



AND THE WINNER IS...

OVER 500 MEMBERS OF THE AUSTRALIAN AND NEW ZEALAND SYSTEMS INTEGRATION MARKET HAVE HAD THEIR SAY ON THIS YEAR'S CONNECTED MOST POPULAR AWARDS. ANNA HAYES EXAMINES THE MOVERS AND SHAKERS OF THIS YEAR'S RESULTS.

Another year, another intro written while stuck in a home office (a nicer one this year admittedly) and another Connected Most Popular Awards that has taken place in an environment that has changed utterly.

It's something that's become even more abundantly clear this year, the fact that the landscape of operation for many in this industry has been transformed.

It's no secret that the pandemic has changed the way we work, the way we communicate, entertain, and it's still having an impact. Even now, as I write this, all but one state is in lockdown.

Over 500 people cast their votes on the almost 60 awards up for grabs, and it's been an interesting year to explore both the things that stayed the same and the things that definitely didn't.

This year's awards recorded not one, not two, but three 'Perfect Ten' records, signifying massive dominance in the respective categories. Elsewhere there are numerous three, four and five-in-a-row celebrations as well.

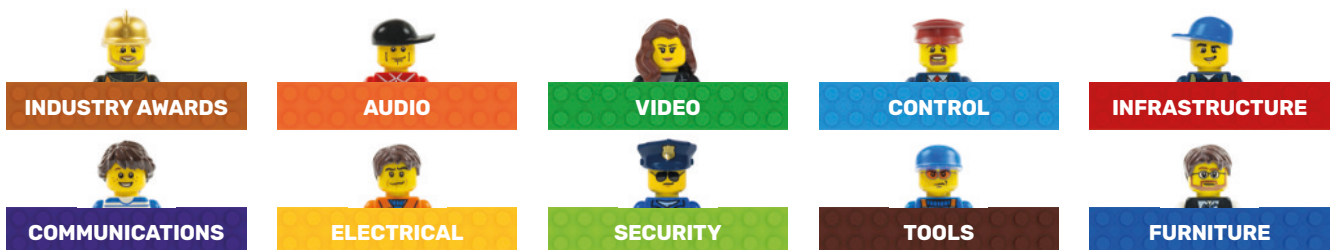
But a few results will raise eyebrows and, as if to emphasise how much our lives have changed, the biggest surprises are in the video-conferencing category.

As always, I must point out that these awards are decided by popular vote and are designed to recognise the brands that those in the industry choose as their go-to options. They are not reflective of market share, functionality, etc.

Finally, there is a new winner in the category of Most Influential Person which was a particularly tight affair this year.

SnapOne's senior director for Asia Pacific Adam Merlino has carved his name onto this year's trophy.

Congratulations to all winners and continued success to all nominees in the future.



Most Influential Person

INDUSTRY AWARDS

Congratulations to:
Adam Merlino



Industry stalwart Adam Merlino has taken out this year's Most Influential Person (in the industry) award, fighting off stiff competition from a host of strong candidates.

Adam came into the industry not necessarily by chance, but it was certainly a case of being in the right place at the right time. He was lucky to have a neighbour who was involved in the HiFi industry and, through an early job of writing software for him, he discovered the industry that he would come to know and love.

He graduated from writing software to HiFi and cinema sales by day, and installation by night, before automation systems came along to, at first complicate things, and subsequently tie everything together in a functional package.

Over the years, Adam built his own custom installation business, Audio Connection Australia, from scratch, as well as acting as brand manager for Advance Audio Australia, roles that he held for 22 and 10 years respectively.

In 2016, he joined Control4 (now Snap One), taking on responsibility for building the ANZ business.

As things progressed, he took on further roles and is now responsible for the APAC region and South Africa.

Adam paid tribute to his colleagues at Snap One, saying the award was as much for them as himself.



Most Popular Manufacturer

INDUSTRY AWARDS

Congratulations to:



Ness

For the second year in a row, the NSW-based company has taken out the Most Popular Manufacturer award.

Founded by brothers Naz and Larry Circosta in 1972, NESS began as an alarm installation company with Naz managing the technical side of the business and Larry looking after admin and sales. They were later joined by their sister Mary, brothers John and Tony and, more recently, Naz's son Elian.

The company subsequently focused heavily on security systems and ended up attracting interest from other installers and customers.

Ness' product range includes all of today's security industry and home lifestyle technologies such as: alarm panels, motion detectors, wireless products, access control, home automation, CCTV, medical alarms, intercom, and lighting control interfaces.

Residential Distributors

INDUSTRY AWARDS



Amber Technology

It's three-in-a-row for Amber in this category as QualiFi holds firm in second place. Avation has climbed the board to third while Canohm, absent last year, shares fourth place. NAS Australia has dropped from third to joint eighth, while Ivory Egg and Radio Parts (fourth last year) have slipped off the list completely. Altronics returns to the fray.

2nd
QualiFi
10.18%

3rd
Avation
6.39%

4th Canohm
Advance Audio - 5.59%
5th Audio Active - 5.39%
7th Synergy Custom - 4.79%
8th NAS Australia
Convoy International - 4.39%
10th Connected Media Australia - 4.19%
11th Altronics Distributors - 3.99%

Commercial Distributors

INDUSTRY AWARDS



Amber Technology

Amber has managed to go back-to-back in this category fighting off competition from NAS (up from sixth) and AVD (down one spot on last year). Canohm and Madison come onto the board along with CSD. NESS, which placed third last year, drops to joint ninth. Westan and Radio Parts, who were fourth and seventh in 2020, are two casualties this year.

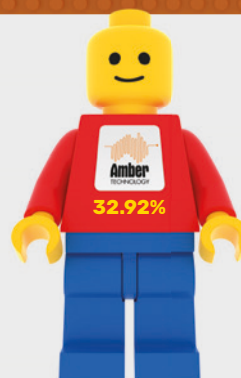
2nd
NAS Australia
9.26%

3rd
Audio Visual Distributors
8.05%

4th Jands - 7.44%
5th Midwich - 6.44%
6th Madison Technologies - 5.03%
7th Altronics Distributors - 4.43%
8th Canohm - 4.02%
9th NESS
Connected Media Australia - 3.62%
11th CSD - 3.22%

NZ Distributors

INDUSTRY AWARDS



Amber Technology

Completing its second clean-sweep in a row, Amber comfortably secures the NZ vote. Avation is the big mover here, going from ninth to second while ConnectedMedia and Sound Group Holdings essentially swap places. Midwich, which took second place last year, has dropped to sixth. There are a few new or returning names in Mayo Group, Wildash and NFS.

