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## NEWS

### **The EDGE Distributors Group Keeps Busy**

By RS Staff

Apr 16, 2007, 10:42

Seattle, WA--The EDGE Distributors Group, a group of 14 independently owned regional distributors catering primarily to custom install and residential systems integrators, has brokered a deal with loudspeaker manufacturer Pinnacle Speakers. Effective immediately, Pinnacle Speakers' entire line-up of in-room, in-wall, in-ceiling, on-wall, and outdoor residential loudspeakers will be available through The EDGE Group.

Mickey Rothenberg, vice president of sales and marketing for Pinnacle Speakers said, "EDGE and Pinnacle is a great match as Pinnacle positions itself as a high-end speaker brand and clearly the members of EDGE are widely recognized for their ability to sell upscale products. EDGE also has penetration in territories that we would like to develop."

Mike Hench, president of The EDGE Group said, "Pinnacle's complete line of speakers, coupled with their great support, are a great fit for The EDGE Group. Pinnacle helps round out our assortment of great lines that offer our dealers excellent value, choice and profitability."

The EDGE Group has also formed a distribution relationship with VizionWare, making the Texax-based company's complete line of Hi-Wirez HDMI interconnects available through the Group.

According to Ben Jamison, vice president of sales and marketing for VizionWare, the brand's Hi-Wirez interconnects employ an "active" DSP technology that delivers an uncompromised video signal at any length, which is crucial for integrators running HDMI in lengths of 6 meters or greater. Hi-Wirez cables are currently available in lengths ranging from 1 to 30 meters, varying in MSRP from \$160 to \$1,000.

In more EDGE news, Digital Lifestyle Outfitters (DLO) has joined the organization, and will be offering its HomeDock PRO to the Group's nationwide network.

The HomeDock PRO is an iPod interface that employs on-TV navigation with an easy-to-use graphical interface. According to DLO director of business development Mike Woods, HomeDock PRO's features, along with its RS-232 connectivity, make easy the integration of the iPod into any custom home entertainment system, benefiting both the custom integrator and the homeowner. HomeDock PRO carries an MSRP of \$300.

Finally, the Group has appointed New York Edge, LLC as the group's new metro-NY member.

New York Edge, LLC was recently formed by Richard Radimer and Ron Wood: two consumer electronics industry veterans who also own specialty AV independent sales representative firm ProAct Sales and custom AV distribution facility Custom Partners, both of which serve the metro-NY area. New York Edge replaces former EDGE Group member BDC Sales.

New York Edge's office / warehouse is located in Long Island's Nassau County, within close proximity to all five boroughs of New York City, eastern Long Island and Westchester County; New Jersey and Connecticut.

The 5,500-square-foot facility boasts administrative offices, a warehouse, a showroom, a pick-up counter, a product display area, a room designed to host manufacturer events and on-site parking.

New York Edge principal Richard Radimer said, "The EDGE Group represents the highest level of customer service, the most cutting edge brands and the finest, most comprehensive training programs in the business. Ron and I are thrilled that New York Edge is newest member of such a prestigious and well-respected organization.

For more information, visit [www.edgegroup.org](http://www.edgegroup.org).

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