

**MOST POPULAR AWARDS** 

**CONNECTED HAS POLLED THE** INDUSTRY ON WHICH BRANDS IT PREFERS TO INSTALL. NOW, THE **RESULTS ARE IN. PAUL SKELTON** REPORTS.

### And the winners are...

Most industries are clearly defined. It's easy to identify the industry leaders and it's clear which products are the most favoured. The systems integration industry, however, isn't as clear.

There's a lot of conjecture out there. and you can't always tell fact from fiction. That's why we here at Connected asked integrators from around the nation (and NZ) to identify the brands that they install to get a clear idea of which products are being installed in homes and businesses, and to identify the industry leaders in each category.

In total, 543 integrators responded to what has become an annual exercise in tracking the development and growth of the industry.

It's important for me to remind those companies that didn't win these awards are purely a popularity contest. We're not saying that the winners have the best product on the market, or the newest. These awards are simply designed to let suppliers know what integrators think of their brands.

On behalf of Connected, I would like to congratulate all of the companies who topped the list and would like to make special mention of the local suppliers who took out their categories, proving that Australian manufacturers can well and truly compete against international products.

Good luck in 2018.









### THE GOLDEN PAUL

Hello again, my name is Paul Skelton and I'm the editor of Connected.

I also have a very large ego, which often goes unchecked.

I'm on a mission to find out who industry believes to be the most influential person in the market. Of course, I am ineligible to win the award, so I've named it after myself. And I put my face on it.

Congratulations to Damian Cavanagh from Electronic Living for being named as the 2017 recipient of the Golden Paul. I hope you enjoy staring at my face for many years to come.

### **INDUSTRY AWARDS**

### 'THE GOLDEN PAUL' - MOST INFLUENTIAL PERSON

Damian Cavanagh is the founder and managing director of Brisbane-based Electronic Living, a technology integration firm providing solutions to the commercial, luxury marine and high end residential markets.

A career in this industry spanning more than 20 years has seen Damian pilot Electronic Living to achieve great heights and garner true recognition in the industry as an honest, trustworthy and complete technology partner to all clients.

Having delivered in excess of \$60 million worth of technology and boasting more than 24 CEDIA awards for excellence in technology integration projects both locally and internationally, Damian is driven by his ambition for excellence without exception.



Damian is allergic to power tools; in fact, his team insist that he never touches them in the interest of general public safety. He prefers to spend his time focused on the vision and direction of Electronic Living ensuring the company remains relevant and poised for growth in the fast paced environment that is the connected technology industry.





### **INDUSTRY AWARDS**

### **MOST POPULAR SUPPLIER**



The meteoric rise of Control4 in the A/NZ market has indeed been well documented. Since April 2016, the company has been selling direct into the local market and has been rewarded well for doing so. Most recently, the company acquired Triad Loudspeakers, expanded the Pakedge portfolio of networking products and has continued to see a plethora of drivers been developed for the platform. In 2017, it was overwhelmingly voted in as the Most Popular Supplier in this competition.







## **Amber** Technology 28.36%

### **INDUSTRY AWARDS**

### **RESIDENTIAL DISTRIBUTOR**

Avation QualiFi 17.91%

Another year, another Most Popular Residential Distributor title for Amber Technology... For the fifth year running, Amber has taken out the most hotly contested category in these awards. Avation pipped QualiFi at the post to come second while Altronics has held on to its 2016 fifth place spot. Advance Audio is the big mover here, climbing from 10th place last year to fourth here. The Sydney-based distributor has had a big year, signing PulseEight and launching a new ecommerce platform, www.advanceone.com.au.

