

# inside track

*Audio-Video  
Retailer*

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## Year 2008 Supplier Loyalty Test Results Part II

### PRODUCT INNOVATION

You might look at Product Innovation as the force that continually creates a business anew, while Product Performance and Product Reliability are the forces sustaining the business. From that perspective, **P-Elite** in **Home Video** and **Stewart Filmscreen** in the

**H.V./Screen** group have achieved a great balance at a very high level: By also finishing first for Product Innovation, they have won the "Product Triple Crown" - best performing, most reliable, most innovative - in their respective groups. 9/19 Video companies finished with top tier grades for Innovation this year, with **P-Elite**, **Epson**, **SIM-2**, **Pioneer** and **Samsung** all showing more than 0.20 points year over year improvement. In midfield **JVC** is up 0.28 points, while **LG**, **Marantz** and **Hitachi** each dropped by more than 0.20 points.

YEAR 2008 SUPPLIER LOYALTY TEST								
HOME VIDEO								
Product Innovation								
Ranking	Company	No of Dtrs		Grade				
'07	'08	'07	'08	'07	'08			
1	1	↑	P-Elite	(53)	(60)	3.90	4.13	A+
9	2	↑	Epson	(22)	(27)	3.49	3.92	A-
	3		Vidikron	(15)			3.90	
12	4	↑	SIM2	(28)	(17)	3.48	3.88	
3	4		Sony	(77)	(68)	3.77	3.88	
1	6		Runco	(74)	(60)	3.90	3.76	
9	6	↑	Pioneer	(50)	(43)	3.49	3.76	
4	8		Yamaha	(34)	(21)	3.70	3.71	
13	9	↑	Samsung	(80)	(61)	3.41	3.67	
8	10		Fujitsu	(68)	(42)	3.55	3.61	B+
14	11	↑	JVC	(30)	(25)	3.32	3.60	
7	12		Sharp	(75)	(74)	3.57	3.56	
15	13		Panasonic	(74)	(44)	3.29	3.43	
5	14	↓	LG	(83)	(76)	3.66	3.34	
6	15	↓	Marantz	(47)	(32)	3.60	3.22	B
9	16	↓	Hitachi	(36)	(33)	3.49	3.20	
16	17		Mitsubishi	(57)	(43)	3.25	3.13	
17	18		Toshiba	(34)	(31)	3.24	3.11	
18	19		InFocus	(42)	(16)	3.08	3.06	

In the **H.A./Electronics** group **Anthem** held on to its No. 1 position in Innovation (see p.4 for more Innovation tables). **P-Elite** moved up 0.22 points to take second place, while **Integra** gained 0.25 points to take 3<sup>rd</sup> place. 10/22 H.A./Electronics companies finished in the top tier on Innovation, with **Classé** dropping 0.20, and **McIntosh** gaining 0.31 points. Of the 12 companies in midfield, **Bryston**, **Sony ES** and last-ranked **NAD** are up 0.20 points or more over last year. **Lexicon** dropped 0.35 points.

12/16 **H.A./Speaker** companies finished in the top tier for Innovation, with **Def.Tech.** once again in first place. **Monitor Audio**, **KEF** and **PSB** are the most improved, while last-ranked **Bose** - still a B, though - is down 0.20 pts.

In the **Custom Installation** group, new-to-the-survey **Kaleidescape** took first place for Innovation. 12/18 C.I. companies finished with top tier grades on this parameter, with **Control-4**, last year's first place finisher on this parameter, down 0.46 points to a 3.76/A- and 10<sup>th</sup> place. At the top of midfield, **Elan** lost 0.27 points.

Although **Tributaries** gained 0.21 points, **AudioQuest** held on to first place on this parameter in the **Wire & Cable** group. In **Car Audio**, **JL Audio** is also a (multiple) repeat winner for Product Innovation, improving this year by yet another 0.25 points. With 6/10 car audio companies finishing in the top tier, **Kenwood** and, at the top of midfield, **JVC**, have gained the most.