2nd
Avation
10.56%

3rd
ConnectedMedia
9.32%

4th Sound Group Holdings - 8.70%
5th AV Supply Group
Ivory Egg - 8.07%
7th Midwich - 6.21%
8th Mayo Group - 4.97%
9th Pacific AV - 4.35%
10th Wildash - 3.73%
11th NFS - 3.11%

SNAP SHOT LANDS ADAM THE TOP SPOT

AS SENIOR DIRECTOR AT SNAP ONE, ADAM MERLINO HAS HIS HAND IN MANY PIES. BUT HE INSISTS THAT, ON THIS OCCASION, HE'S SIMPLY TAKING ONE FOR THE TEAM. **ANNA HAYES** SPOKE TO THIS YEAR'S MOST INFLUENTIAL PERSON WINNER.

It's been a tough few years for teams working in technical support or supply chain sectors, and nobody understands that better than this year's Most Influential Person award winner, Snap One's senior director for Asia Pacific, Adam Merlino.

Adam, who spoke to *Connected* magazine after the award was announced, makes it clear that the award is as much for his team as for himself.

"While I may have won the award, it's my broader team that's actually made it a reality. A lot of, if not all, of the credit goes to them, to be frank."

In addition to applauding his own team, he also heaps praise on the support and supply chain teams, both of whom have had a hectic time of late.

Adam has been with Snap One since before it was Snap One – that merger is, of course, a well-documented one. But his background prior to that time is diverse given that when he was tinkering with IT and computers, custom installation didn't really exist.

"Computers were a hobby of mine, and I had a neighbour who was in the HiFi industry so I learned about that when I was writing software for his accounting package. At that time, the various technologies were starting to converge so I got into the industry as that was happening. I think I was in the right place at the right time."

Adam says he fell in love with that side of the industry and soon fell into a pattern of selling products by day and running cables under people's floors by night to help with installation.

"Then automation systems

came out and started to try and simplify things – they generally made it harder to begin with and mistakes were made – but yet I basically built a career out of it and went from there."

In 2016, Adam joined Control4, taking on responsibility for establishing the ANZ business. As things progressed, he took on further roles and his role now takes in all of the APAC region and South Africa.

"My responsibilities are forward-facing – sales, team management, introducing new markets whether it be direct or via distribution, and making sure we build a team to support our partners which our business runs 100% through. We can't actually succeed without having partners to deliver the technology solutions."

That mission remains the same despite the recent name change and rebrand.

The history of that change starts in 2019 but perhaps was written in the stars even a little further back than that. Control4 and Snap AV were founded in 2003 and 2005 respectively with two very different goals. Control4 wanted to bring smart home automation into a more affordable price bracket with

more scalability and sustainability. Snap AV came about because integrators were increasingly finding it hard to get products to complete jobs. To that end, Snap AV stepped in as a kind of 'one-stop shop' to provide the physical elements that these jobs needed – racks, cables, mounts, networking, surveillance, audio, etc.

As the companies merged, the question became: how do we support integrators to deliver a smart home solution?



Adam Merlino has built up a stellar career in the industry, having started in the AV sector before control and automation even existed.

Adam says that the deal was more of a 'horizontal merger' given the shared customers and philosophies of both companies.

"It actually helped to build a bigger market share for both companies. What was missing in the Snap AV world was that glue, and that glue was the Control4 automation platform. And for Control4, we didn't have many of those critical items needed to complete a project, so it certainly merged everything together."

The merger also gave Snap AV more of a foothold in international markets as 98% of its business before that was in the USA. With Control4's 70-30 split between USA and international markets, Snap AV had the opportunity to expand, as well as bringing in some new practices of working with other brands in distributor arrangements. Adam says that is starting to happen in Australia too, with the local





INDUSTRY AWARDS

company recently working with Clipsal, Lilin, Yale Locks, Onkyo and Integra, to name just a few.

Of course, the last few years haven't been easy by any stretch of the imagination and, as the pandemic was starting to get into full swing at the beginning of 2019, Adam was embarking on something of a magical mystery tour, taking in ISE in Amsterdam before heading on to be involved in an Asia Pacific roadshow. By the time he got to India, it was clear that things had changed, and he caught the next flight home.

"It was very uncertain times for everybody, and I think we tried to navigate that, as a company, as best as we could via communication and upfront honesty as to what was going on. We started seeing people adapting to the situation and seeing integrators and partners double down on what they were doing and look for loopholes to get work done and put food on the table.

Support and training also played a big part over the course of 2020 and Adam says that it ended up being a positive year in terms of awareness of the industry.

Like any industry, this one comes complete with its changes and challenges. For Adam, whose career began before the proliferation of automation and smart technology, the changes are many. But the efficiency of the industry is what grabs his eye.

"We're able to do more for less – it's far easier today than it's ever been to get a job done. Being able to deploy things in a more efficient manner, and support remotely helps to ease cost burdens on partners, who don't need to roll vans out to sites."

Snap One plays a big role in that efficiency, he points out.

"The demand for the smart home is outstripping the number of integrators that are out there to get the job done. So, the only way we can really get more penetration in the market for ourselves and our partners is to help them become more efficient, to get in and out, and onto the next job."

In terms of challenges, this discussion is equally broad, with the pandemic still playing a disruptive role, amongst other things such as raw material shortages, exponential freight costs and delays and, not least of all, the chip crisis.

"People can't even buy cars at the moment because they can't get chips and, because people stayed at home they spent more and every device that we all have has a chip in it."

Despite that however, Adam feels that the past few years have helped to create better business people in terms of planning, managing expectations, and negotiating payment contracts.

In terms of what the future holds, Adam believes that awareness of the industry is going to continue to build thanks to the smart home and IoT worlds.

"I think it's a great time to be in this sector and that the industry is about to explode if we can leverage that awareness as professionals, because there's a big difference between professionals in this field and people that just go and throw in a voice control device."

For Snap One, the mission is pretty clear – continue to be a provider of all things in this segment and continually invest in research and development, to invest back into the business, and continue to support it and its partners.

"We're going to continue to drive on in segments that we believe are the future for Snap One, for its employees and shareholders, and which help to grow this industry and make it easy for our partners to get the job done." ■

Freestanding Loudspeakers

AUDIO

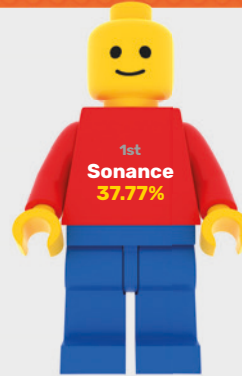


There's no change at the top of this category as, for the fifth year in a row, Bowers & Wilkins has taken the top prize. There are some talking points in the rest of the field however as JBL has bounced back from last year to take second place. Krix jumps from fifth up to third while Australian Monitor is a new inclusion in the top six. Dali has dropped from third place in 2020 while Yamaha (second last year) shares sixth place with Klipsch.



