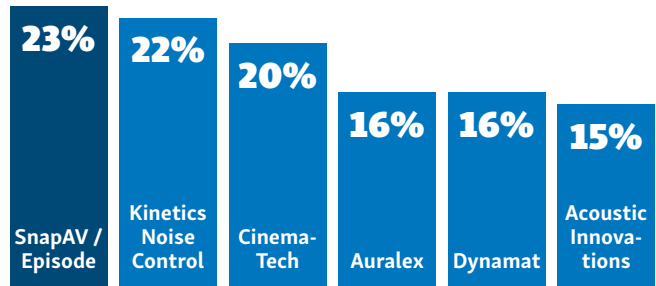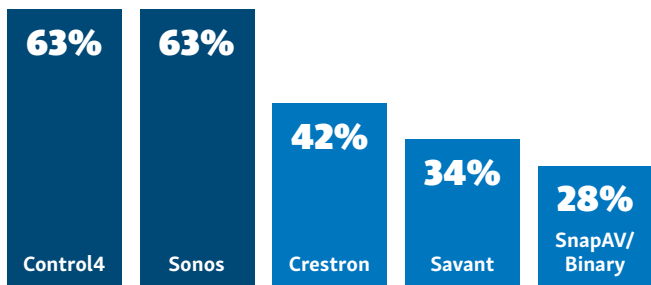| Control4	Sonos	Crestron	Savant	SnapAV/ Binary
63%	63%	42%	34%	28%

Sonos picks up 15 dealers to offset Control4's addition of nine CE Pro 100 companies to move into a tie for first with the Utah-based automation and A/V manufacturer. Crestron and the Binary brand also enjoyed increases, while Savant maintains its previous year's total.

Flat-Panel Television

Sony	Samsung	LG	Séura	Planar/ Runco
92%	88%	64%	37%	17%
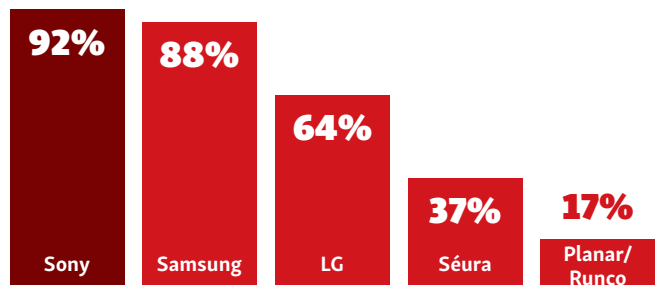
The TV category continues to rise, as Sony, Samsung, LG and Séura all saw nice gains. One trend that's apparent here is the influence of commercial installations, as evident by Planar's numbers. Other companies in the top five have market share in the commercial as well for applications such as digital signage and hospitality.

Projectors

Sony	Epson	DPI	JVC	Barco
85%	64%	24%	23%	13%
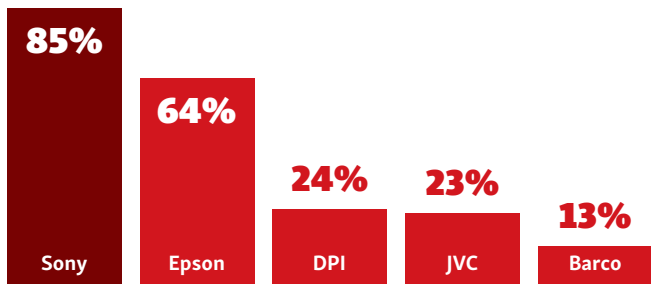
Remaining relatively flat year-over-year, Sony, Epson, Digital Projection (DPI) and JVC maintain their top five positions. Shooting into the top five for the first time is Barco. The popular commercial brand has made in-roads in the residential market through a growing selection of high-performance solutions and applications.

Projection Screens

Screen Innovations (SI)	Stewart Filmscreen	SnapAV/ Dragonfly	Da-Lite	Draper
64% BULLET BRAND	61%	37%	33%	14%
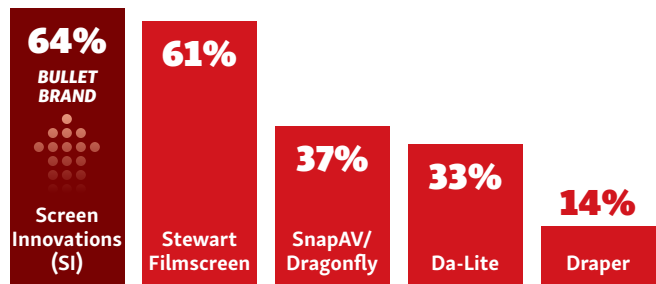
Several years ago SI surprisingly bumped perennial leader Stewart Filmscreen from the top spot. The next year Stewart reclaimed most preferred brand status, but after narrowly missing number one last year SI is once again in the leader position. Both companies are well ahead of SnapAV's Dragonfly brand, but it too collected more CE Pro 100 dealers to stay in third.

HDMI Cables

53% SnapAV/Binary
42% AudioQuest
15% Tributaries/Clarus
15% Liberty AV Solutions
9% Metra Home Theater/Ethereal
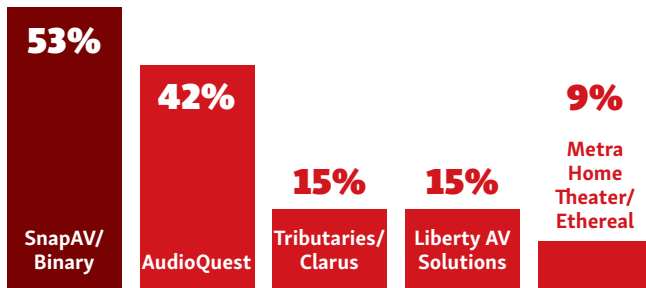
The HDMI category features the same companies in the same order as the past two years. Going forward the influx of fiber-based HDMI cables could impact this category, and tradeshow attendees have seen that focus as companies like Metra and Tributaries introduce high-speed HDMI solutions that support 4K, HDR and advanced chroma sampling technologies.

Blu-ray/Ultra Blu-ray Disc Players

78% Sony
48% Samsung
34% Oppo
22% Kaleidescape
11% Marantz
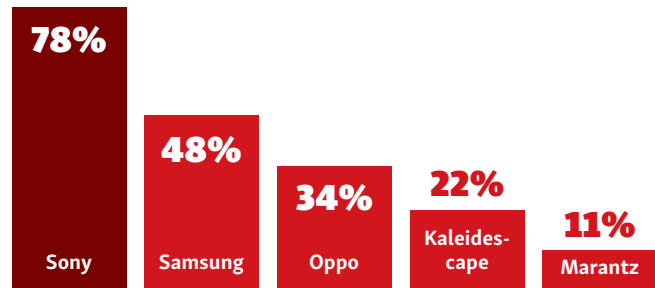
To the surprise of some, Ultra Blu-ray disc content has sold well so far. Perhaps the product lines of Sony, Samsung and Oppo reflect the format's strength, though we did not differentiate between Ultra vs. regular BD sales. Oppo recently announced it was leaving the manufacturing sector, so it will be interesting to see which brands CE Pro 100 dealers turn to in replacement.

Outdoor Video

75% SnapAV/SunBriteTV
51% Séura
8% Samsung
6% Sony
4% Mirage-Vision
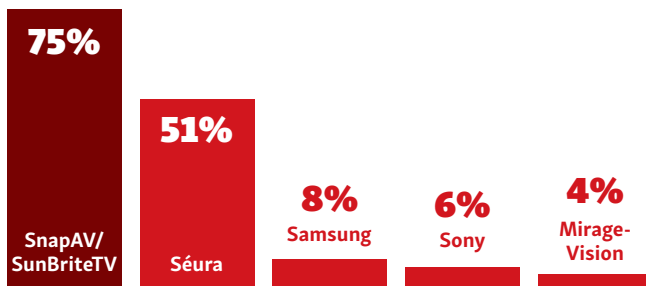
SunBriteTV and Séura have both added to their respective dealer figures for the past two years, while some integrators continue to install stalwart brands like Samsung and Sony in environmental outdoor enclosures. The emergence of Samsung and Sony, plus Peerless-AV and Planar just outside the top five may indicate more commercial work being done.

# Satellite Television
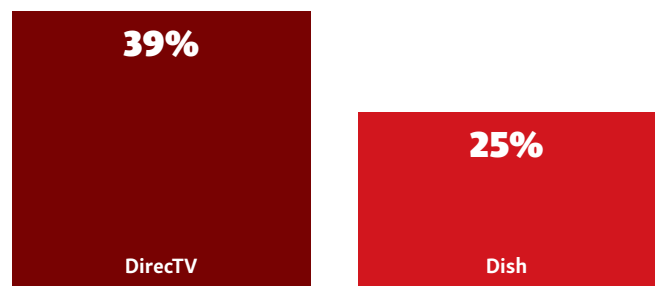
39% DirecTV
25% Dish

Posting similar numbers as past years, DirecTV sits atop the satellite television category. Dish did add some CE Pro 100 representatives and DirecTV lost a few dealers to tighten the competition between the companies.