YEAR 2008 SUPPLIER LOYALTY TEST								
HOME VIDEO/SCREEN COMPANIES								
Product Innovation								
Ranking	Company	No of Dtrs		Grade				
'07	'08	'07	'08	'07	'08			
1	1		Stewart Film	(117)	(91)	4.01	4.04	A+
3	2		Draper	(65)	(55)	3.51	3.58	B+
4	3		Da-Lite	(73)	(64)	3.39	3.50	

### TECHNICAL SUPPORT

When dealers encounter product or systems problems, how well do industry vendors stand behind them and support them? Let's look at the **Custom Install** group first, where Tech Support is particularly critical. A first glance at the table on p.2 shows that from top to bottom the range from best to worst company is one full grade point - from a high of 4.19/A+ to a "low" of 3.20/B. That's definitely not

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YEAR 2008 SUPPLIER LOYALTY TEST							
HOME AUDIO/ELECTRONICS							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
1	1	Anthem	(36)	(49)	4.22	4.15	A+
3	2	ARCAM	(48)	(33)	3.96	4.01	
4	3	McIntosh	(37)	(37)	3.93	3.96	A
2	3	Rotel	(50)	(51)	4.08	3.96	
12	5	↑ Bryston	(18)	(18)	3.58	3.92	A-
5	6	Classe	(23)	(25)	3.84	3.90	
8	7	B&K	(27)	(24)	3.76	3.83	
7	8	Sherbourn	(22)	(19)	3.79	3.82	
6	9	Lexicon	(31)	(28)	3.82	3.71	
11	10	Sunfire	(24)	(24)	3.63	3.60	B+
17	11	↑ Integra	(52)	(48)	3.26	3.59	
13	12	Musical Fid.	(19)	(15)	3.50	3.50	
15	13	NAD	(35)	(33)	3.44	3.45	
16	14	Yamaha	(67)	(54)	3.28	3.28	
19	15	↑ P-Elite	(53)	(60)	2.90	3.16	B
	16	Onkyo		(21)		2.98	
18	17	Marantz	(78)	(57)	2.92	2.89	B-
22	18	↑ Pioneer	(35)	(34)	2.56	2.77	
21	19	Denon	(94)	(71)	2.64	2.55	C+
23	20	Sony ES	(51)	(44)	2.21	2.35	
24	21	Sony	(54)	(53)	1.96	2.09	C
26	22	↑ JVC	(19)	(15)	1.64	2.03	

YEAR 2008 SUPPLIER LOYALTY TEST							
CUSTOM INSTALLATION							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
1	1	Triad	(46)	(36)	4.14	4.19	A+
	2	Kaleidescape		(34)		3.90	A-
4	3	SpeakerCraft	(82)	(55)	3.77	3.88	
10	4	↑ Crestron	(69)	(60)	3.60	3.87	
	5	RTI		(29)		3.78	
2	6	Rich. Gray's	(40)	(38)	3.93	3.76	
8	7	Lutron	(72)	(69)	3.71	3.67	
9	7	Sonance	(48)	(42)	3.65	3.67	
7	9	Russound	(45)	(30)	3.72	3.65	
12	10	Niles Audio	(78)	(69)	3.47	3.57	B+
3	11	↓ AMX	(29)	(20)	3.88	3.55	
6	12	↓ Elan	(51)	(48)	3.74	3.51	
4	13	↓ Control-4	(20)	(25)	3.77	3.49	
10	14	↓ Request	(34)	(27)	3.60	3.40	
13	15	Xantech	(42)	(32)	3.37	3.31	
16	16	Channel Plus	(29)	(20)	3.13	3.26	
15	17	Panamax	(78)	(61)	3.30	3.21	B
14	18	Escent	(59)	(65)	3.33	3.20	