Invisible Loudspeakers

AUDIO

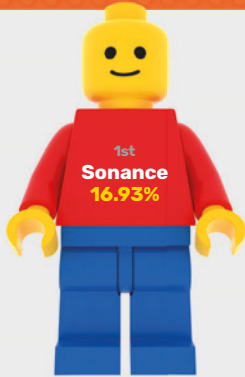


With a whopping nine straight wins in this category, Sonance seems to be well and truly the king of the invisible. The company increased its share of the votes by a further 3% and it well ahead of the chasing pack. SpeakerCraft and Stealth Acoustics flip places on last year's result with Amina holding steady in fourth place and another switcheroo between Nakamytone and Extron, who were sixth and fifth respectively, last year.



Architectural loudspeakers (Residential)

AUDIO

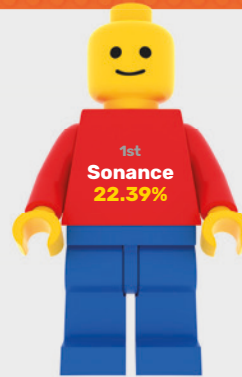


It's a case of the 'Perfect Ten' for Sonance in this category as the company records a decade of wins though, admittedly, with a slightly reduced share of the votes. Krix and Bowers & Wilkins have traded places on last year's results while SpeakerCraft is a new addition to the leaderboard, as are Stealth Acoustics and Triad, which come into fifth and sixth place. Earthquake Sound, Bose and Yamaha have all dropped out of the top six since last year's awards.



Architectural loudspeakers (Commercial)

AUDIO

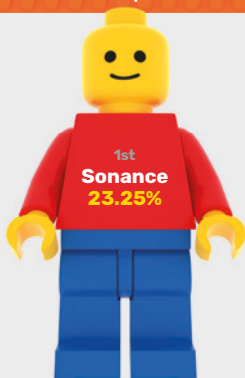


There's plenty of movement in this category again this year, and plenty of tight competition in the leaderboard ranks. Sonance takes the top spot, pushing last year's winner Bose down to joint fourth with SpeakerCraft. JBL and Krix, which were sixth and third last year, share the spoils of the runner-up spot, while James Loudspeaker and Origin Acoustics make their way onto the leaderboard, pushing out Yamaha from last year.



Outdoor Loudspeakers

AUDIO



Sonance, once again, asserts its dominance in this category, pipping Bowers & Wilkins, which came third last year, to the top spot. Australian Monitor is a big mover in this category roaring into third place having not featured in the top six last year. SpeakerCraft and Bose also join the leaderboard, pushing out Origin Acoustics, Yamaha and Earthquake Sound. Krix, which took second place last year stays in the mix in fifth place.

