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# Core Brands Enters New Categories, Adds Support Programs

By Joseph Palenchar

**BOOTH 4829** Core Brands launched 80 new products through its stable of custom-installation brands and entered five new product categories at CEDIA 2017, where the company also launched national rollouts of three business programs to boost dealer sales.

The company's ELAN home-control brand led the pack with 50 new SKUs and first-time entries into network video recorder (NVR) surveillance systems, IP surveillance cameras, 4K-over-IP and 4K HDMI distribution matrices, and Wi-Fi thermostats.

The Xantech brand is reshaping its image as a leader in IR distribution to become a "connectivity" leader with the recent launch of HDMI cables, the addition of HDMI cable bulk packs and plans for HDMI matrix switchers, the latter being more aggressively priced than ELAN's switchers, said product VP Mike Jordan.

SpeakerCraft expanded its custom-speaker line with its first landscape speakers, which include in-ground satellites and in-ground subwoofers, all of which can be integrated into 70/100-volt systems or

8 ohm systems. The landscape speakers are due in the spring and will join other SpeakerCraft outdoor speakers, including rock and planter speakers.

Niles refreshed its line of landscape speakers, this time with satellites and in-ground subs that operate in 70/110-volt or 8-ohm systems. They'll be available in the spring to join other Niles outdoor speakers, including rock and planter speakers.

For its part, Proficient introduced seven new cabinet speakers, including a Dolby Atmos height speaker and a three-channel soundbar.

Panamax and Furman also launched products.

To go with the expanded product selection, Core Brands initiated national rollouts of three business programs, including a Dealer Rewards program offering up to a 12.5-percent rebate every quarter on product purchases. Free shipment is offered if products are ordered through the company portal.

The ELAN Flagship program extends warranties to five years when audio and power products from other CoreBrands brands are purchased with an ELAN control system to create a "Flagship Certified" system, said to meet minimum requirements for performance, reliability, and simplicity.



At a Thursday press conference, Core Brands announced the launch of 80 new products from its custom install brands, entered five new product categories and initiated national rollouts of three business programs. Seen here making the sweeping announcements are, from left, Bill Hensley, Director of Marketing, Joe Roberts, President, and Mike Jordan, Vice President of Product Marketing.

Core Brands also launched a national rollout of its ELAN New Home Program, intended to help dealers serve builders of production homes, custom homes and MDUs. The program, rolled out on a limited basis in January, offers ELAN dealers and builders aggressively priced but scalable base packages, direct manufacturer product and marketing support, project oversight and model home and incentive programs.

The goal is to make it easier for dealers to make ELAN solutions available to consumers through builders, says Core Brands Builder Services Director Bret Jacob.

## Dynaudio Shows 40th Anniv. Edition Speaker

**BOOTH 2700** At CEDIA 2017, Dynaudio is showcasing a diverse range of innovative new loudspeakers reflecting its 40 years of experience crafting exceptional audio products, now with a focus on the custom install space. The company will present models from its diverse product lines in an array of uniquely refined finishes and highlight new additions to its extensive arsenal of products.

Dynaudio's new Special Forty anniversary speaker reflects and revisits 40 years of cutting-edge research, craftsmanship, and commitment to authentic sound. The elegant pair of passive hi-fi speakers are equipped with the company's new Esotar Forty tweeter, which maximizes airflow for even more refinement while its low resonant frequency smooths the transition to Dynaudio's best 17 cm woofer yet, plus the company's classic first-order crossover designs, incorporating its unique Phase Alignment and Impedance Alignment technologies. The Special Forty's exclusive grey birch high-gloss and red birch high-gloss finishes—unique to the model—are as striking as they are beautiful.

During CEDIA 2017, Dynaudio is offering a sneak peek at newly finished products slated for release later this year.

## Comelit Spotlights Visto Smart Doorbell

**BOOTH 2342** The Visto Doorbell, a new Smart Doorbell from Comelit, combines a modern Italian design with all of the basic features you are looking for in a smart video doorbell. In fact, it is so smart that it can use the two wires from your existing doorbell and pass both the power and the data signals. This solves the common problem of having poor Wi-Fi coverage all the way at your front door. The Visto also has built in night vision, video recording on a SD card and in the cloud, motion detection and multiple mounting options.

Along with the Visto is the Visto Dealer Referral Program. Because Comelit sells only through the Professional Distribution channel, the company gives dealers who buy in that channel extra incentives to sell its product. Details are available at the Comelit website ([www.vistodoorbell.com](http://www.vistodoorbell.com)).



The Visto Doorbell from Comelit USA connects you to visitors to your front door with full audio and video communication, right to an app on your smart phone.