- >4th Advance Audio 15.67%
- >5th Altronic Distributors 10.82%
- >6th Synergy Custom 10.07%
- >7th Wavetrain 9.33%
- >8th Radio Parts 8.58%

**COMMERCIAL DISTRIBUTOR** 

>8th Canohm 8.58%

Hills has gone two for two, once again taking out the

year extending its lead over the market from 21.1% to

31.34%. Amber has retained second place while Westan has moved up from fourth to third in 2017. Jands is

title of Most Popular Commercial Distributor, this

the biggest mover here, coming joint seventh last year. Avation has also muscled its way into the results

this year, with the traditionally-residential distributor coming in at a respectable sixth place this year.

>10th Hills 8.21%

# Hills 31.34%

### **INDUSTRY AWARDS**



Westan 16.13%

- >4th Jands 12.90% >5th Altronic Distributors 11.98%
- >6th Avation 10.14%
- >7th Wavetrain 9.68%
- >8th Radio Parts 9.22%
- >9th Midwich 8.76%
- >10th Canohm 6.91%
- >10th Sennheiser 6.91%

### **INDUSTRY AWARDS AV Supply** Group 28.16%

### **Amber** Technology 17.24



- >4th TechStyle 12.64%
- >5th Digital World 11.49%
- >6th Sound Group Holdings 10.34%
- >7th Midwich 8.05%

### **NEW ZEALAND DISTRIBUTOR**

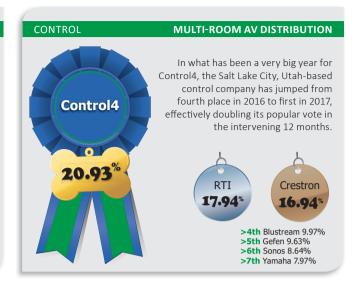
From eighth to first, AV Supply Group has had a very strong showing in the 2017 competition, taking out the Most Popular NZ Distributor title. Last year's winner, Amber Technology, sits in second place while Avation jumps from fourth to third. Single nation players TechStyle and Digital World round out the top five positions.

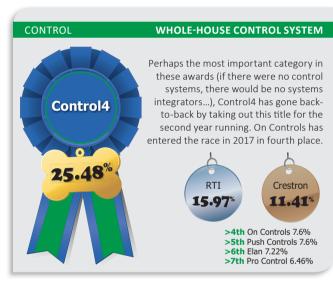
- >8th Hills 6.90%
- >9th Mayo Group 5.17%
- >10th Emersive Technologies 4.02%

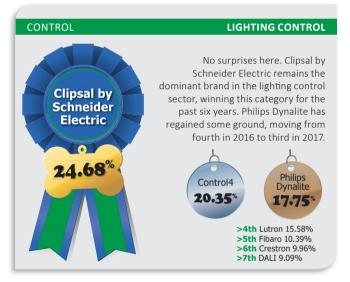


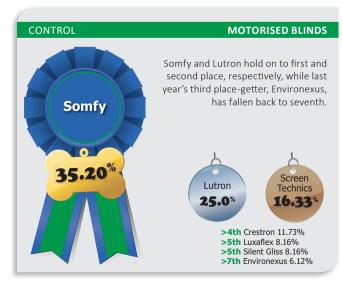


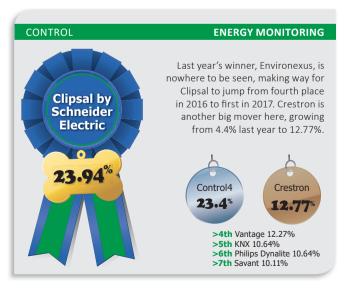
### CONTROL UNIVERSAL REMOTE CONTROL A new leader has emerged. After coming in third in 2016, Logitech has risen to the top of the category, pipping last year's winner, RTI, at the post. One Logitech For All is another big mover, growing from 4.8% to 13.1% in 2017. 24.29% RTI Control4 20% 17.1% >4th One For All 13.1% >5th On Controls 8.21% >6th Crestron 7.14% >7th Elan 6.79%