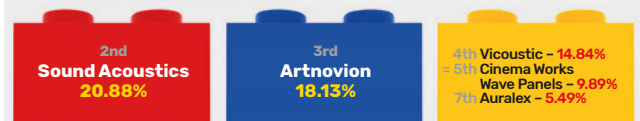


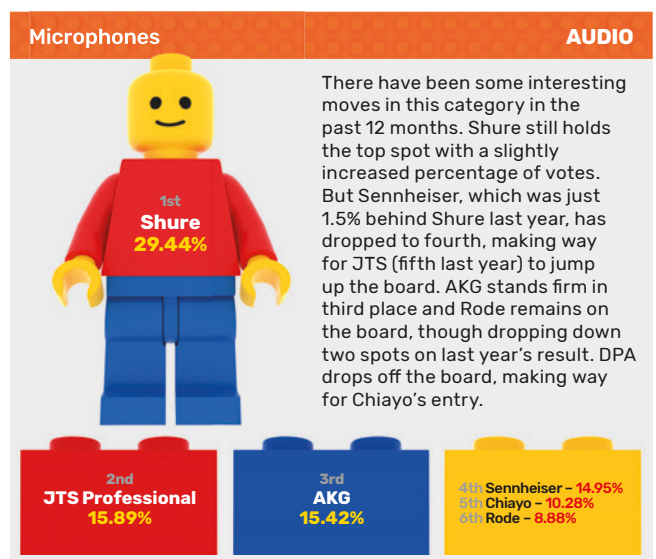
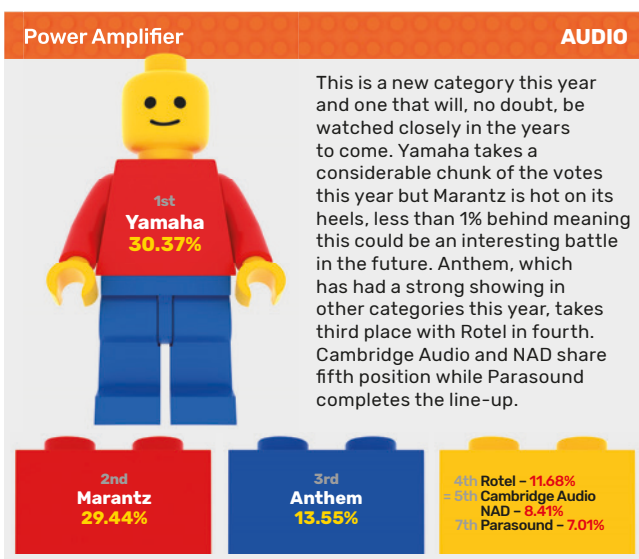
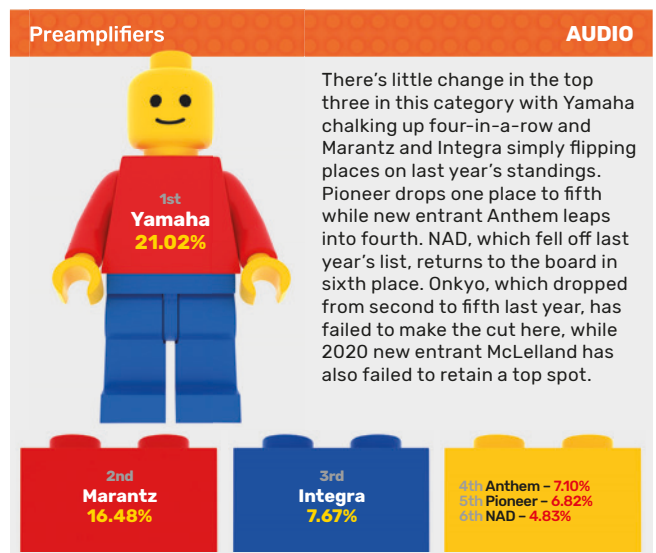
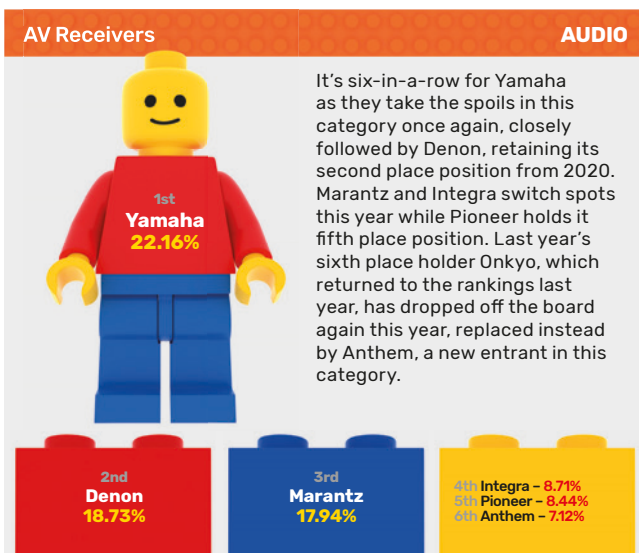
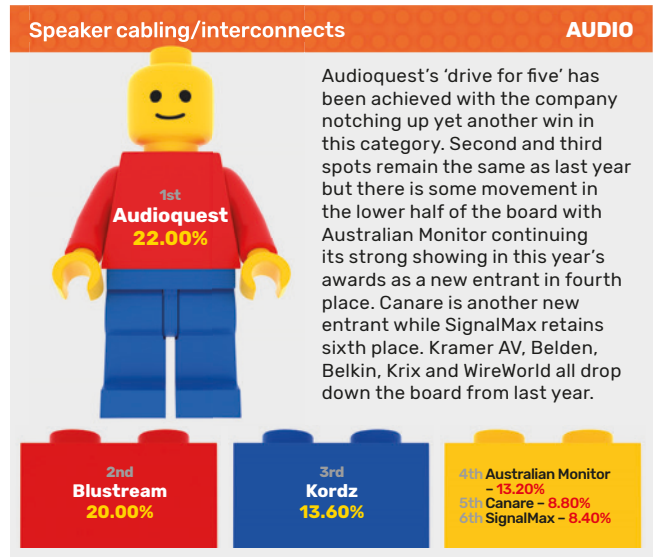
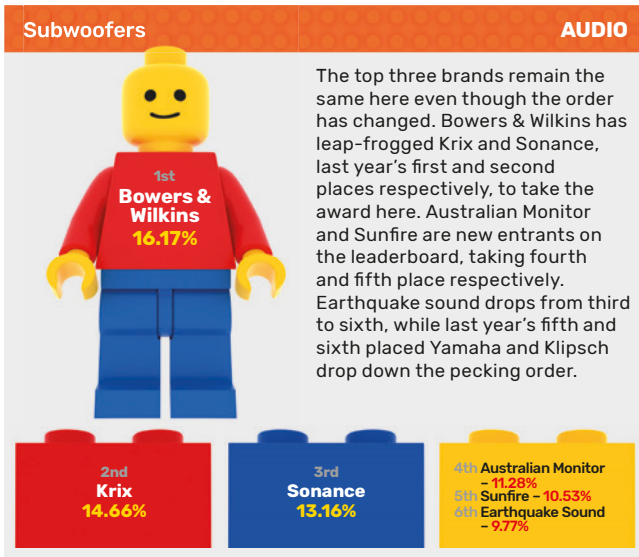
Acoustic Treatments

AUDIO



Primacoustics makes it three-in-a-row this year, notching up another win in this category and staying off closest competition, Sound Acoustics. Artnovion comes into the mix, taking third prize knocking Vicoustic down a spot. Cinema Works rises one spot to a shared fifth place with returning entrant Wave Panels. Another returning entrant is Auralex which takes seventh place. Last year's new entrants Sonitus and Yamaha fail to make the cut this year.







AUDIO



VIDEO

Mixer

AUDIO



Yamaha's quest for three-in-a-row in this category has been derailed by Australian Monitor which has climbed the ranks to take out the top spot this year. Yamaha drops to third, pushed down by new entrant Denon Pro though the gap is very tight. Allen & Heath drop one place while Solid State Logic climbs one step. RTI is another new entrant onto the leaderboard. Last year's joint fourth place holders Behringer and Kramer AV don't feature on the leaderboard this year.

2nd
Denon Pro
16.36%

3rd
Yamaha
15.42%

4th Allen & Heath - 12.15%
5th Solid State Logic - 9.35%
6th RTI - 7.48%

Audio Embedder

AUDIO



Blustream has quickly asserted its dominance in this category, chalking up its third win since entering the fray two years ago, and with a monstrous vote share. Kramer AV climbs two places on last year while AVPro Edge maintains its third place spot. Pro2 is up two places while Black Magic Design keeps its fifth place position. The biggest surprise is the exit of last year's runner-up Extron - they drop off the board this year, while Atlona is a new entrant to the leaderboard.

2nd
Kramer AV
10.05%

3rd
AVPro Edge
9.09%

4th Pro2 - 8.13%
5th Black Magic Design - 7.66%
6th Atlona - 7.18%

PA system

AUDIO



It's another three-in-a-row in the PA system category as Australian Monitor increases its vote share to solidify its position in the top spot. Yamaha and JBL, last year's joint winners, have barely a hair separating them in the runner-up places while Bose holds firm just behind them. In fact the entire line-up is the same with QSC holding its place on the board in fifth. The only change is the exit of Kramer AV, a new entrant last year, which makes way for Renkus Heinz to slot into sixth place.

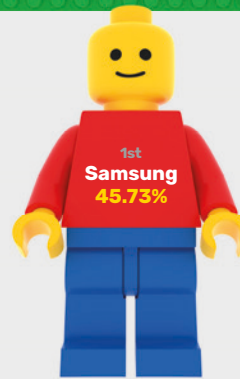
2nd
Yamaha
13.73%

3rd
JBL
13.24%

4th Bose Professional - 12.75%
5th QSC - 11.76%
6th Renkus Heinz - 11.27%

Flat panel displays

VIDEO



Samsung chalks up the second 'Perfect Ten' in this year's awards, cementing its dominance in the flat panel display category. The top three rankings remain unchanged with slightly increased vote shares for all. Panasonic retains its fourth place spot while Bang & Olufsen jumps one spot up to fifth. The one change from last year is that Philips has dropped out of the leaderboard, leaving space for Hisense to nip in and claim the sixth place position.