Video Distribution Switchers/Extenders

52% Atlona
52% Control4
45% SnapAV/Binary
40% Crestron
32% Savant
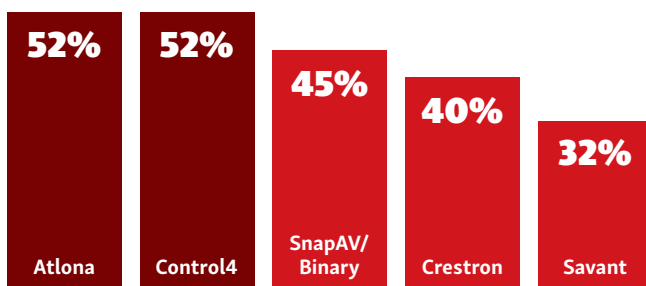
This is one of the most interesting categories as it is being fueled by the adoption of 4K video and A/V over IP. Atlona could be benefiting from its distribution alliance with SnapAV to account for picking up 10 dealers. A/V-over-IP manufacturer Just Add Power just missed the top five.

Networking

51% Control4/Pakedge
50% *BULLET BRAND* SnapAV/Araknis
45% Luxul
42% Ruckus
30% Ubiquiti
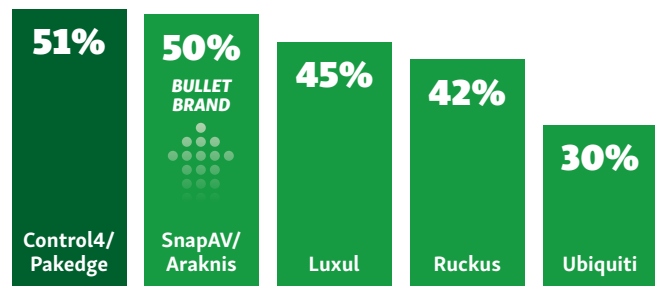
Control4/Pakedge has been the category leader for a number of years. However, over the past three years Araknis has climbed from 18, to 32 and now 50 dealers to pull into a near dead heat. Every manufacturer here has made solid gains, and custom system service provider Access Networks also received much support.

Fiber Optic Cable

33% Cleerline
24% Celerity
11% Tributaries
7% Metra Home Theater
6% Corning
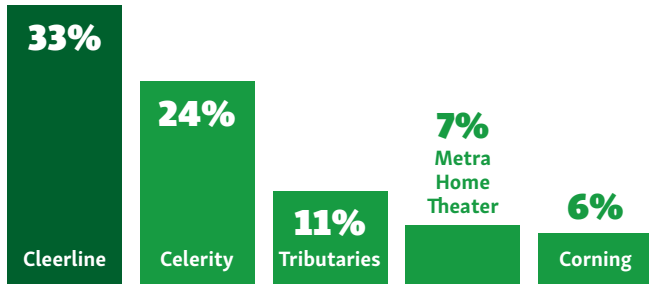
Cleerline and Celerity made huge additions to their respective totals as the top two fiber companies. *CE Pro* is tracking the category for only the second year, both times led by Cleerline. As noted in the HDMI category, Metra and Tributaries are benefitting from their respective offerings here.

Network Cable

50% BULLET BRAND SnapAV/Wirepath
31% Liberty AV Solutions
16% AudioQuest
15% ICE Cable
11% Honeywell

The numbers for the Network Cable category have mostly stagnated. The lone exception is the major jump SnapAV's Wirepath brand has experienced. Wirepath adds 15 dealers to put some distance in what was at one time a hotly contested category.

Structured Wiring

47% SnapAV/Wirepath
24% Legrand
13% Channel Vision
12% Leviton
6% Liberty AV Solutions
6% Middle Atlantic

Wirepath brand maintains its position, with the same total as last year. Legrand also retains its number two position with a similar number of CE Pro 100 dealers as have mentioned it the past two years. Channel Vision has added roughly 50 percent, and Leviton shows the same amount of dealers as the previous year.

Cell Phone Boosters

49% Wilson Electronics
BULLET BRAND
22% SureCall
12% Verizon
6% AT&T
3% Samsung

Wilson has dominated this CE Pro 100 market share for years. The 2017 numbers have the company in front again, but SureCall continues to close the gap. The company was used by only six CE Pro 100 dealers two years ago and 15 last year.

Phone Systems/Intercoms

33% Panasonic
28% Control4
16% Holovision
9% Savant
9% Siedle
9% Legrand

Three years ago perennial leader Panasonic owned a margin on second-place Control4 by more than 40 integrators. After being trimmed to 13 last year that margin is now only five. Meanwhile, after several years of falling numbers Holovision, Savant, Siedle and Legrand add to their respective totals.

Cybersecurity

10% SonicWall
2% Cisco
2% Control4/Pakedge
2% SnapAV/Araknis
2% WhyReboot

The only company with double-digit mentions, SonicWall handily took the top spot for this new Brand Analysis category. Familiar names such as Pakedge, Araknis and Cisco are also represented. WhyReboot, run by industry veteran Bjorn Jensen, has been ahead of this market for years as Jensen launched his company back in 2010 just to underscore cyber as a featured network option for integrators.

Whole-House Automation

65%	48%	43%	24%	17%
Control4	Crestron	Savant	Lutron	Alarm.com

BULLET BRAND (above Lutron)
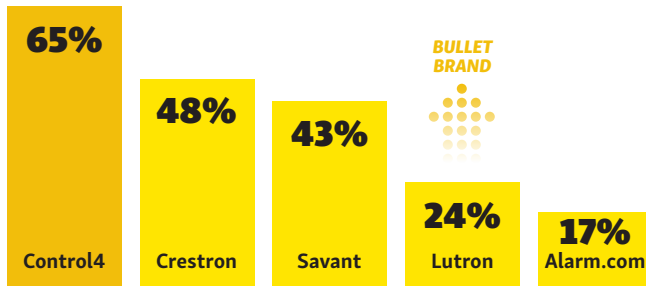
For the most part the category is status quo. One exception is Lutron. Two years ago the lighting control specialist didn't rank as a top manufacturer here, but after running fifth last year it gained 14 integrators to leapfrog Alarm.com into a solid number four position. Elan and RTI fall just outside the top five.

Lighting Controls

76%	63%	35%	18%	16%
Lutron	Control4	Crestron	Savant	Vantage
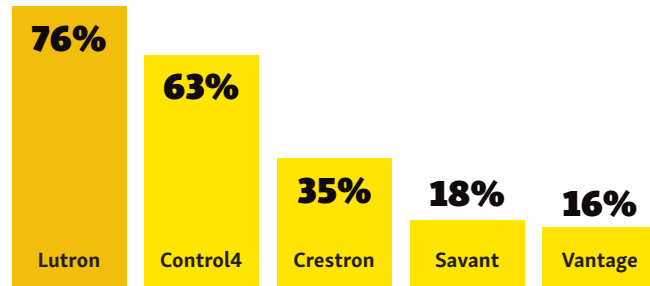
Four of the five top five manufacturers increased their respective numbers. The trio of Lutron, Control4 and Crestron continue to pace the lighting control market, with Control4 gaining the most dealers with nine. Year-to-year growth of the category is approximately the same over the past few years.

Universal Remotes / Tablets

70%	60%	53%	34%	32%
Apple	Control4	URC	Savant	Crestron
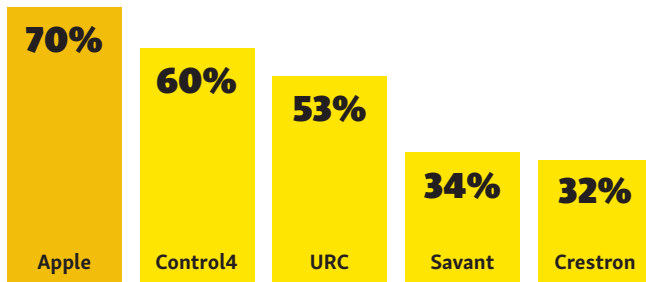
How important is the user interface to today's customer experience? Major companies experienced major gains here — Apple added 15 CE Pro 100 dealers, Control4 11 and Crestron nine. Though it's hard to get a conclusive assessment of this category because many dealers are using software from the control companies with Apple hardware, it's clear touchpanel interfaces are still relevant.