YEAR 2008 SUPPLIER LOYALTY TEST							
HOME AUDIO/SPEAKERS							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
3	1	B & W	(58)	(56)	4.05	4.16	A+
	2	JL Audio		(15)		4.13	
5	3	Martin Logan	(18)	(16)	4.00	4.03	
4	4	Paradigm	(63)	(63)	4.02	4.01	
7	5	Def. Tech.	(27)	(30)	3.83	3.95	A
10	6	↑ Monitor A.	(26)	(21)	3.58	3.86	A-
12	7	↑ Artison	(26)	(20)	3.50	3.81	
14	8	↑ Atlantic T.	(16)	(18)	3.47	3.78	
	9	Revel		(16)		3.77	
16	10	↑ A. Gallo	(26)	(16)	3.33	3.59	B+
18	11	↑ KEF	(17)	(15)	3.29	3.57	
9	12	PSB	(22)	(15)	3.73	3.54	
15	13	Velodyne	(51)	(36)	3.34	3.44	
11	14	Klipsch	(45)	(37)	3.55	3.43	
19	15	Boston A.	(39)	(25)	3.23	3.10	B
20	16	Bose	(23)	(21)	3.02	3.00	

YEAR 2008 SUPPLIER LOYALTY TEST							
CUSTOM INSTALLATION/WIRE & CABLE COMPANIES							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
2	1	↑ Tributaries	(55)	(51)	3.87	4.14	A+
1	2	AudioQuest	(45)	(39)	3.96	3.86	A-
3	3	Liberty Wire	(40)	(34)	3.44	3.33	B+
4	4	Monster C.	(66)	(45)	3.01	3.18	B

YEAR 2008 SUPPLIER LOYALTY TEST							
HOME VIDEO							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
4	1	↑ SIM2	(28)	(17)	3.05	3.65	A-
1	2	Runco	(74)	(60)	3.71	3.57	B+
2	3	Yamaha	(34)	(21)	3.38	3.51	
	4	Vidikron		(15)		3.47	
3	5	Epson	(22)	(27)	3.27	3.40	
8	6	↑ Marantz	(47)	(32)	2.87	3.15	B
6	7	P-Elite	(53)	(60)	2.97	3.10	
10	8	Pioneer	(50)	(43)	2.74	2.92	B-
6	9	Fujitsu	(69)	(42)	2.97	2.89	
5	10	Mitsubishi	(57)	(43)	3.00	2.85	
15	11	↑ JVC	(30)	(25)	2.24	2.82	
11	12	Hitachi	(36)	(33)	2.64	2.65	
19	13	↑ Panasonic	(74)	(44)	2.04	2.36	C+
12	14	↓ Toshiba	(34)	(31)	2.53	2.29	
17	14	Sharp	(75)	(74)	2.13	2.29	
12	16	↓ LG	(83)	(76)	2.53	2.28	
16	17	Sony	(77)	(68)	2.16	2.24	C
14	18	↓ InFocus	(42)	(16)	2.46	2.21	
20	19	↑ Samsung	(80)	(61)	1.85	2.11	

YEAR 2008 SUPPLIER LOYALTY TEST							
CAR AUDIO							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
2	1	↑ Memphis	(28)	(31)	3.70	4.07	A+
1	2	↑ JL Audio	(41)	(30)	3.71	4.06	
9	3	↑ Kenwood	(31)	(19)	2.87	3.50	B+
	4	P-Premier		(15)		3.32	
10	5	↑ Pioneer	(37)	(23)	2.85	3.15	B
11	5	↑ Clarion	(22)	(17)	2.73	3.15	
7	7	Alpine	(46)	(35)	3.00	3.14	
4	8	↓ Directed El.	(38)	(27)	3.45	3.09	
12	9	↑ Eclipse	(32)	(20)	2.57	3.07	
13	10	↑ JVC	(22)	(19)	2.10	2.33	C+

YEAR 2008 SUPPLIER LOYALTY TEST							
HOME VIDEO/SCREEN COMPANIES							
Technical Support							
Ranking		Company	No of Dlrs		Grade		
'07	'08		'07	'08	'07	'08	
1	1	Stewart Film	(117)	(91)	3.87	3.84	A-
2	2	Da-Lite	(73)	(64)	3.60	3.67	
3	3	Draper	(65)	(55)	3.57	3.66	

