

CustomRetailer

customretailermag.com

APRIL 2004



PROPOSALS THAT WORK

...to install and deploy
...entertainment system
...consisting of an
...components and

- 3rd Party Support
- Beating Big Box
- MERA KnowledgeFest

Annual
C-Business **50**

50 most vital influencers

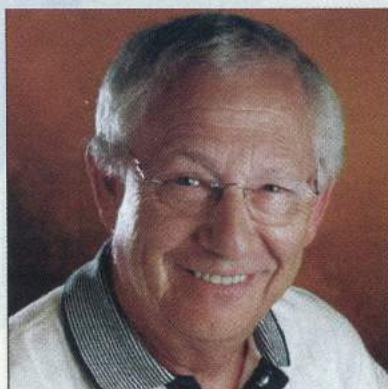


< **BOB GULLO** Electronic Design Group

Few integration companies enjoy the reputation and honors that characterize NJ-based Electronics Design Group, headed by President Bob Gullo. Winners of more industry citations than would easily fit on a page, including five CEDIA "Electronic Lifestyles" awards, EDG continues to set examples through its B2C communications, as well as its B2B alliances and seminars. EDG is in practice what a lot of aspiring integrators would like to grow up to be.

BOB HANA > Runco

When the custom business was just starting out, who would have thought that a small family business like Runco would become one of the key brands of the industry? But now having finished its first year with Hana as President, the company is poised to ramp it up to the next level. Hana's manufacturing and channel experience, combined with Runco's technology and dealer relationships, should make for some interesting offerings in an increasingly crowded display market.



< **HOWARD HEIBER** API

An onslaught of indifferent brands and non-brands continue to flood the specialty market, making quality choices increasingly difficult for both consumers and C-tailers. Heiber's API brands continue to increase their importance to the channel by broad dealer choices and aggressive consumer marketing that understands that today's HTIB buyer will be tomorrow's audio upgrade customer. This past year, Heiber was inducted into the Dealerscope Hall of Fame.

SCOTT P. HIX > InFocus

Under Hix's leadership, InFocus has become a household name for many home theater enthusiasts. With innovative products like the ultra-thin DLP rear-projection light engine and the new 3-chip DLP front projector, Hix continues to keep InFocus on the cutting edge of the home entertainment market. Hix was featured in Dealerscope's 2003 40-Under-40 issue, which recognizes the best CE talent under 40 years old.