Motorized Window Treatments

69%	46%	30%	11%	9%
Lutron	QMotion	Crestron	Somfy	Hunter Douglas
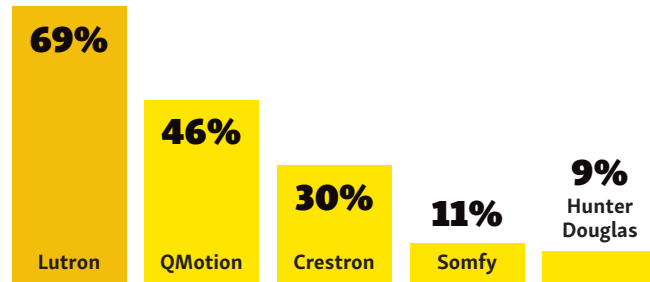
Lutron maintains a healthy margin as the most used brand in the motorized window treatment category. Each of the top five brands increased its CE Pro 100 representation from the previous year's totals, including Hunter Douglas picking up five to claim the fifth spot alone after sharing with Insolroll (six dealers) last year.

HVAC Energy Smart Grid Management

60%	43%	37%	37%	35%
Control4	Nest	Crestron	Lutron	Savant

BULLET BRAND (above Nest)
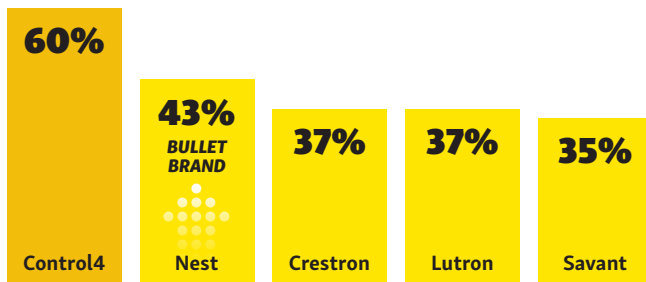
In the 2017 Brand Analysis it had appeared that after years of rapid growth Nest was plateauing with roughly a third of the CE Pro 100 using its products. However, the popular smart thermostat company, whose offerings have expanded to include surveillance cameras, surged into second with a dozen more dealers. Control4 remains the leading brand.

IR Distribution Systems

47%	36%	32%	15%	12%
SnapAV/ Binary	Control4	Xantech	Crestron	URC

BULLET BRAND (above Control4)
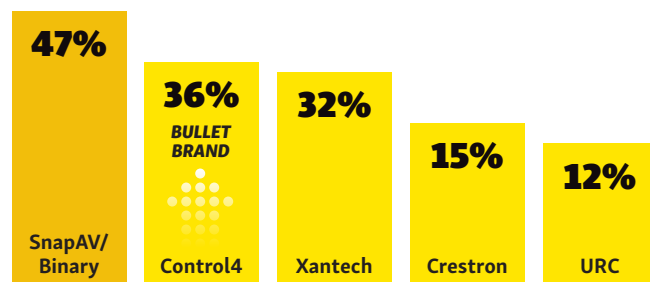
SnapAV's Binary brand continues its leadership, but extending its ascension is Control4. Two years ago only seven CE Pro 100 dealers used Control4 IR distribution. Another stalwart brand that is showing growth here is Crestron, which added approximately 33 percent more dealers from a year ago.

Voice Control

77%
BULLET BRAND
Amazon

BULLET BRAND

24%
Google

19%
Apple

17%
Savant

7%
Josh.ai
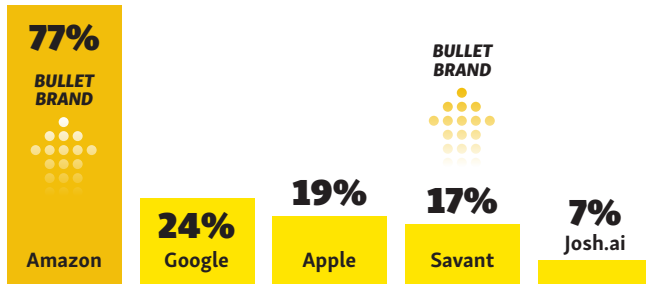
This is the second year of tracking the Voice Control category, and to no one's surprise the technology is gaining a lot of traction as a control interface solution. Google impressively added 19 dealers, but that total wasn't enough to cut into Amazon's lead, as the retailer's Alexa platform gained 22. Apple added eight dealers, and Savant added seven.

Rack Cooling Systems

53%
Middle Atlantic

38%
Active Thermal Manage-ment

35%
SnapAV/ Strong

28%
Cool Compo-nents

10%
Sanus
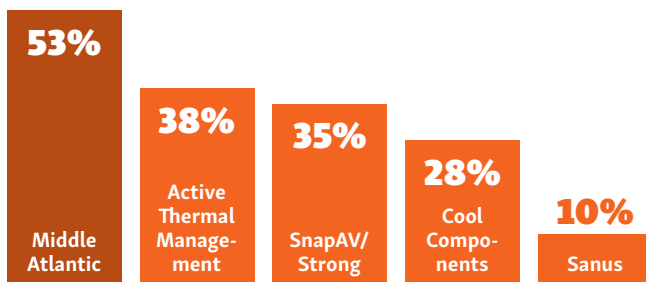
As a companion category to Racks it's easy to see why Middle Atlantic paces the Rack Cooling Systems category as well. After sharing second position last year, Active Thermal Management and SnapAV's Strong brand reaffirmed their spots with a few more dealer mentions.

Power Conditioners

64%
SnapAV/ WattBox

41%
Panamax

31%
Furman

21%
APC

20%
SurgeX
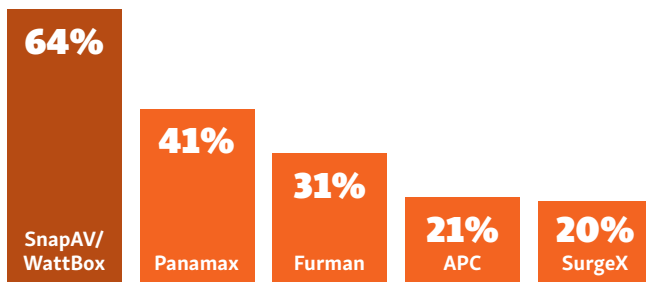
The order here remains the same as past years. SnapAV's WattBox is supported by its popular OvrC remote management platform, while Panamax and Furman employ the BlueBolt remote service. WattBox, Furman and SurgeX all made significant gains. SurgeX also offers remote capabilities through a number of products and technologies.

Racks

82%
Middle Atlantic

59%
SnapAV/ Strong

26%
Sanus

14%
OmniMount

8%
Salamander
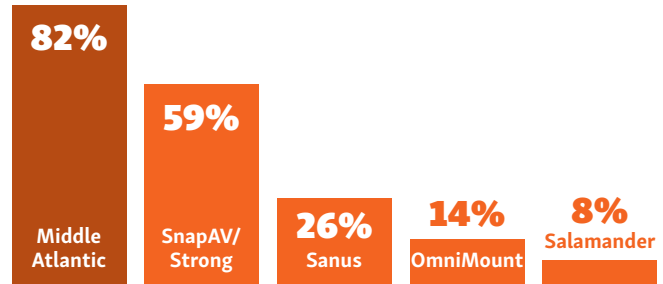
The Racks category shows slight growth with perennial category leader Middle Atlantic the dominant brand. SnapAV's Strong brand continues to increase market share, and Salamander Designs cracks the top five. Chief, a long-time top five brand, dropped behind Salamander by just one CE Pro 100 dealer.

Remote Managed Services

54%
SnapAV/ OvrC

39%
Control4/ Pakedge/ Ihiji

30%
BlueBolt

19%
Alarm.com

15%
Crestron
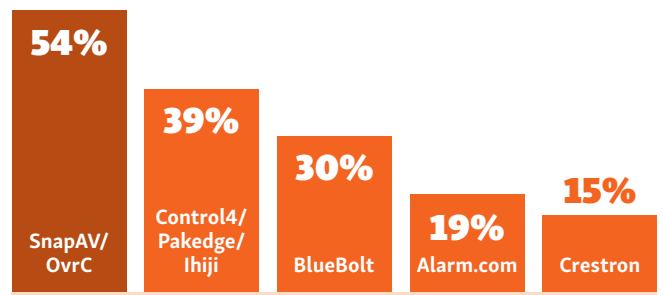
Remote Managed Services is rapidly becoming a pivotal category for integrators and consumers. The OvrC platform from SnapAV has established itself as the go-to solution for many CE Pro 100 dealers, while Control4 strengthened its future in the category by acquiring Ihiji earlier this year. BlueBolt remains close behind the Control4 platform.

