



## Register For CE Pro Wireless Audio Webinar Opening New Markets & Boosting Profits with Wireless Audio



**Proficient AirFlex** ► WIRELESS WHOLE HOUSE AUDIO

December 8, 2010 @ 2pm ET

Wireless audio has come of age! Many integrators believe a strong "value add" service they bring to a surround-sound home theater or multi-room audio system installation in an existing home is the physical pulling of wires to loudspeakers. After all, how many of you want to crawl up in hot attics? Not many.

Moreover, there are 114 million existing homes with very low penetration for multi-room audio and surround sound. So, wireless audio opens up a giant new market for dealers.

As integrators look for more ways to speed up installation time to maximize profit in retrofit installations, wireless audio systems are becoming a more viable option, especially as the technology improves. Today's wireless audio systems can stretch long distances and be huge time-savers for technicians in the field.

### Moderator:

Jason Knott, Editor, CE Pro

### Panelists:

Doug Hoerle, ADI System Group

Mike Simmons, Systems Integrator

Loren Maldoon, Proficient Audio Systems

In this special one-hour CE Pro Webinar, integrators will learn:

- The science behind wireless audio systems
- Application opportunities for wireless audio
- Recommended wireless system designs
- Profit analysis of typical hardwired audio vs wireless systems
- How to market wireless audio systems to existing homeowners and your past clients



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