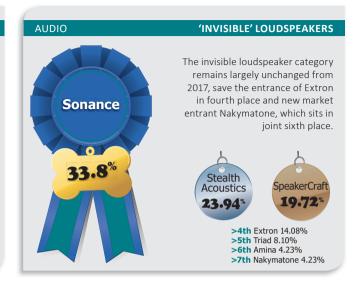


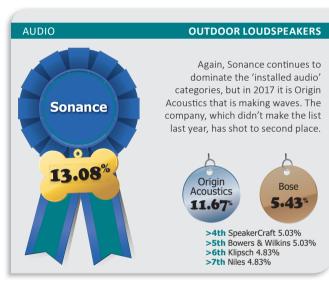


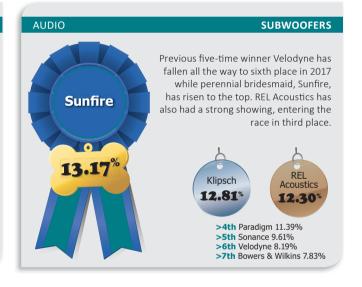


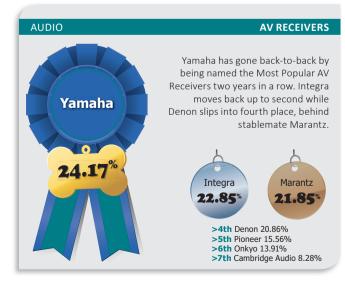
### AUDIO IN-WALL/IN-CEILING SPEAKERS (RESIDENTIAL) For the sixth year in a row, Sonance has dominated this category. The big mover here, though, is Klipsch, which didn't place last year. In 2017, the **Sonance** company has entered the race in a respectable fourth place. 20.71% Origin SpeakerCraft Acoustics 12.30% 10.68% >4th Klipsch 10.36% >5th Bowers & Wilkins 10.03% >6th Bose 10.03%

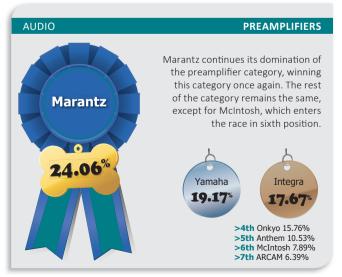
>7th Jamo 8.41%







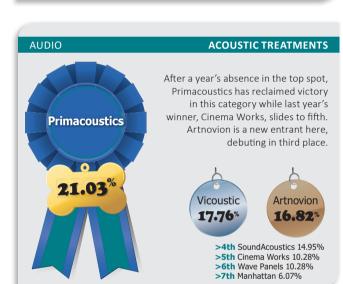


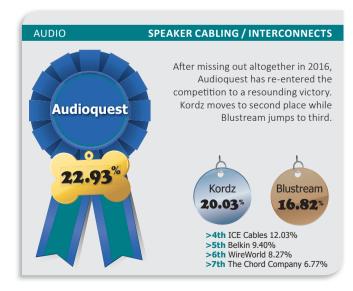


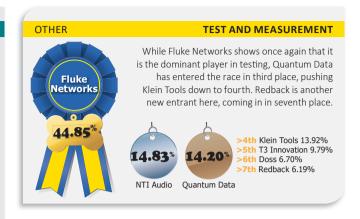


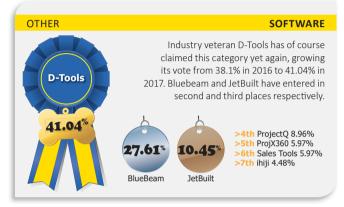


### AUDIO FREESTANDING LOUDSPEAKERS Buoyed by its recent expansion into the Australian market, B&W has once again been named the Most Popular **Bowers** Freestanding Loudspeaker, Klipsch has & Wilkins risen from fifth to second while Jamo holds tight in third. 17.77% Klipsch lamo 14.29% 10.8% >4th KEF 9.41% >4th Yamaha 9.41% >6th Definitive Technology 8.36% >7th Elan 6.79%