Furniture

52%
Salamander Designs

23%
BDI

23%
CinemaTech

23%
Sanus

17%
Fortress
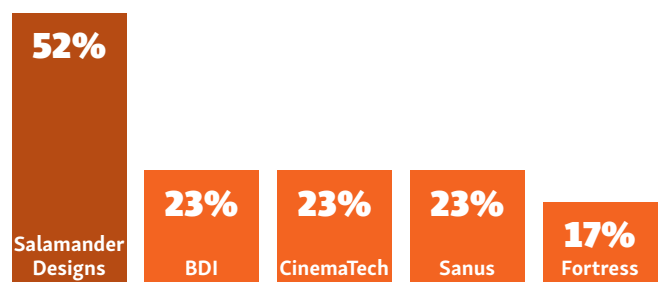
Opening up a commanding lead in the furniture category, Salamander tops a list composed of the same top five from a year ago. All of the companies increased their CE Pro 100 market share, aided by some brand consolidation in the category. Salamander enjoyed a nine dealer uptick.

Seating

27%	24%	19%	12%	10%	10%
Fortress	Cinema Tech	Sala-mander Designs	Cineak	Acoustic Innova-tions	RowOne
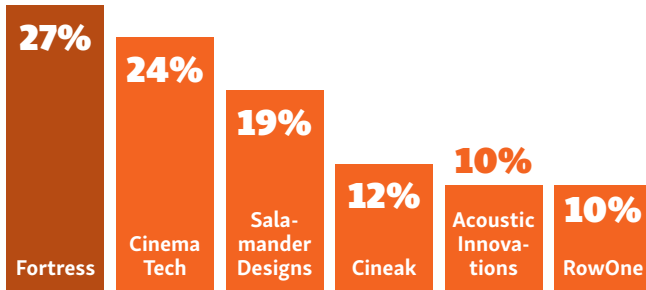
Seating is a competitive and unpredictable category. This year's higher numbers fall in line with the A/V categories and the reemergence of home theater. Fortress pulls ahead of CinemaTech, with Salamander following close behind. Cineak, Acoustic Innovations and newcomer RowOne round out the top five.

Mounts

69% BULLET BRAND	66%	55%	26%	25%
Chief	SnapAV/ Strong	Sanus	Future Automation	Peerless-AV
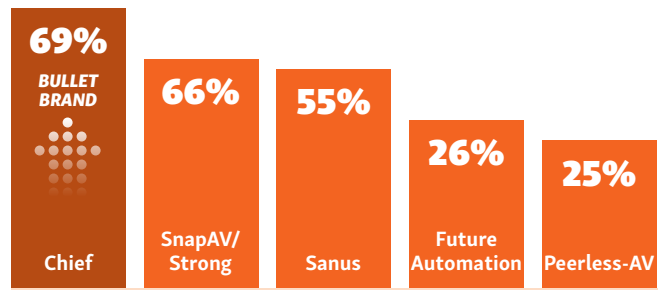
Over the past few years the Mounts category has shown steady growth. Overtaking the category leader of the past couple of years, Chief jumps ahead of SnapAV's Strong brand with Sanus, Future Automation and Peerless-AV all well represented too.

Lifts

50% BULLET BRAND	38%	21%	18%	10%
Nexus21	Future Automation	Chief	Auton	Inca
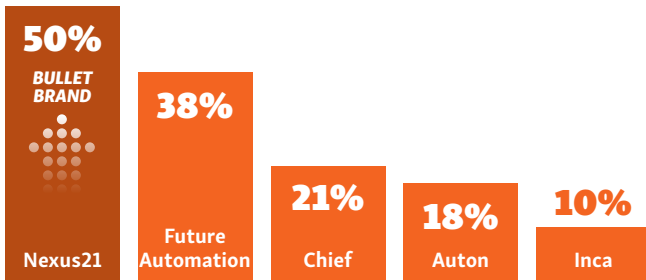
After experiencing a notable surge in 2016, the numbers from last year are relatively flat with a small percentage of pickup for certain manufacturers. The one company that did enjoy a big push was Nexus 21, which doubled the amount of CE Pro 100 dealers using its products from a year ago to shoot to the top.

Central Vacuum

16%	11%	6%	5%	5%
H-P/ Dirt Devil/ Vacuflo	Electrolux	Hide A Hose	Honeywell	Nutone
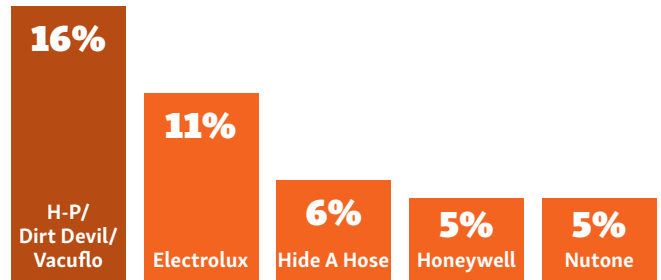
The increases in CE Pro 100 mentions may be modest, but over the past couple of years the profitable but highly undersold Central Vacuum category is growing. H-P/Dirt Devil/Vacuflo is the market leader, a position it has held for several years; Hide A Hose, Honeywell and Nutone stay close behind.

Lighting Fixtures

9%	5%	3%	3%
Lutron	Ketra	DMF	Lightology
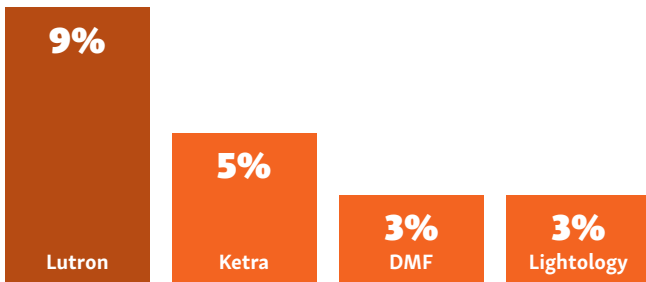
Lighting Fixtures is a new category for 2018 and one dealers have seen pushed by the industry's buying groups in particular. Lutron debuts as the top brand and recently asserted itself in the category by acquiring Ketra. A majority of Ketra's business is in the commercial market. Numerous companies received single mentions by CE Pro 100 dealers.

Security & Fire Systems

30%	27%	21%	21%	10%
Honeywell	Interlogix	DSC	2GIG	Leviton
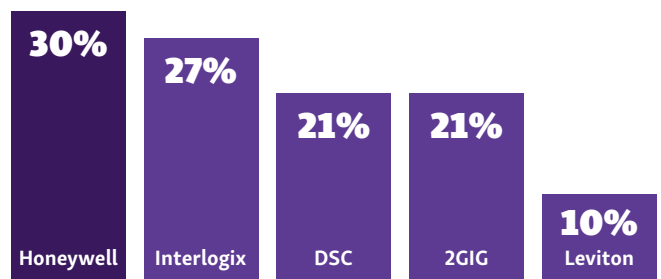
Looking very similar to 2017's Brand Analysis figures, Honeywell leads the Security & Fire Systems for the second year in a row. One notable difference from last year is that Nortek brand 2GIG added six dealers to move into a tie with DSC. The same five companies were on the 2017 list.

IP Cameras Surveillance

SnapAV/ Wirepath	IC Real- time	SnapAV/ Luma	Axis	Alarm. com	SnapAV/ Visualint
53%	41%	41%	21%	20%	20%
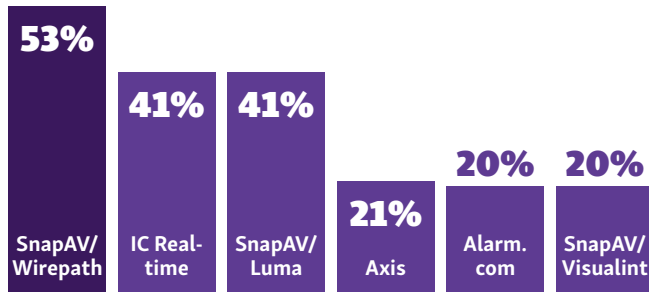
After six years of leadership the IC Realtime brand cedes the top spot to SnapAV's Wirepath line of products. The Charlotte, N.C., company leads the IP camera category with its Luma brand also ranking highly, and its Visualint line placing in the top five for the first time.

Access Control

Control4	Yale *BULLET BRAND*	Savant	Crestron	Kwikset
53%	33%	29%	25%	23%
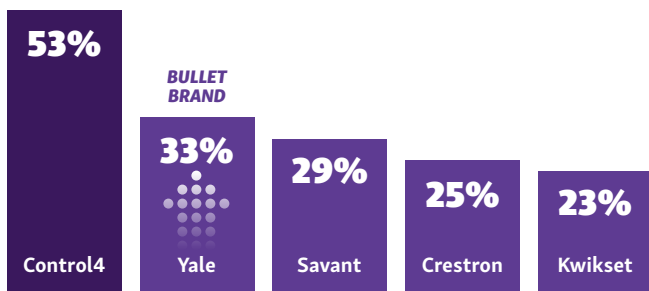
The Access Control category continues its upward trajectory. Each of the top five brands added to its previous year's total, and Yale nearly doubled its 18 dealers from the 2017 Brand Analysis to leapfrog Kwikset, Crestron and Savant into second place. Holovision, Honeywell and Interlogix also posted solid numbers outside of the top five.