2nd
Sony
29.91%

3rd
LG
22.22%

4th Panasonic - 12.39%
5th Bang & Olufsen - 5.13%
6th Hisense - 4.70%

Home theatre projector

VIDEO



What a difference a year makes... Last year, I wrote about how Epson had widened the gap between it and Sony (about 8% in 2020) and now, this year, Sony has leapfrogged Epson to take the top spot! This market appears to have firm favourites as all of this year's leaderboard entrants were here, and (mostly) in the same spots as last year. The one exception is JVC who have run a good race to join the leaderboard on equal votes to sixth-placed Digital Projection.

2nd
Epson
29.88%

3rd
Optoma
19.50%

4th BenQ - 15.35%
5th Barco - 8.71%
6th Digital Projection JVC - 7.47%

Projection Screen

VIDEO



Once again, this category shows a remarkable amount of movement in the space of a year. Grandview jumps from third to first place, ousting Screen Technics which was on course for three-in-a-row. Da-Lite and Elite Screens find their way back onto the board in third and fourth respectively, while Stewart Filmscreen and Screen Innovations switch spots from last year. Last year's runner-up LP Morgan misses the cut while Screen Excellence also drops off the board.

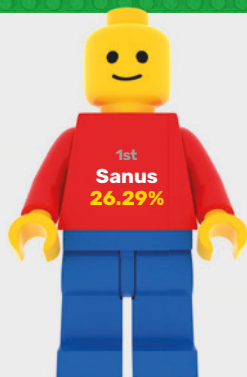
2nd
Screen Technics
25.20%

3rd
Da-Lite
19.11%

4th Elite Screens - 14.63%
5th Stewart Filmscreen - 9.35%
6th Screen Innovations - 8.94%

Motorised lifters

VIDEO



Sanus makes the leap up to the top spot this year, having gone from runner-up to fifth place in last year's awards. This leapfrog up the board pushes Ultralift down to the runner-up spot. Grandview retains its third place spot with last year's runner-up Future Automation less than half a percent behind. It's tight at the top too with less than 2% between the brands. Screen Technics drops one place to fifth while Nexus 21 maintains its sixth place spot.

2nd
Ultralift
24.70%

3rd
Grandview
20.72%

4th Future Automation - 20.32%
5th Screen Technics - 10.76%
6th Nexus21 - 6.37%

TV Mount

VIDEO



The top three brands remain the same for the second year of this revived award, although the order has changed slightly. Sanus (with a commanding share of the vote) and Vogel's have flipped positions, while One for All remains steady in its third place spot. Ultralift and Chief have also swapped places on last year's results while last year's sixth placed Doss slips off the board and makes way for EZYmount to climb onto the leaderboard.

2nd
Vogel's
21.69%

3rd
One for All
12.13%

4th Chief - 11.76%
5th Ultralift - 8.46%
6th EZYmount - 8.09%

Video Processors

VIDEO



This is a busy category with plenty of movement over the past 12 months. Blustream retains its top spot position but there are plenty of talking points. Crestron drops from second to sixth with Wyrestorm jumping up a rank to runner-up. Third place is a bottleneck as Control4, HDAnywhere and Lumagen (all new or returning entrants) refuse to be separated in votes. Nvidia is another new entrant, AVPro Edge takes eighth spot, while Extron falls down the ranks.

2nd
Wyrestorm
13.36%

= 3rd
Control4
HDAnywhere
Lumagen
8.91%

4th Crestron - 8.50%
5th Nvidia - 7.29%
6th AVPro Edge - 6.48%

Antennas

VIDEO



The Hills-Matchmaster head-to-head continues as the two, once again, simply trade places on last year's results. Kingray has managed to hold onto its third place spot but, this year, shares it with SignalMAX which has managed to close the less than 1% gap between fourth and fifth from last year. One for All and Topline Aerials also trade places this year, again with just a handful of votes between them, while the joint third-place result brings Ubiquiti onto the leaderboard.

2nd
Hills
13.92%

= 3rd
Kingray
SignalMAX
10.99%

4th One For All - 9.52%
5th Topline Aerials - 8.79%
6th Ubiquiti - 8.42%

Digital Signage CMS

VIDEO



There is quite a bit of movement in this category, not least of all at the top where, in its debut appearance, BrightSign has pipped Samsung for first place. Last year's winner slots into runner-up with Philips dropping one spot to third. Barco is another new entrant and one that pushes Panasonic down to fifth. OMMA Sign, yet another newbie on the list slots into sixth place. Extron, Exterity and SmartSign have all been pushed out of the leaderboard.

2nd
Samsung
26.62%

3rd
Philips
16.88%

4th Barco - 16.23%
5th Panasonic - 12.34%
6th OMMA Sign - 5.84%

Digital Signage Player

VIDEO



BrightSign has chalked up its fifth win in-a-row in this category, though nearest competitor Samsung has practically halved the gap on last year's result. Sony and Barco swap places on last year's result, with new entrant Minix nipping on the heels of the fourth-placed brand. ATEN also makes it onto the leaderboard this year in sixth place. Both Extron and Gefen, fifth and sixth respectively in 2020, slide further down the board this year.

2nd
Samsung
22.93%

3rd
Sony
10.19%

4th Barco - 8.92%
5th Minix - 8.28%
6th ATEN - 7.01%



VIDEO



CONTROL

Short throw projectors

VIDEO



There isn't a huge amount of movement in this category as Epson holds onto the top spot quite comfortably. Optoma, similarly, retains its runner-up position, and increases its share of the votes. Meanwhile, Sony and BenQ play a bit of switcheroo with third and fourth place. Barco stays solid and unmoving in fifth place and new entrant Vivitek slots into sixth place. It leaves no room for last year's sixth place entrant, Maxell, which drops off the leaderboard.

2nd
Optoma
22.39%

3rd
Sony
19.90%

4th BenQ - 17.41%
5th Barco - 7.46%
6th Vivitek - 3.48%

4K video extender

VIDEO



In one of the biggest surprises, Extron, the winners of this award last year, has dropped off the board completely this year. 2020 runner-up Blustream powers into the top spot with a commanding margin. Wyrestorm, a new entrant, takes second place while HDAnywhere retains its third spot. Crestron and AVPro Edge also retain places from last year but the bottom half of the board is crowded as AV Gear returns to the fray, along with new entrants RTI and Control4.

