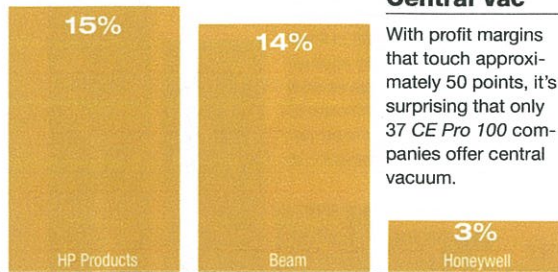


CE Pro 100 Brand Analysis

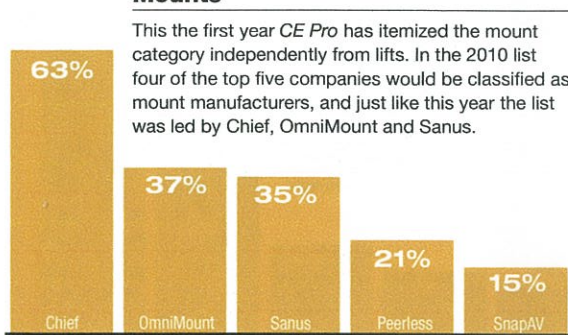
HOME ENHANCEMENTS

Central Vac



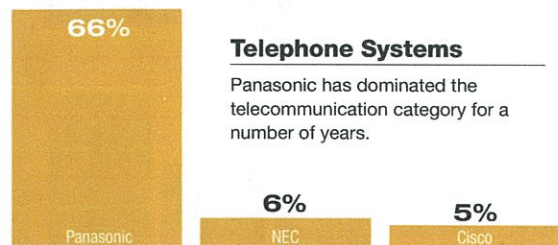
With profit margins that touch approximately 50 points, it's surprising that only 37 CE Pro 100 companies offer central vacuum.

Mounts



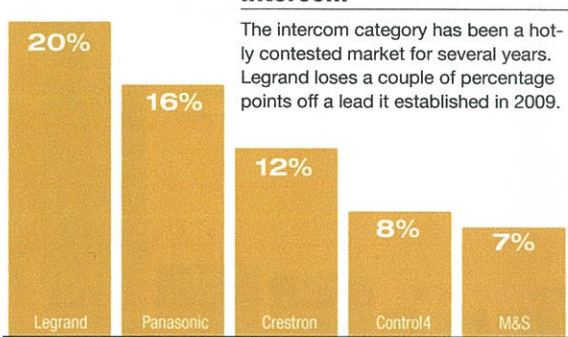
This the first year CE Pro has itemized the mount category independently from lifts. In the 2010 list four of the top five companies would be classified as mount manufacturers, and just like this year the list was led by Chief, OmniMount and Sanus.

Telephone Systems



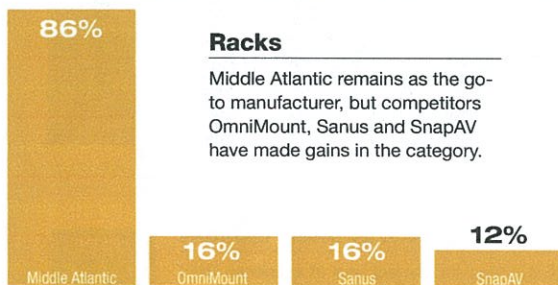
Panasonic has dominated the telecommunication category for a number of years.

Intercom



The intercom category has been a hotly contested market for several years. Legrand loses a couple of percentage points off a lead it established in 2009.

Racks



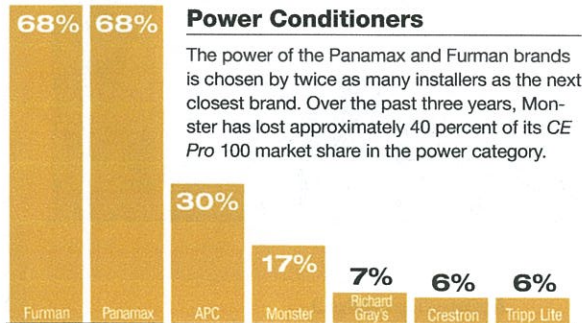
Middle Atlantic remains as the go-to manufacturer, but competitors OmniMount, Sanus and SnapAV have made gains in the category.

Seating



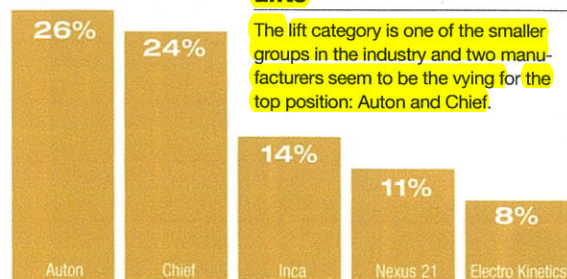
The seating market is a medium-size category that's always been one of the most competitive areas in the custom market. With the shutdown of perennial top-five company Berkline, there could be interesting movement in the 2012 survey.

Power Conditioners



The power of the Panamax and Furman brands is chosen by twice as many installers as the next closest brand. Over the past three years, Monster has lost approximately 40 percent of its CE Pro 100 market share in the power category.

Lifts



The lift category is one of the smaller groups in the industry and two manufacturers seem to be the vying for the top position: Auton and Chief.

Furniture



These five companies have most of the AV furniture market share, with a large number of other manufacturers splitting up the rest of the field.