General Distribution

ADI	AVAD	Tech Data	Ingram Micro	Brand- source/ Expert Warehouse
56%	46%	39%	33% *BULLET BRAND*	24%
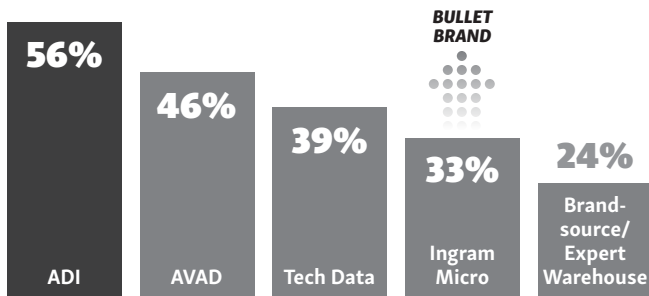
Representing the diversity of the residential technology market, the General Distribution category features suppliers from several markets. ADI, the category leader in 2017, did lose a little ground to AVAD despite picking up a few dealers. Ingram Micro moves into the top five, while Anixter and WAVE sit just outside the leaders.

Video Doorbells

Ring	Doorbird *BULLET BRAND*	Skybell	Control4	Channel Vision
51%	50%	18%	7%	6%
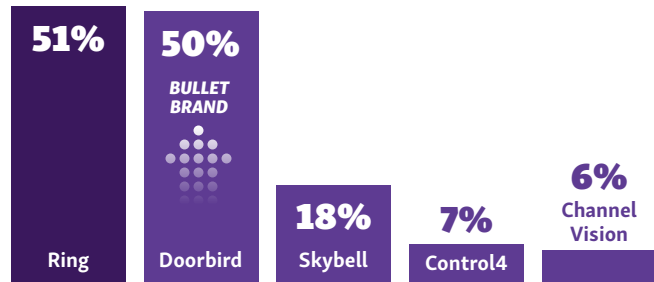
This just the second year of tracking the Video Doorbell category, and after picking up 22 CE Pro 100 dealers Doorbird pulls into a virtual tie with Ring. The other brands that make up the list also added dealers to collectively reflect the category's potential as a profit center for integrators based on healthy consumer interest.

Smart Door Locks/Deadbolt Locks

Yale	Kwikset	Schlage	August
62%	53%	34%	10%
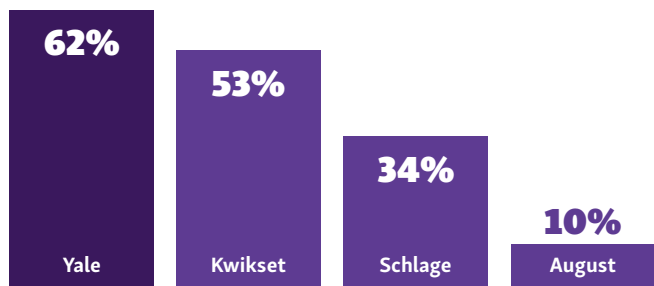
Another second-year category for the Brand Analysis that shows lots of consumer interest. In 2017 Yale and Kwikset were in a deadlock for the top spot, but Yale added 19 dealers to secure the leadership position. Kwikset and Schlage collected 11 and 12 more dealer mentions, respectively, while August added seven.

Design Proposal Software

D-Tools	Autodesk AutoCAD	Microsoft Visio	Intuit QuickBooks	iPoint
41%	29%	23%	15%	12%
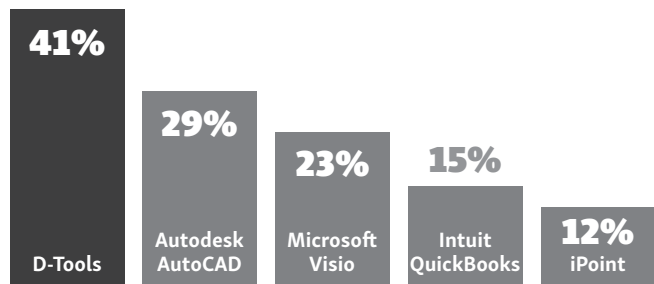
Perennial leader D-Tools maintains its stronghold on this category. After D-Tools in a tightly grouped pack are the Autodesk AutoCAD, MS Visio and Intuit QuickBooks products. iPoint slides in to the Design Proposal Software top five, as fewer integrators indicate using simply Microsoft Word for proposals.

Business Management Software

53%				
	38%			
		27%		**13%**
			18%	
Intuit	D-Tools	Microsoft	Google	iPoint
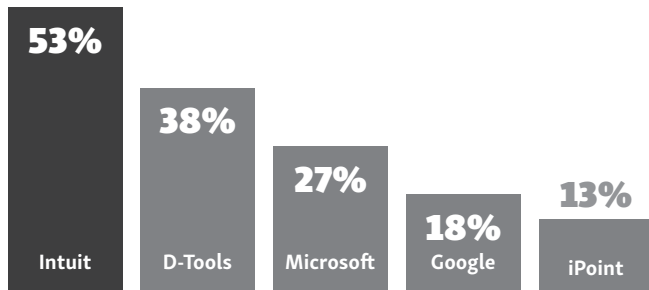
Intuit and its QuickBooks separates from the pack by adding 13 dealers. While the number of integrators using Microsoft business management software jumped by eight dealers to comfortably make it the third most used brand.

Tools & Testers

39%				
BULLET BRAND	**33%**	**30%**	**26%**	**19%**
Platinum Tools	Klein Tools	Fluke	Labor Saving Devices	DeWalt

Now in its third year, the Tools & Testers category results have shown unpredictability. The one trend that has developed is that more CE Pro 100 dealers are investing into these products to help their employees work more efficiently. Each company in the top five this year has made significant additions led by Platinum Tools, which more than doubled its 2017 numbers.

Vehicles

34%				
	13%	**9%**	**7%**	**4%**
Ford	Nissan	Chevrolet	Dodge	GMC

Vehicles is a new category for the Brand Analysis, and "Built Ford Tough" resonates heavily among residential integration firms based on the data. Following in a tight pack are Nissan, Chevrolet and Dodge. Without any historical Brand Analysis data to call upon, perhaps a big question is whether Ford's leadership comes through brand loyalty or through buyer incentive programs.

Buying Group

32%			
	15%	**9%**	**5%**
ProSource	HTSA	Azione	AIN

This is the first time *CE Pro* has inquired about Buying Group membership, and ProSource debuts as the category leader with virtually one-third of the CE Pro 100 among the group. Rounding out the list are HTSA, Azione and AIN Group.

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
WIRELESS AUDIO	
Sonos	84
Control4	20
Bose	16
Denon HEOS	13
Apple	12
Savant	11
Paradigm	10
Soundcast	9
B&W	8
SnapAV	7
BlueSound	6
Klipsch	3
B&O	2
Definitive Technology	2
Channel Vision	1
Yamaha	1
Polk	1
IN-WALL/IN-CEILING SPEAKERS	
Sonance	58
Origin Acoustics	34
B&W	33
Triad	29
Klipsch	26
SnapAV/Episode	25
Paradigm	22
James Loudspeaker	20
Revel	19
SpeakerCraft	14
Leon	14
JBL	12
Monitor Audio	11
Meridian	11
Definitive Technology	10
Wisdom Audio	9
Martin Logan	8
KEF	8
Niles	8

BRAND	USAGE
Crestron	8
GoldenEar	6
Amina	6
Artison	4
Focal	4
Polk Audio	4
Steinway Lyngdorf	3
The DaVinci Group	2
Elan	2
Tannoy	2
CAT	2
TruAudio	2
Perfect Third	2
Totem	2
Phase Technology	1
Bang & Olufsen	1
Elac	1
Epicure	1
Dali	1
PSB	1
Jamo	1
Vanguard Dynamics	1
LOUDSPEAKERS	
Sonos	40
B&W	35
Klipsch	28
Sonance	28
Paradigm	26
Leon	21
Revel	20
Triad	17
Episode/SnapAV	17
James Loudspeaker	17
MartinLogan	14
JBL Synthesis	14
Meridian	14
McIntosh	14
Definitive Technology	13
Monitor Audio	13

BRAND	USAGE
Wisdom	11
Bose	11
KEF	10
Dynaudio	9
Focal	9
B&O	9
GoldenEar	7
Sunfire	7
Steinway-Lyngdorf	6
Sonus Faber	5
Polk	5
Yamaha	3
Tannoy	3
Totem	3
Vienna	2
ELAC	2
CAT	2
PMC	2
Canton	2
Genelec	2
Phase Technology	1
RBH	1
Speakerlab	1
Dali	1
Brodmann Acoustics	1
Magnepan	1
SVS	1
Wharfedale	1
SVS	1
Aerial Acoustics	1
A/V RECEIVERS	
Sony	73
Integra	43
Marantz	37
Denon	25
Anthem	25
Yamaha	22
Rotel	17
McIntosh	15
AudioControl	11