2nd
Wyrestorm
11.58%

3rd
HDAnywhere
10.81%

4th Crestron - 8.49%
5th AV Gear - 6.56%
6th AVPro Edge - 6.18%

Video Scaler

VIDEO



For the second year in a row, Blustream has claimed this award, seeing off a resurgence from Extron who placed fifth last year. HDAnywhere jumps to third while Crestron drops two places. Pro2 and AV Gear return to the leaderboard after failing to make the cut last year and take fifth and sixth places respectively. Last year's third placed Kramer AV doesn't feature this year, nor does AVPro Edge which debuted last year in sixth place. Both have slipped down the rankings.

2nd
Extron
13.19%

3rd
HDAnywhere
11.36%

4th Crestron - 10.62%
5th Pro2 - 8.79%
6th AV Gear - 7.33%

Universal remote control

CONTROL



Control4 has managed to stop Logitech's quest for three-in-a-row, increasing its share of the vote by almost 6% on last year and nudging the former winner into second. One for All holds its firm in third place despite serious competition from joint-fourth placed Elan (a new entrant) and RTI (up two on last year), both of which are less than 1% behind All for One. Crestron holds its share of the votes but drops one spot while Savant also gets shunted from fifth down to sixth.

2nd
Logitech
18.22%

3rd
One For All
14.98%

4th Elan - 14.17%
5th RTI - 10.93%
6th Savant - 8.10%

Multi-room AV distribution

CONTROL



There is a lot of movement here with no less than four new entrants and a few high-profile fallers. Control4 pushes Sonos out of the top spot and there ends familiarity on this list. Sonance roars into third place, just half a percent off Sonos. Meanwhile, there is barely a breath between Savant, Elan and Australian Monitor in fourth, fifth and sixth. Blustream and Crestron (last year's second and third) along with Yamaha and Kramer AV are the notable absences.

2nd
Sonos
7.67%

3rd
Sonance
7.18%

4th Savant - 6.93%
5th Elan - 6.68%
6th Australian Monitor - 6.44%

Whole-house control system

CONTROL



Control4 maintains its grip on this category, with this its sixth straight win. Crestron holds its second place position but RTI pushes Savant back one spot to claim the second runner-up place. Kramer AV shares that fourth place spot with Savant. KNX keeps its sixth place spot on the list while new entrant Elan slots into fifth place with not much between it and the fourth placed brands. Clipsal by Schneider fails to make it onto the leaderboard, having sat in joint sixth last year.

2nd
Crestron
15.14%

3rd
RTI
10.56%

4th Kramer AV - 7.75%
5th Savant - 7.39%
6th KNX - 4.23%



CONTROL



INFRASTRUCTURE

Lighting control

CONTROL



All of the players remain the same in this category, though the order changes up a little bit. The most notable change is at the top as Control4 propels into first place, pushing Lutron (which was vying for four-in-a-row) into third place. Clipsal keeps its second place spot while Philips Dynalite drops to fourth, though there is little between second, third and fourth in the way of voting margins. KNX and Crestron hold onto their fifth and sixth place positions.

2nd
Clipsal
19.91%

3rd
Lutron
18.96%

4th Philips Dynalite - 18.01%
5th KNX - 15.17%
6th Crestron - 13.27%

Motorised blinds

CONTROL



It's another episode of 'Trading Places' in this category as Somfy and Lutron swap places again. The same thing happens with third and fourth place as Crestron and Screen Technics alternate as well. Fourth place is shared by Luxaflex which failed to make the cut last year. Qmotion also makes a return to the board in sixth place, hot on the heels of the fourth-placed brands. Fibaro stays on the board and is joined by ABB. Vera loses out this year.

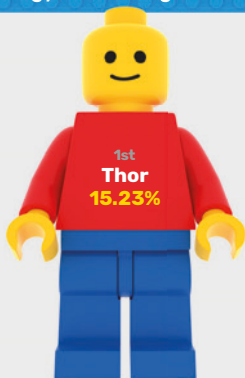
2nd
Lutron
24.32%

3rd
Crestron
12.97%

4th Luxaflex - 8.11%
5th Screen Technics - 7.57%
6th Qmotion - 5.95%
7th Fibaro - 5.95%

Energy monitoring

CONTROL



It's tight at the top of this constantly changing category as Thor, which debuted in fourth last year, surges into first place. But there's barely a whisper between it and second placed Control4, and then between it and Clipsal by Schneider Electric and new entrant SurgeX, suggesting that this category will be highly competitive in the coming years. KNX keeps a spot on the board as do RTI and Crestron (down from second last year). ABB is a new entrant in seventh place.

2nd
Control4
14.72%

3rd
Clipsal
14.21%

4th Thor - 10.66%
5th Crestron - 9.14%
6th RTI - 8.63%
7th ABB - 8.63%

HDMI cabling

INFRASTRUCTURE



It's a case of: the sky is blue, water is wet, and Kordz wins HDMI cabling categories, as the brand chalks down yet another success this year. AudioQuest is solid as ever and maintains its number two spot while Bluestream (fourth last year) pushes Kramer AV down to fifth spot this year. Wyrestorm returns to the list, claiming fourth place, after dropping off the radar last year, while Pro2 drops from fifth to sixth. Last year's sixth place, Belkin, drops out of the rankings.

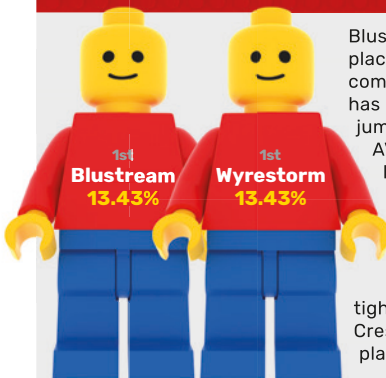
2nd
AudioQuest
16.67%

3rd
Bluestream
11.52%

4th Wyrestorm - 9.70%
5th Kramer AV - 7.58%
6th Pro2 - 4.24%

Matrix switcher

INFRASTRUCTURE



Blustream has held onto its first place position this year but the commanding lead it had last year has been obliterated as Wyrestorm jumps a place to share the spoils. AV Gear dropped off the board last year, after recording a seventh place position the previous year. It returns to take third place this year. HDAnywhere holds its fourth place position, very tightly followed by Control4. Crestron has dropped from third place down to sixth.