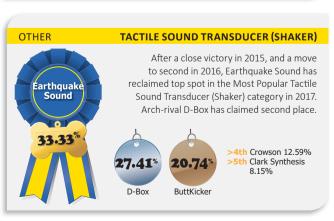






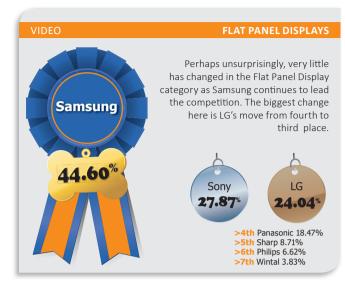


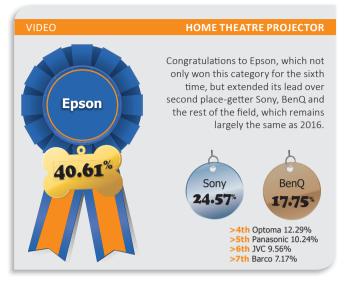


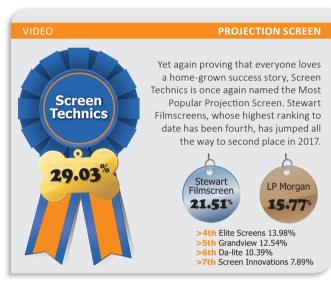


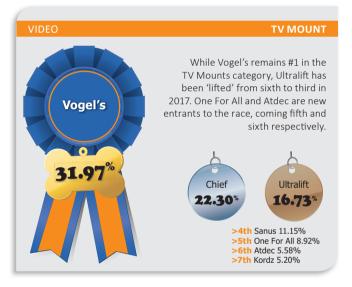


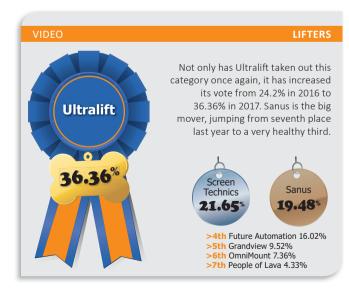


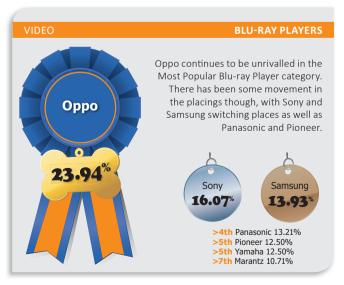






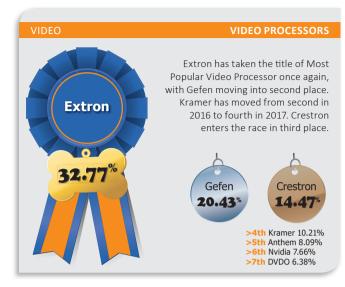


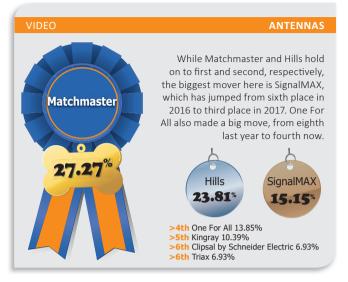


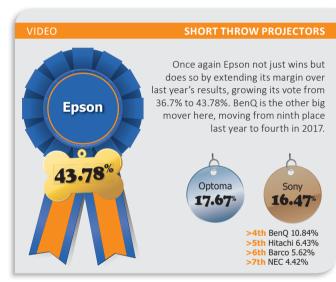


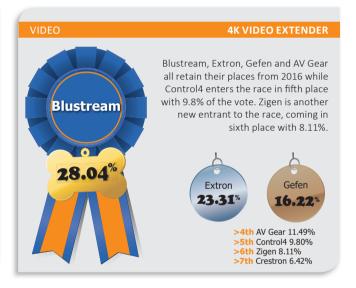


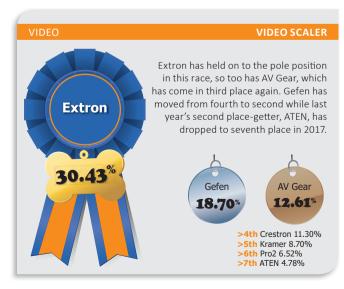


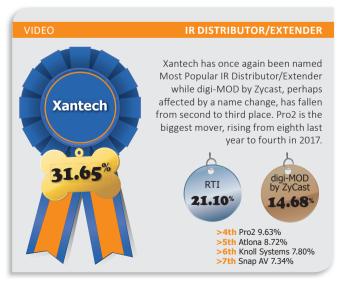






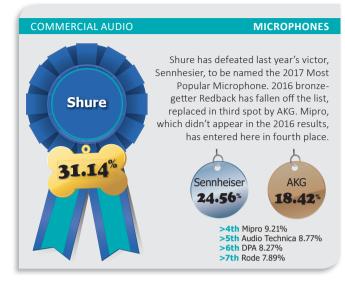