AUDIO

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
Bose	10
Pioneer	9
Onkyo	7
NAD	6
Arcam	4
Lexicon	3
DataSat	2
Krell	2
Polk	1
Meridian	1
Harman Kardon	1

AUDIO AMPLIFIERS

BRAND	USAGE
Control4	53
Sonos	51
Sonance	47
SnapAV	35
Crestron	30
Integra	30
Crown	29
Marantz	28
Sony	28
Rotel	27
AudioControl	24
McIntosh	20
Anthem	19
Yamaha	16
Savant	16
Origin Acoustics	16
QSC	12
Autonomic	12
Paradigm	12
JBL	11
Parasound	10
Elan	10
Harman	10
Lexicon	10
Sunfire	9
HEOS	9
Classe	8
Niles	7

BRAND	USAGE
Lab Gruppen	7
SpeakerCraft	6
Bryston	6
NAD	6
Prima Luna	5
Pro Audio	4
Stealth	4
Pioneer	4
Onkyo	3
Peachtree Audio	3
Extron	3
RTI	3
Chord Electronics	2
Datasat	2
Meridian	2
Krell	2
Meyer Sound	2
Rogue Audio	2
Wisdom	2
The DaVinci Group	1
CAT	1
James Loudspeaker	1
B&O	1
Lyngdorf Audio	1
Vanguard	1
Conrad-Johnson	1
Musical Fidelity	1

A/V PREAMPLIFIERS/PROCESSORS

BRAND	USAGE
Integra	36
Marantz	34
Anthem	26
McIntosh	21
Sony	21
Rotel	17
Control4	17
Yamaha	15
AudioControl	14
Crestron	13
Meridian	10

BRAND	USAGE
Classe	9
JBL	9
Denon	8
Lexicon	8
NAD	6
Steinway Lyngdorf	8
Bose	6
Onkyo	5
Mark Levinson	5
Sunfire	4
Arcam	4
Datasat	4
Krell	3
Trinnov	3
Bryston	3
Storm Audio	1
Acurus	1
Niles	1

OUTDOOR AUDIO

BRAND	USAGE
Sonance	55
SnapAV/Episode	39
Origin Acoustics	33
B&W	26
Klipsch	24
James Loudspeaker	24
Coastal Source	19
Bose	16
Paradigm	14
SpeakerCraft	10
Niles Audio	9
JBL	9
Monitor Audio	6
Definitive Technology	6
Rockustics	5
Yamaha	5
Leon	5
Soundcast	4
Near	4
Polk	4

AUDIO

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
CORE	3
Savant	2
Epicure	1
C'Seed	1

TURNTABLES	
Thorens	21
Pro-Ject	19
McIntosh	18
Marantz	15
Denon	10
Rega	8
Music Hall	7
VPI	5
Sumiko	4
Audio Technica	4
Technics	4
Clearaudio	4
E.A.T.	3
Yamaha	2
TEAC	2
AMG	1
Pioneer	1
U-Turn	1
Klipsch	1
Bryston	1
Merrill	1

SOUNDBARS	
Sonos	72
Leon	50
James Loudspeaker	23
Sonance	21
SnapAV/Episode	20
Bose	20
Paradigm	18
Triad	17
Sony	15
Klipsch	14
B&W	11
Yamaha	11

BRAND	USAGE
Samsung	10
Definitive Technology	9
Artison	8
Denon	6
GoldenEar	6
Martin Logan	6
Revel	5
Integra	5
Polk Audio	5
KEF	4
Monitor Audio	3
Harman Kardon	2
Heos	2
LG	2
Cambridge Audio	1
D + M	1
Vizio	1
CAT	1

SUBWOOFERS	
Sonos	53
Sunfire	28
B&W	26
SnapAV/Episode	26
Klipsch	24
Origin Acoustics	23
Paradigm	22
Leon	20
James Loudspeaker	20
JL Audio	20
Triad	17
MartinLogan	12
Bose	12
Definitive Technology	12
Revel	10
Monitor Audio	8
Meridian	8
Velodyne	7
Artison	6
SVS	5

BRAND	USAGE
Polk Audio	4
Sonance	4
Totem Acoustic	3
CAT	2
JBL	1
Dynaudio	1
REL	1
Meyer Audio	1
Stealth	1
Epicure	1
Source Tech	1
Pioneer	1

MEDIA SERVERS/ STREAMING DEVICES	
Kaleidescape	56
Sonos	46
Autonomic/SnapAV	40
Apple	39
Roku	31
Savant	23
TiVo	17
Crestron	8
Sony	8
Fusion Research	6
Roon	5
HEOS	5
Qnap	4
Sooloos	3
Elan	3
ReQuest	3
URC	2
S1 Digital	2
Luma	1
Synology	1
Control4	1
Cocktail Audio	1
Dell	1

AUDIO

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
SPEAKER CABLES/ INTERCONNECTS	
AudioQuest	34
SnapAV/Binary	33
Liberty AV Solutions	31
Planet Waves	15
Tributaries	12
ADI	8
Honeywell	7
Straightwire	6
Perfect Path	5
ICE Cable	4
Belden	4
Metra	4
ICE Cable	4
Windy City Wire	3
Monster	3
Cables to Go	3
Transparent Audio	2
Tri-Ed	2
Key Digital	2
Keystone	2
Clarus	2
Vanco	2
Kubala-Sosna	1
Wire Word	1
SpeakerCraft	1

BRAND	USAGE
HEADPHONES	
Sennheiser	35
Sony	29
Bowers & Wilkins	28
Bose	17
AudioQuest	13
Klipsch	10
McIntosh	8
Paradigm	6
Master & Dynamic	6
Audeze	5
Beats	5
AudioTechnica	4

AUDIO

BRAND	USAGE
Denon	4
Grado Labs	3
Yamaha	3
AKG	2
NAD	2
Focal	2
KEF	1
Beyerdynamic	1
Technics	1

BRAND	USAGE
ACOUSTIC TREATMENTS	
SnapAV/Episode	23
Kinetics Noise Control	22
CinemaTech	20
Auralex	16
Dynamat	16
Acoustic Innovations	15
AcousticSmart	10
Custom	6
Simplified Acoustics	5
Primacoustic	4
ARS	4
Vicoustics	4
Acoustical Solutions	3
Owens Corning	3
Acoustex	2
Cinema Design Group	2
PMI	2
Artnovian	3
AcoustiMac	1
Acoustic Treatment Technologies	1
Guilford of Maine	1
CATS	1
Acoustic Geometry	1
NBP Acoustics	1
RPG Acoustics	1
Echo Panels	1
Quest Acoustical Interiors	1
SRS Systems	1

AUDIO

BRAND	USAGE
Acoustacell	1
Cascade	1
Specialty	1
Teknamat	1
AcouDecor	1

BRAND	USAGE
MULTIROOM A/V SYSTEMS	
Control4	63
Sonos	63
Crestron	42
Savant	34
Binary/SnapAV	28
Sonance	20
Just Add Power	17
Atlona	17
Autonomic/SnapAV	16
Bose	12
AudioControl	9
Meridian	8
Elan	8
HEOS	7
Key Digital	6
URC	6
McIntosh	6
Russound	5
RTI	5
Yamaha	5
Legrand	5
Sooloos	5
WyreStorm	4
AMX	4
Niles	3
SpeakerCraft	2
Nuvo	1
Klipsch	1
Gefen	1

AUDIO

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
FLAT-PANEL TELEVISION	
Sony	92
Samsung	88
LG	64
Seura	37
Planar/Runco	17
Sharp	9
B&O	4
Vizio	3
Aquavision	1

BRAND	USAGE
PROJECTORS	
Sony	85
Epson	64
DPI	24
JVC	23
Barco	13
Planar	8
SIM2	6
Vivitek	5
Christie Digital	5
Optoma	5
BenQ	4
Wolf	3
InFocus	2
LG	1
Viewsonic	1

BRAND	USAGE
PROJECTION SCREENS	
Screen Innovations	64
Stewart Filmscreen	61
SnapAV/Dragonfly	37
Da-Lite	33
Draper	14
Vutec	11
Elite Screens	8
Seymour	7
Milestone	4
Cinebrite	1
DNP	1