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YEAR 2008 SUPPLIER LOYALTY TEST								
HOME AUDIO/ELECTRONICS								
Resolution of Service Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 '08		'07	'08	'07	'08			
4	1	↑	ARCAM	(48)	(33)	3.86	4.07	A+
6	2	↑	Bryston	(18)	(18)	3.83	4.03	
3	3		Classe	(23)	(25)	3.94	4.02	
1	4	↓	Anthem	(36)	(49)	4.21	3.95	A
8	5		B&K	(27)	(24)	3.76	3.85	A-
6	6		Sherbourn	(22)	(19)	3.83	3.79	
2	6	↓	Rotel	(50)	(51)	4.02	3.79	
12	8		Sunfire	(24)	(24)	3.65	3.67	
13	9		Lexicon	(31)	(28)	3.60	3.63	B+
4	10	↓	McIntosh	(37)	(37)	3.86	3.57	
8	11	↓	Musical Fid.	(19)	(15)	3.76	3.46	
17	12		Yamaha	(67)	(54)	3.30	3.40	
16	12		Integra	(52)	(48)	3.38	3.40	
18	14	↑	P-Elite	(53)	(60)	3.03	3.33	
14	15	↓	NAD	(35)	(33)	3.44	3.20	B
19	16		Marantz	(78)	(57)	3.00	3.01	
	17		Onkyo		(21)		3.00	
21	18		Pioneer	(35)	(34)	2.89	2.82	B-
24	19	↑	Sony ES	(51)	(44)	2.52	2.74	
22	20		Denon	(94)	(71)	2.61	2.62	C+
25	21	↑	Sony	(54)	(53)	2.20	2.50	
26	22	↑	JVC	(19)	(15)	1.89	2.32	

YEAR 2008 SUPPLIER LOYALTY TEST								
CUSTOM INSTALLATION								
Resolution of Service, Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 '08		'07	'08	'07	'08			
1	1		Triad	(46)	(36)	4.08	4.13	A+
2	2		SpeakerCraft	(82)	(55)	3.99	3.94	A-
3	3		Rich. Gray's	(40)	(38)	3.97	3.86	
	3		Kaleidescape		(34)		3.86	
12	5	↑	Crestron	(69)	(60)	3.41	3.80	
4	6		Sonance	(48)	(42)	3.85	3.75	
10	7		Niles Audio	(78)	(69)	3.48	3.64	B+
14	8	↑	Panamax	(78)	(61)	3.29	3.55	
9	9		Lutron	(72)	(69)	3.49	3.50	
7	10		Russound	(45)	(30)	3.63	3.48	
13	11		Xantech	(42)	(32)	3.37	3.47	
8	12		Control-4	(20)	(25)	3.59	3.41	
6	13	↓	Elan	(51)	(48)	3.69	3.39	
	14		RTI		(29)		3.38	
5	15	↓	AMX	(29)	(20)	3.75	3.24	B
14	16		Escent	(59)	(65)	3.29	3.19	
16	17		Channel Plus	(29)	(20)	3.13	3.15	
11	18	↓	Request	(34)	(27)	3.46	3.07	

YEAR 2008 SUPPLIER LOYALTY TEST								
CUSTOM INSTALLATION/WIRE & CABLE COMPANIES								
Resolution of Service, Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 '08		'07	'08	'07	'08			
2	1	↑	Tributaries	(55)	(51)	3.86	4.12	A+
1	2		AudioQuest	(45)	(39)	4.06	4.03	
3	3		Liberty Wire	(40)	(34)	3.56	3.57	B+
4	4		Monster C.	(66)	(45)	3.29	3.43	

YEAR 2008 SUPPLIER LOYALTY TEST								
HOME AUDIO/SPEAKERS								
Resolution of Service, Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 '08		'07	'08	'07	'08			
5	1		B & W	(58)	(56)	4.05	4.21	A+
	2		JL Audio		(15)		4.14	
9	3		Def. Tech.	(27)	(30)	3.85	4.00	A
4	4		Martin Logan	(18)	(16)	4.06	3.97	
11	5		Monitor A.	(26)	(21)	3.76	3.95	
	6		Revel		(16)		3.93	A-
6	7		Paradigm	(63)	(63)	3.95	3.92	
17	8	↑	KEF	(17)	(15)	3.47	3.90	
13	9		Artison	(26)	(20)	3.68	3.86	
8	10		PSB	(22)	(15)	3.86	3.68	
12	10		Klipsch	(45)	(37)	3.74	3.68	
14	12		Atlantic T.	(16)	(18)	3.56	3.56	B+
19	13	↑	A. Gallo	(26)	(16)	3.13	3.50	
16	14		Boston A.	(39)	(25)	3.53	3.42	
18	15		Velodyne	(51)	(36)	3.39	3.40	
20	16		Bose	(23)	(21)	3.07	2.93	B-