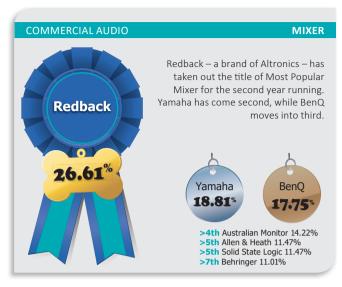


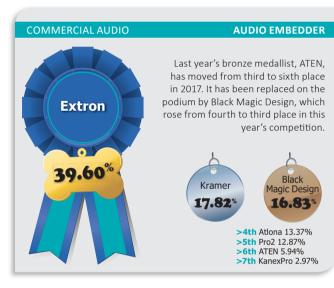


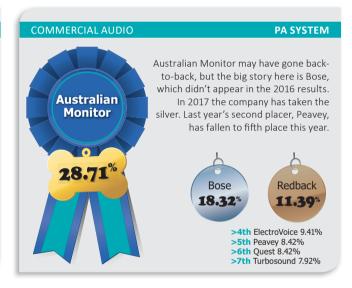


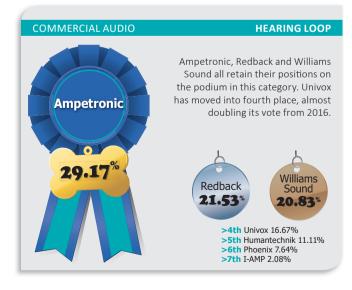


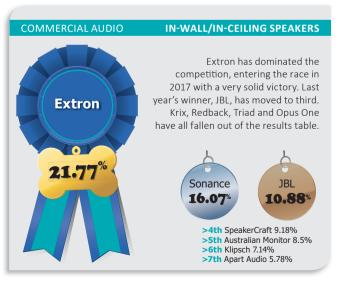






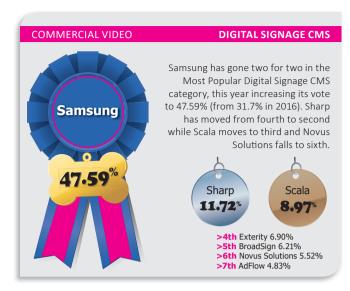


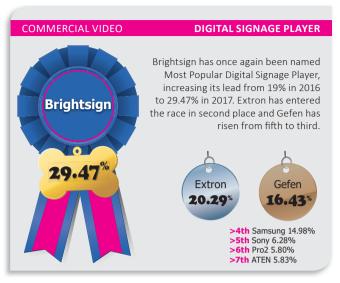


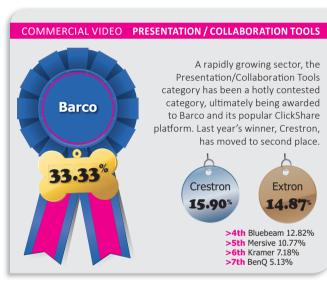


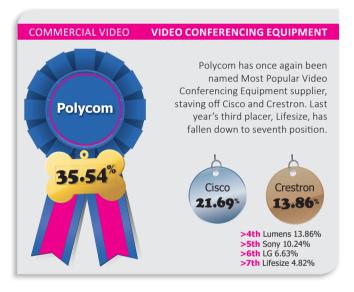


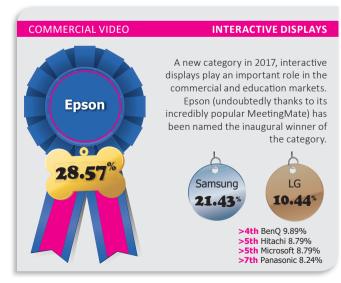


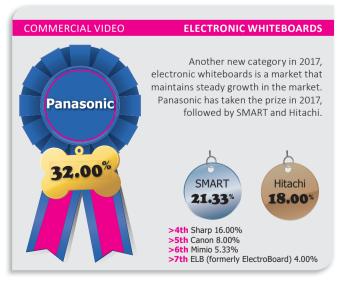






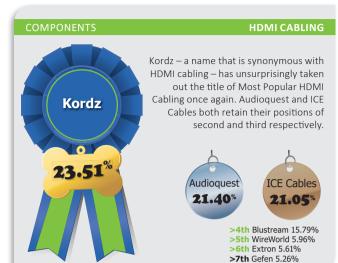


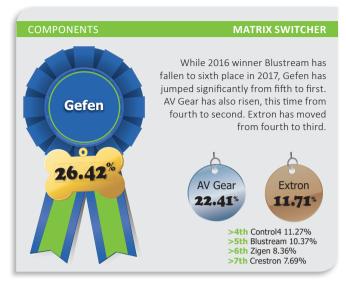


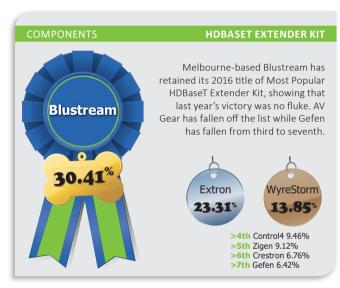


