

# AN ENERGIZED SHOW FLOOR

CEDIA Dallas showcased the power of partnerships

BY NANCY KLOSEK

CEDIA management, in its post-Show assessment of its yearly trade show, characterized it as “an energized showcase of big thinking.” That view of the show was right on the mark, based on the vibes given off at product introduction press events and at exhibitor booths.

Besides a product exposition, it was a show featuring the power of partnership. There was plenty of news of alliances among companies who share the overarching agenda of keeping the custom installation industry robust. Collaborative partnerships between major CI suppliers including Crestron, Lutron and Control4 with the dominant home sound system supplier Sonos, through Sonos’ Endorsed Partner Program, were announced just

ahead of the show dates – all forged in the name of improving the user experience.

“Being at CEDIA has more than tripled the size of our integrator base just over this last year,” Meg Dolan, Comcast Cable’s special operations manager, commented in a CEDIA statement. “Getting to talk to the community that we work with on a daily basis and new companies that we are anxious to work with is a highlight of our year.” That very aptly sums up CEDIA’s enduring value as venue for networking as much as for viewing new technologies.

On these pages, we feature some of the event news revealed there, along with what we found during our booth tours.



Origin Acoustics’ Jeremy Burkhardt holds new grilles designed for the Origin-Bang & Olufsen co-branded architectural speaker line, which will be sold exclusively beginning in Q1 of 2017 through B&O’s 700 worldwide stores. Likewise, B&O products will be provided for sale to select Origin Acoustics dealers. “This is the largest punch in the arm for the architectural speaker business in 20 years,” said Burkhardt.



D&M’s Kevin Zarow, with the Marantz SR7011 9.2-channel Full 4K AV receiver – the first Marantz-branded product from D&M with built-in HEOS compatibility (\$2,199)

Craig Geiger, posing at the JVC booth after a spectacular demo of the new flagship JVC 4K D-ILA Model DLA-RS4500 projector, which uses the company’s proprietary BLU-Escent laser phosphor light source for brightness of 3,000 Lumens and 20,000 hours of operational life (available in December, \$34,999.95).



GoldenEar Technology’s Sandy Gross, with the SuperSub X subwoofer (\$1,249; October availability). The new sub was demo’ed as part of an “invisible” in-wall Dolby Atmos system that included the in-ceiling Invisa HTR 7000s for the three front channels and the four height channels, the Invisa MPX in-wall rear surrounds and the SuperSat 60C center speaker.