3rd
AV Gear
9.19%

4th HDAnywhere - 8.48%
5th Control4 - 8.13%
6th Crestron - 6.71%

HDBaseT extender kit

INFRASTRUCTURE



Blustream has scored six-in-a-row in this category but its dominance appears to be dipping with Wyrestorm trailing by just a few percent. It's a great result for the second placed brand which didn't feature in last year's leaderboard. HDAnywhere drops a sport to third while AV Gear and Control4 both return to the rankings after dropping out last year. AVPro Edge is the other returnee from last year. Extron, RTI and Crestron (third last year) have all dropped off the board.

2nd
Wyrestorm
15.82%

3rd
HDAnywhere
14.48%

4th AV Gear - 7.41%
5th Control4 - 5.72%
6th AVPro Edge - 5.39%



INFRASTRUCTURE



COMMUNICATIONS

AV over IP

INFRASTRUCTURE



The top three play a bit of musical chairs in this section as Just Add Power relinquishes the top spot. Blustream and Wyrestorm all move up one place. After a commanding win by J+P last year, this year's board looks a far tighter affair, with just a handful of votes between any of the top three. Crestron holds onto last year's ranking of fourth place. RTI and Wolfvision both make the leaderboard this year, pushing out Extron and Kramer who held fifth and sixth place last year.

2nd
Wyrestorm
14.56%

3rd
Just Add Power
13.92%

4th Crestron - 8.41%
5th RTI - 4.85%
6th Wolfvision - 4.53%

Digital modulator

INFRASTRUCTURE



It's almost an entire change in the top three here as last year's first and second placed ZyCast and Matchmaster drop down to fourth and fifth. That leaves last year's third placed Kingray to the top spot but, again, there is very little separating any of the competitors at this end of the board. Novonde jumps two ranks up to second while Williams AV is a new entrant in third place. ZeeVee holds a steady share of the vote in sixth place. ClearView has dropped off the list since last year.

2nd
Novonde
16.38%

3rd
Williams AV
15.25%

4th Matchmaster - 14.12%
5th ZyCast Technology - 12.99%
6th ZeeVee - 10.73%

Racks/cabinets

INFRASTRUCTURE



Racks and cabinets is a busy category this year with plenty of movement in and out of the top spots. Snap One, on its debut, has laid down a marker nudging last year's winner Middle Atlantic into second. Sanus drops a spot to third. There's a gap in voting margins then to Australian Monitor, another debutant this year, while Altronics shares fifth place with Future Automation as it enters the rankings. B&R Enclosures and Clipsal return to the rankings to share seventh.

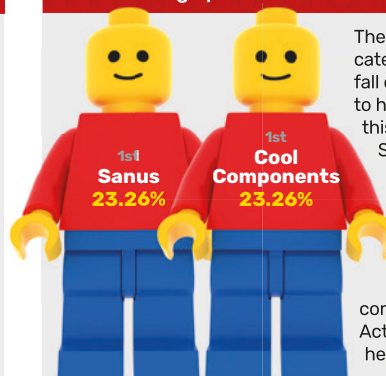
2nd
Middle Atlantic
18.15%

3rd
Sanus
17.83%

4th Australian Monitor - 13.06%
5th Altronics - 4.78%
6th Future Automation - 4.78%
7th B&R Enclosures - 4.14%
8th Clipsal - 4.14%

Rack cooling systems

INFRASTRUCTURE



There are some changes in this category, not least of which is the fall of Middle Atlantic, which seemed to have quite the stanglehold on this category, from first to fourth. Sanus (third last year) and Cool Components (fourth last year) share the spoils of first place with last year's runner-up AC Infinity just behind them, suggesting tighter competition in the years to come. Rackmount Solutions and Active Thermal Management have held the same positions as last year.

3rd
AC Infinity
22.09%

4th Middle Atlantic - 18.22%
5th Rackmount Solutions - 6.20%
6th Active Thermal Management - 3.88%

Presentation/Collaboration tools

COMMUNICATIONS



With the exception of Barco, which has enjoyed dominance in this category for a long time, there is a lot of movement in the top six here. Crestron and Blustream (second and third last year) have dropped to fifth and fourth. Debutants Williams AV and Wolfvision power into the two runner-up spots but the gaps between second to fifth couldn't be any tighter. Newline Interactive is another new entrant in sixth. Mersive, Kramer AV and Extron all vacate the board this year.

2nd
Williams AV
8.31%

3rd
Wolfvision
8.02%

4th Blustream - 7.74%
5th Crestron - 7.45%
6th Newline Interactive - 6.30%

Video conferencing equipment

COMMUNICATIONS



This is a market that has simply exploded over the past 12 months and there are some big shocks in this top six. New entrant Vaddio has pushed last year's back-to-back winner Logitech into second spot. With the exception of Crestron, every other brand is fresh on the board. There is little between third placed AVer and joint fourth Williams AV and Yamaha, while Wolfvision comes into the final spot. The hit list features some huge players: Cisco, Barco, Poly and Sony.

2nd
Logitech
15.70%

3rd
AVer
12.56%

4th Williams AV - 12.11%
5th Yamaha - 11.66%
6th Wolfvision - 11.21%

Hearing loop

COMMUNICATIONS



There is little change in this category as Williams Sound tightens its hold on this award - it holds a commanding lead over its nearest challengers. In the runner-up spots, Ampetronic and Redback switch places on last year's result while Univox and Humanteknik both maintain their 2020 rankings. Phoenix, which held fifth place last year, drops off the list, making space for Contacta to return to the board after an absence in the 2020 rankings.

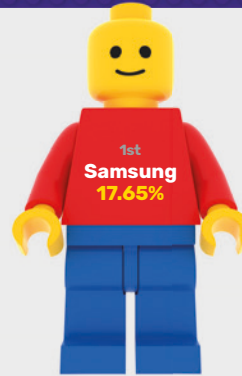
2nd
Ampetronic
22.70%

3rd
Redback
17.73%

4th Univox - 8.51%
5th Contacta - 7.09%
6th Humanteknik - 5.67%

Interactive displays

COMMUNICATIONS



Samsung continues to exert dominance in this category but there is definite movement in this category with three new or returning entrants. One of those is Newline Interactive which takes second place. That pushes Epson to third place while Microsoft, which didn't feature last year, returns in fourth place. BenQ drops from third last year to a shared fifth with last year's joint second placed Hitachi. LG shares seventh place with debutant, TeamBoard.