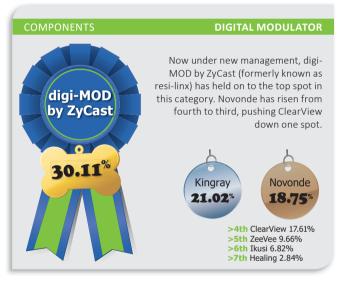


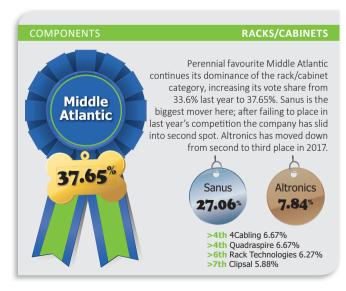








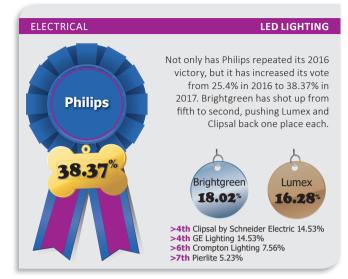


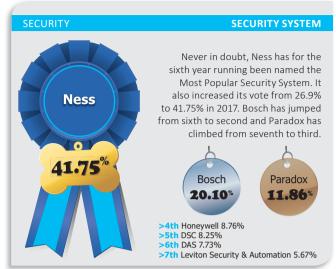












### **ELECTRICAL** SURGE PROTECTION Long-time local favourite Thor Technologies continues to reign over the Surge Protection category. Furman **Thor** holds on to second place while APC by Technologies Schneider Electric rises one place into third. Powershield, which came fourth, is a new entrant here. 41.28% APC by Schneider Furman 20.64 11,01 >4th Powershield 10.87% >5th Belkin 10.09% >5th Isotek 10.09% >7th Eaton 8.26%