YEAR 2008 SUPPLIER LOYALTY TEST								
HOME VIDEO								
Resolution of Service, Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 '08		'07	'08	'07	'08			
3	1		Epson	(22)	(27)	3.43	3.53	B+
	2		Vidikron		(15)		3.50	
13	3	↑	SIM2	(28)	(17)	2.66	3.47	
2	4		Yamaha	(34)	(21)	3.47	3.39	
4	5		Marantz	(47)	(32)	3.05	3.23	B
1	6	↓	Runco	(74)	(60)	3.48	3.15	
7	7	↑	P-Elite	(53)	(60)	2.91	3.13	
15	8	↑	JVC	(30)	(25)	2.55	3.02	
4	9		Fujitsu	(69)	(42)	3.05	2.98	
7	10		Pioneer	(50)	(43)	2.91	2.95	
9	11		Mitsubishi	(57)	(43)	2.88	2.80	B-
11	12		Hitachi	(36)	(33)	2.74	2.68	
17	13	↑	Sony	(77)	(68)	2.43	2.66	
19	14	↑	Sharp	(75)	(74)	2.37	2.63	C+
14	15		Toshiba	(34)	(31)	2.60	2.60	
6	16	↓	LG	(83)	(76)	2.95	2.53	
17	17		Panasonic	(74)	(44)	2.43	2.51	
20	18	↑	Samsung	(80)	(61)	2.04	2.47	
16	19	↓	InFocus	(42)	(16)	2.52	2.30	

YEAR 2008 SUPPLIER LOYALTY TEST								
CAR AUDIO								
Resolution of Service, Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 ##		'07	'08	'07	'08			
1	1	↑	Memphis	(28)	(31)	4.02	4.34	A+
4	2	↑	JL Audio	(41)	(30)	3.55	3.82	A-
	3		P-Premier		(15)		3.61	B+
10	4	↑	Kenwood	(31)	(19)	2.83	3.56	
5	5		Clarion	(22)	(17)	3.36	3.32	
7	6	↑	Pioneer	(37)	(23)	3.08	3.30	
11	7	↑	Alpine	(46)	(35)	2.82	3.09	B
12	8	↑	Eclipse	(32)	(20)	2.80	3.05	
9	9		Directed El.	(38)	(27)	2.88	2.94	B-
13	10		JVC	(22)	(19)	2.64	2.83	

YEAR 2008 SUPPLIER LOYALTY TEST								
HOME VIDEO/SCREEN COMPANIES								
Resolution of Service, Return, Repair Issues								
Ranking	Company	No of Dlrs		Grade				
'07 '08		'07	'08	'07	'08			
1	1		Stewart Film	(117)	(91)	3.81	3.70	A-
2	2		Da-Lite	(73)	(64)	3.54	3.56	B+
3	3		Draper	(65)	(55)	3.45	3.48	