2nd
Newline Interactive
14.03%

3rd
Epson
11.31%

4th Microsoft - 7.24%
5th BenQ - 6.33%
6th LG - 5.88%
7th TeamBoard - 5.88%

Electronic whiteboards

COMMUNICATIONS



It's another big performance from Newline Interactive, debuting and taking out the top spot ahead of consistently solid performers SMART and Sharp which switch places on last year's results. Last year's winner Hitachi drops to fifth while Canon remains on the board in seventh. TeamBoard debuts in joint fifth while Learning Glass is another debutant in fourth place. The gaps between third place and fifth place are tight enough to suggest ferocious competition in the future.

2nd
SMART
20.57%

3rd
Sharp
16.31%

4th Learning Glass - 14.89%
5th Hitachi - 13.48%
6th TeamBoard - 8.51%
7th Canon - 8.51%

Surge protection

ELECTRICAL



It is probably, if you'll excuse the pun, no shock to anyone that Thor has completed a decade of wins here and extended its vote margin to an incredible 39% - 20% higher than its closest challenger. Furman and SurgeX swap places this year while Belkin drops two spots to sixth. Power Shield returns after an absence last year and APC by Schneider Electric rises one spot to fifth. Clipsal by Schneider Electric is the notable casualty here, dropping off the board after placing fifth in 2020.

2nd
Furman
19.54%

3rd
SurgeX
16.09%

4th Power Shield - 11.49%
5th APC - 8.43%
6th Belkin - 6.90%

UPS

ELECTRICAL



Power Shield makes it back-to-back wins in this category having taken the top spot last year and increasing its vote share this year. Furman rises one spot to second and is nipping at the winner's heels with just 1.5% between the two brands. Last year's runner-up, Eaton, gets pushed down two spots to fourth as APC by Schneider Electric rises one spot to take third place. Niveo Professional and ABB both hold the same positions as last year.

2nd
Furman
26.26%

3rd
APC
20.71%

4th Eaton - 11.62%
5th Niveo Professional - 8.59%
6th ABB - 7.07%

Integrated security system

SECURITY



Very little has changed in this category in the past 12 months as Ness, once again, takes out the top spot and increases its vote share. The closest challenger is Inner Range which flips places with Bosch on last year's results. Paradox is a returning entrant, sharing sixth place with Honeywell which, last year, shared fourth place with Risco Group and Tiandy. This year has separated that trio on the board but there is still little in the way of votes between them.

2nd
Inner Range
19.83%

3rd
Bosch
13.79%

4th Risco Group - 9.48%
5th Tiandy - 8.19%
6th Honeywell - 7.76%
7th Paradox - 7.76%



SECURITY



TOOLS



FURNITURE

IP security camera

SECURITY



This is another category that has remained almost completely static over the past 12 months. Hikvision scores a whopping 42% to comfortably secure top spot while Ness maintains its second place spot. Dahua pushes Axis out of third place in a direct switch from last year's rankings. Tiandy holds onto its fifth place position, while Bosch does likewise in sixth. A category that featured nine different brands in the rankings, it appears to be becoming a hard board to gain a foothold on.

2nd
Ness
27.68%

3rd
Dahua
12.95%

4th Axis - 11.61%
5th Tiandy - 9.38%
6th Bosch - 8.04%

Intercom

SECURITY



Aiphone was vying for three-in-a-row this year having taken out the top award in 2020 and 2019. But Ness, which fell from second to fourth last year, clearly had other ideas. Aiphone's drop in votes, sees it fall to sixth place. Hikvision and Doorbird hold onto their rankings from last year with 2N dropping two spots to fifth. Control4 climbs the ranks to take fourth place. This is another category where, from second to sixth, there is a just a handful of votes between the brands.

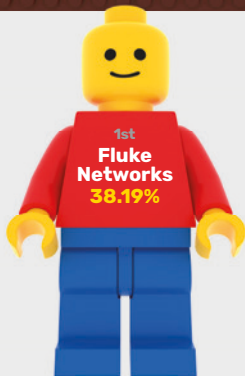
2nd
Hikvision
22.83%

3rd
Doorbird
17.32%

4th Control4 - 16.14%
5th 2N - 15.75%
6th Aiphone - 14.17%

Test and measurement

TOOLS



Fluke Networks, NTI Audio and Platinum Tools retain their places in the top three this year, although the latter two did share those spoils last year. This year, however, the votes have parted somewhat to give a clear one-to-six. Kramer AV, joint second last year, drops to fourth, followed by AVPro Edge who had shared a rank last year with Platinum Tools. Murideo drops out of the rankings this year while Klein Tools returns to the leaderboard after an absence last year.

2nd
NTI Audio
15.58%

3rd
Platinum Tools
12.06%

4th Kramer AV - 9.05%
5th AVPro Edge - 8.04%
6th Klein Tools - 7.54%

Software

TOOLS



There's some interesting movement in this category as, for those who remember, D-Tools took last year's award by just 0.3% over Ubiquiti which has stormed to the top spot this year. BlueBeam and debutant Neets are the closest competitors but are a long way off the margin. The big surprise is that D-Tools has dropped to fourth, having held just under a quarter of the vote last year. SimPro and TP Link essentially trade places compared to last year.

2nd
BlueBeam
16.67%

3rd
Neets
16.67%

4th D-Tools - 14.94%
5th SimPro - 10.34%
6th TP Link - 8.05%

Seating

FURNITURE



There is some interesting movement in this category this year with a returning entrants and some musical chairs in the top three. Last year's third place LP Morgan has leapfrogged into first this year with a comfortable lead over the joint runners-up Row One (last year's winner) and Cogworks Design (up from fourth last year). Manhattan drops from second to fourth while Fortress and Jaymar both return to the list after being absent last year. Top Form and Bell'O drops off the list.

2nd
Cogworks Design
19.35%

3rd
Row One
19.35%

4th Manhattan - 14.52%
5th Fortress - 6.45%
6th Jaymar - 5.65%

Tactile Sound Transducer (Shaker)

FURNITURE



It's the same six players in this category as last year but Earthquake Sound's hold on the award has lessened as D-Box has closed the gap from 9% down to 3%. Kramer AV jumps from fifth up to second runner-up, nudging last year's holder, Crowson, down to fourth. ButtKicker drops a rank but increases its vote share and Clark Synthesis holds its sixth place spot on last year. All six brands have increased their vote share and the gap at the top is tightening.

2nd
D-Box
31.75%

3rd
Kramer AV
13.49%

4th Crowson - 9.52%
5th ButtKicker - 7.14%
6th Clark Synthesis - 3.97%