BRAND	USAGE
HDMI CABLE	
SnapAV/Binary	53
AudioQuest	42
Tributaries/Clarus	15
Liberty AV Solutions	15
Metra Home Theatre / Ethereal	9
Key Digital	7
Planet Waves	7
Monster	5
Vanco	4
Crestron	4
Straightwire	4
Legrand	4
Perfect Path	4
Kordz	3
Catalyst	3
Zuum	2
SCP	2
Cables to Go	2
ProConnect	2
Redmere	1
Belden	1
Belkin	1
Atlona	1
ICE	1
Xantech	1
Wireworld	1
Volutone	1
Redmere	1

BRAND	USAGE
BLU-RAY/ULTRA BLU-RAY DISC PLAYERS	
Sony	78
Samsung	48
Oppo	34
Kaleidescape	22
Marantz	11
Integra	9
LG	8
Yamaha	6
McIntosh	6

BRAND	USAGE
Denon	4
Pioneer	4
Panasonic	2
Rotel	2
Onkyo	1
Cambridge	1
Ingram Micro	1

BRAND	USAGE
OUTDOOR VIDEO	
SunBriteTV	75
Seura	51
Samsung	8
Sony	6
MirageVision	4
Peerless	3
Planar	3
GoVision	2
Sealoc	1
HiFrame	1
LG	1
Sanus	1
Apollo	1

BRAND	USAGE
SATELLITE TELEVISION	
DirecTV	39
Dish	25
Exede	1

BRAND	USAGE
VIDEO DISTRIBUTION SWITCHERS/EXTENDERS	
Control4	52
Atlona	52
SnapAV/Binary	45
Crestron	40
Savant	32
Just Add Power	22
Key Digital	12
Wyrestorm	10
Extron	4
Zuum Media	4
Gefen	4

VIDEO

CE Pro 100 2018 Brand Usage by Product Category

VIDEO

BRAND	USAGE
Transformative Engineering	3
ZeeVee	3
AVProConnect	2
BlackMagic	2
Liberty	2
Vanco	2
Zigen	1
AV Pro Store	1
RGB Spectrum	1
KanexPro	1
Zektor	1

NETWORKING

BRAND	USAGE
Control4/Pakedge	51
Araknis/SnapAV	50
Luxul	45
Ruckus	42
Ubiquiti	30
Access Networks	28
Cisco	20
Netgear	15
Eero	15
Apple	15
SonicWall	8
Why Reboot	8
Linksys	6
Meraki	6
Ihiji	5
Trendnet	4
Unify	4
Asus	3
Krell	3
Engenius	2
HP	2
Domotz	2
Mimosa	1

FIBER OPTIC CABLE

BRAND	USAGE
Cleerline	33
Celerity	24

BRAND	USAGE
Tributaries	11
Metra Home Theater	7
Corning	6
Liberty	2
Binary/SnapAV	1

CELL PHONE BOOSTERS

BRAND	USAGE
Wilson Electronics	49
SureCall	22
Verizon	12
AT&T	6
Samsung	3
Z-Boost	2
Pixel	2

NETWORK CABLE

BRAND	USAGE
Wirepath/SnapAV	50
Liberty AV Solutions	31
AudioQuest	16
ICE Cable	15
Honeywell	11
ADI	10
Structured Cabling Products	8
Windy City Wire	7
Tri-Ed	7
Araknis/SnapAV	5
Belden	5
Luxul	4
ICC	3
Cisco	3
Ruckus	3
Graybar	2
CED	2
Champion	1
Olympic Wire	1
Perfect10	1
Pro Audio	1
AllStar Cable	1
Apple	1

PHONE SYSTEMS/INTERCOMS

BRAND	USAGE
Panasonic	33
Control4	28
Holovision	16
Savant	9
Siedle	9
Legrand	9
Polycom	6
Aiphone	5
Elan	4
Ubiquity	4
Clear One	3
NEC	3
Viking	2
M&S	2
AT&T	2
Avaya	2
Cisco	2
C3X	1
2N	1
Digium	1
RCA	1
Mitel	1
Intrasonic Intercoms	1

STRUCTURED WIRING

BRAND	USAGE
SnapAV/Wirepath	47
Legrand	24
Channel Vision	13
Leviton	12
Open House/Nortek	7
Liberty AV Solutions	6
Middle Atlantic	6
Linear	4
Primex	3
Arlington	3
Structured Cable Products	3
ICC	2
Tributaries	2
Wave	2

CE Pro 100 2018 Brand Usage by Product Category

NETWORKING

BRAND	USAGE
Monster	1
Custom	1
On Cue	1
Metra Home Theater	1
Cinema Design Group	1
Millson WireFrame	1

CYBERSECURITY

BRAND	USAGE
SonicWall	10
Why Reboot	2
Pakedge/Control4	2
SnapAV/Araknis	2
Cisco	2
FireFX	1
Access Networks	1
Ruckus	1
Ubiquiti	1

CONTROL & AUTOMATION

WHOLE-HOUSE AUTOMATION

BRAND	USAGE
Control4	65
Crestron	48
Savant	43
Lutron	24
Alarm.com	17
Elan	13
RTI	10
URC	10
2GIG	7
AMX	7
ProControl	4
Vantage	3
Vivint	1
HAI	1

LIGHTING CONTROLS

BRAND	USAGE
Lutron	76
Control4	63
Crestron	35
Savant	18
Vantage	16
Alarm.com	9

BRAND	USAGE
Linear	6
Z-Wave	6
Legrand	5
URC	4
Interlogix	2
Jasco	2
Nortek Security Control	2
2GIG	2
Ketra	2
AMX	1
Remotec	1
Logitech	1

UNIVERSAL REMOTES/TABLETS

BRAND	USAGE
Apple	70
Control4	60
URC	53
Savant	34
Crestron	32
RTI	16
Elan	12
Logitech	8
AMX	4
Microsoft	2
RCA	1

MOTORIZED WINDOW TREATMENTS

BRAND	USAGE
Lutron	69
QMotion	46
Crestron	30
Somfy	11
Hunter Douglas	9
Insolroll	6
Hartmann & Forbes	5
Mechoshade	3
Conrad	2
J. Geiger	1
Solar Shading Sytems	1

HVAC/THERMOSTAT/ENERGY MANAGEMENT

BRAND	USAGE
Control4	60
Nest	43
Crestron	37
Lutron	37
Savant	35
Aprilaire	27
Alarm.com	18
Honeywell	15
Cool Automation	9
Elan	7
2GIG	6
Vantage	5
HAI	4
Leviton	3
Radio Thermostat	3
Go Control	3
URC	2
Linear	2
Panamax	2
AMX	2
Ecobee	1
Alarm.com	1
Linear	1
Rosewater	1

IR DISTRIBUTION SYSTEMS

BRAND	USAGE
SnapAV/Binary	47
Control4	36
Xantech/Nortek	32
Crestron	15
Savant	13
URC	12
Sonance	10
Niles Audio	9
Atlona	8
Elan	6
RTI	6
Key Digital	5
Zuum Media	4
Origin Acoustics	4

CE Pro 100 2018 Brand Usage by Product Category

CONTROL & AUTOMATION

BRAND	USAGE
SpeakerCraft	4
Extron	3
Russound	2
The DaVinci Group	2
MCM	1
Irus	1
KanexPro	1
Vanguard Dynamics	1
Salamander	1

VOICE CONTROL

BRAND	USAGE
Amazon	77
Google	24
Apple	19
Savant	17
Josh AI	7
Comcast	3
Honeywell	1
Origin	1

HOME ENHANCEMENTS

RACKS

BRAND	USAGE
Middle Atlantic	82
SnapAV	59
Sanus	26
OmniMount	14
Salamander	8
Chief	7
Raxxess	4
Rapid Rack	2
WAVE	1
Thermal Management	1

RACK COOLING SYSTEMS

BRAND	USAGE
Middle Atlantic	53
Active Thermal Management	38
SnapAV/Strong	35
Cool Components	28
Sanus	9
OmniMount	7

BRAND	USAGE
Active Cooling	4
Control4	4
Bora Gear	2
Cab-Cool	2
Fantech	1
Crestron	1
Milestone	1
Niles	1

REMOTE MANAGED SERVICES

BRAND	USAGE
SnapAV/OvrC	54
Control4/Pakedge/Ihiji	39
BlueBolt	30
Alarm.com	19
Crestron	15
Access Networks	15
Savant	8
Domotz	7
Ubiquiti	4
Honeywell	4
DynDNS.org	4
In-House	3
Elan	3
Telguard	3
Why Reboot	2
Custom In-house	2
Ping Monitor	1
ConnectWise	1
Sonicwall	1
Parasol	1
Eero	1
Greenlight	1
URC	1

POWER CONDITIONERS

BRAND	USAGE
SnapAV/WattBox	64
Panamax	41
Furman	31
APC	21

BRAND	USAGE
SurgeX	20
Middle Atlantic	11
Torus Power	9
Crestron	8
Tripp Lite	6
Tributaries	3
Sanus	2
Belkin	2
AudioQuest	1
Epson	1

FURNITURE

BRAND	USAGE
Salamander Designs	52
BDI	23
Sanus	23
CinemaTech	23
Fortress	17
Cineak	9
Acoustic Innovations	8
Palliser	7
Bell'O	5
United Leather	4
Bass Industries	4
El Ran	2
JSP	2
Octane Seating	1
RowOne	1
Hooker	1
Anima Domus	1
Cinema Design Group	1
Sligh	1
Urbia	1

SEATING

BRAND	USAGE
Fortress	27
CinemaTech	24
Salamander	19
Cineak	12
Acoustic Innovations	10
RowOne	10
Palliser	9

CE Pro 100 2018 Brand Usage by Product Category

HOME ENHANCEMENTS

BRAND	USAGE
United Leather	8
AcousticSmart	6
Bass	3
Front Row	3
Cinema Design Group	2
El Ran	2
Acadian	2
Octane Seating	2
Texas Theater Seating	1
Custom	1
CorLiving	1
TheaterSeatStore	1
Improved Image	1
Oasis	1
Premiere	1
Leather Creations	1

MOUNTS

BRAND	USAGE
Chief	69
SnapAV/Strong	66
Sanus	55
Future Automation	26
Peerless-AV	25
Milestone	19
OmniMount	14
Crimson	5
Zuum	3
Rapid Video Mounts	3
Premier	2
Vantage	1
Kanto	1
Proconnect	1
MstrBrand	1

LIFTS

BRAND	USAGE
Nexus 21	50
Future Automation	38
Chief	21
Auton	18
Inca	10
Media Décor	10

BRAND	USAGE
Electrokinetics	8
Activated Designs	4
Motivated Designs	4
Vutec	4
Da-Lite	3
TV-Lifts.com	2
Draper	2
Lifttech	1
SVS	1
Touchstone	1

CENTRAL VACUUM

BRAND	USAGE
H-P/Dirt Devil/Vacuflo	16
Electrolux	11
Hide A Hose	6
Honeywell	5
Nutone	5
Hayden	2
Beam	2
CycloVac	1

LIGHTING FIXTURES

BRAND	USAGE
Lutron	9
Ketra	5
DMF	3
Lightology	3
Colorbeam	1
WAC	1
Cooper	1
Lucifer	1
Lightolier	1
Q-tran	1
GE	1
Pure Edge	1
Zaniboni	1
Liteline	1
Dega Lighting	1
Klus	1
LVL Lighting	1
LED-Linear	1
Vantage	1

SECURITY

SECURITY & FIRE SYSTEMS

BRAND	USAGE
Honeywell	30
Interlogix	27
DSC	21
2GIG	21
Leviton	10
Nest	6
Napco	2
Qolsys	2
Bosch	2
Siedle	1
Samsung	1
Vesda	1
Vivint	1
SimpliSafe	1
Mircom	1
Silent Knight	1
DMP	1
Potter	1
ZERO WIRE	1

IP CAMERAS SURVEILLANCE

BRAND	USAGE
Wirepath/SnapAV	53
IC Realtime	41
Luma/SnapAV	41
Axis	21
Alarm.com	20
Visualint/SnapAV	20
Hikvision	18
Lilin	17
Nest	12
2GIG	10
Digital Watchdog	9
Speco Technologies	8
LTS	6
Honeywell	6
Clearview	5
Vivotek	5
Arecont	5
Interlogix	3
Panasonic	3

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
Samsung	3
Flir	3
Exacqvision	2
Mobotix	2
Avigilon	2
Smartvue	1
Wave / Lux	1
Swann	1
Arlo	1
EZVIZ	1
Night Owl	1
Defender	1
Lorex	1
Gen IV	1
Elan	1
Channel Vision	1
American Dynamics	1

VIDEO DOORBELLS	
Ring	51
Doorbird	50
Skybell	18
Control4	7
Channel Vision	6
August	4
Savant	3
Holovision	2
2N	2
ButterflyMX	1
Vivint	1
Custom	1
Lilin	1
Siedle	1
Swann	1
Nest	1

ACCESS CONTROL	
Control4	53
Yale	33
Lutron	30
Savant	29

BRAND	USAGE
Crestron	25
Kwikset	23
Holovision	20
Honeywell	16
Siedle	14
Interlogix	13
URC	13
Card Access	12
Aiphone	10
Elan	9
Viking	9
Leviton	8
Nortek Security Corner	8
RTI	8
DSC	7
HID	7
Bosch	7
Baldwin	7
LiftMaster	7
AMX	6
Linear	6
Schlage	6
Door King	6
Securitron	5
Channel Vision	5
Alarm Controls	4
HES	4
Paxton Access	4
Emerge	3
IEI	3
Keyscan	3
Elk	3
Quickset	3
Custom	3
Kantech	3
Keri Systems	2
Rosslare	2
Assa Abloy	2
SDC	2
ProdataKey	2

BRAND	USAGE
Brivo	2
NKS	2
Sielox	2
CDVI	1
Doorbird	1
Audio Access	1
InVixium	1
Latch	1
Butterfly MX	1
Isonas	1
DMP	1
Dwelling Live	1
Software House	1
DSX	1

SMART DOOR LOCKS/ DEAD BOLTS	
Yale	62
Kwikset	53
Schlage	34
August	10
Ercole	1
Latch	1
Baldwin/Control4	1
Nest	1
Weiser	1
Vivint	1

GENERAL DISTRIBUTION	
ADI	56
AVAD	46
Tech Data	39
Ingram Micro	33
Brandsource/Expert Warehouse	25
Anixter/Tri-Ed	22
Wave Electronics	19
Liberty AV	16
Almo	15
Home Depot	14
Capitol Sales	11

SECURITY

DEALER SUPPORT

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
Windy City Wire	10
Volutone	10
Allnet	8
Elan	7
Custom Plus	6
CED	6
Ultimate Integration	6
Audio America	5
SES	5
D&H	5
ECD	4
Silmar	4
Mountain West	4
Skywalker AV	4
Lucas Sales	4
Worthington	4
The System Depot	4
DBL	4
Davis Distributing	4
Specialty Marketing	4
Jenne	3
Petra	3
AHA	3
Easy Access	3
RS Pro Sales	3
SCP	3
Autco	2
Sierra Select	2
HCA	2
Professional Audio Associates	2
R&D Distributors	1
Pioneer	1
Broadline Cable	1
Automated Outlet	1
Cybersmart	1

DESIGN PROPOSAL SOFTWARE

BRAND	USAGE
D-Tools	41
Autodesk AutoCAD	29

BRAND	USAGE
MS Visio	23
Intuit Quickbooks	15
iPoint	12
Portal	10
Excel	8
Microsoft	8
Custom	8
BidMagic	6
Salez Toolz	6
Tigerpaw	4
ConnectWise	3
Simply Reliable Software	3
ProjX360	3
Quotewerks	2
Smart Draw	2
Bluebeam	2
Slateplan	2
JetBuilt	2
Basecamp	1
Kloudgin	1
PandaDoc	1
AUDIOVISIONS Prointegrator	1
EPASS	1
Audio Interiors Proprietary	1
Corel	1
SCPS	1
Adobe	1
Pages	1
Quote Roller	1
Service Director	1
Stardraw	1

BUSINESS MANAGEMENT SOFTWARE

BRAND	USAGE
Quickbooks (Intuit)	53
D-Tools	38
Microsoft	27
Google	18
iPoint	13

BRAND	USAGE
Tigerpaw	8
Zoho	7
ProjX360	5
Sage 50	4
Cairnstack	3
Custom	3
ConnectWise	3
Sedona Office	2
Great Plains	2
Service Fusion	1
Integrator Dashboard	1
Future Simple	1
Salesforce	1
TeamWork PM	1
Kloudgin & Intact	1
SharePoint/Office 365	1
Automation Integration	1
AUDIOVISIONS Prointegrator	1
Simply Reliable – Smart Office	1

TOOLS & TESTERS

BRAND	USAGE
Platinum Tools	39
Klein	33
Fluke	30
Labor Saving Devices	26
DeWalt	19
Wi-Spy	18
Atlona	17
Ideal	15
Milwaukee	12
Liberty AV Solutions	12
Test-um	9
Greenlee	8
Sencore	7
Channel Lock	6
Hilti	5
Triplett	4

CE Pro 100 2018 Brand Usage by Product Category

BRAND	USAGE
ByteBrothers	3
Behringer	1
Cleerline	1
Murideo	1

VEHICLES	
Ford	34
Nissan	13
Chevrolet	9
Dodge	7
GMC	4
Honda	2
Isuzu	2
Freightliner	1
Volkswagen	1
Kia	1
Toyota	1
BMW	1

BUYING GROUP	
ProSource	32
HTSA	15
Azione	9
AIN	5