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YEAR 2008 SUPPLIER LOYALTY TEST						
HOME AUDIO/ELECTRONICS						
Product Innovation						
Ranking	Company		No of Dlrs		Grade	
'07 '08			'07	'08	'07	'08
1	1	Anthem	(36)	(49)	4.25	4.12 A+
6	2	↑ P-Elite	(53)	(60)	3.84	4.06
10	3	↑ Integra	(52)	(48)	3.65	3.90 A-
	4	Onkyo		(21)		3.88
8	5	Denon	(94)	(71)	3.72	3.86
2	6	↓ Classe	(23)	(25)	4.02	3.82
4	7	Yamaha	(67)	(54)	3.89	3.78
7	8	Sunfire	(24)	(24)	3.79	3.72
18	9	↑ McIntosh	(37)	(37)	3.37	3.68
12	9	Pioneer	(35)	(34)	3.53	3.68
23	11	↑ Bryston	(18)	(18)	3.28	3.64 B+
16	12	Sherbourn	(22)	(19)	3.48	3.61
16	13	Sony	(54)	(53)	3.48	3.58
18	14	↑ Sony ES	(51)	(44)	3.37	3.57
11	15	ARCAM	(48)	(33)	3.58	3.52
5	16	↓ Lexicon	(31)	(28)	3.85	3.50
12	16	Musical Fid.	(19)	(15)	3.53	3.50
14	18	Marantz	(78)	(57)	3.49	3.36
18	19	B&K	(27)	(24)	3.37	3.33
14	20	Rotel	(50)	(51)	3.49	3.32
21	21	JVC	(19)	(15)	3.34	3.30
25	22	↑ NAD	(35)	(33)	2.96	3.20 B

YEAR 2008 SUPPLIER LOYALTY TEST						
HOME AUDIO/SPEAKERS						
Product Innovation						
Ranking	Company		No of Dlrs		Grade	
'07 '08			'07	'08	'07	'08
1	1	Def. Tech.	(27)	(30)	4.15	4.20 A+
3	2	B & W	(58)	(56)	4.12	4.18
	3	JL Audio		(15)		4.10
11	3	↑ Monitor A.	(26)	(21)	3.83	4.10
5	5	Artison	(26)	(20)	4.00	4.05
5	6	Martin Logan	(18)	(16)	4.00	3.97 A
12	6	↑ KEF	(17)	(15)	3.77	3.97
9	6	A. Gallo	(26)	(16)	3.90	3.97
8	9	Paradigm	(63)	(63)	3.95	3.94 A-
10	10	Velodyne	(51)	(36)	3.86	3.82
18	11	↑ PSB	(22)	(15)	3.48	3.71
	12	Revel		(16)		3.66
16	13	Atlantic T.	(16)	(18)	3.53	3.50 B+
15	14	Klipsch	(45)	(37)	3.56	3.39
20	15	Boston A.	(39)	(25)	3.33	3.26
19	16	↓ Bose	(23)	(21)	3.41	3.21 B

YEAR 2008 SUPPLIER LOYALTY TEST						
CAR AUDIO						
Product Innovation						
Ranking	Company		No of Dlrs		Grade	
'07 '08			'07	'08	'07	'08
1	1	↑ JL Audio	(41)	(30)	3.87	4.12 A+
	2	P-Premier		(15)		4.04
8	3	↑ Kenwood	(31)	(19)	3.24	3.81 A-
2	4	Memphis	(28)	(31)	3.71	3.80
3	5	Alpine	(46)	(35)	3.66	3.66
4	6	Pioneer	(37)	(23)	3.57	3.65
9	7	↑ JVC	(22)	(19)	3.18	3.55 B+
7	8	Directed El.	(38)	(27)	3.28	3.39
12	9	Clarion	(22)	(17)	3.07	3.00 B
10	10	Eclipse	(32)	(20)	3.11	2.94 B-

YEAR 2008 SUPPLIER LOYALTY TEST						
CUSTOM INSTALLATION						
Product Innovation						
Ranking	Company		No of Dlrs		Grade	
'07 '08			'07	'08	'07	'08
	1	Kaleidescape		(34)		4.17 A+
3	2	Crestron	(69)	(60)	4.03	4.11
2	3	Triad	(46)	(36)	4.07	4.05
4	4	SpeakerCraft	(82)	(55)	3.91	4.00 A
7	5	Lutron	(72)	(69)	3.87	3.94 A-
10	6	Niles Audio	(78)	(69)	3.69	3.86
	7	RTI		(29)		3.85
6	8	AMX	(29)	(20)	3.90	3.83
8	9	Rich. Gray's	(40)	(38)	3.75	3.82
1	10	↓ Control-4	(20)	(25)	4.22	3.76
9	11	Sonance	(48)	(42)	3.72	3.73
12	12	Russound	(45)	(30)	3.68	3.66
4	13	↓ Elan	(51)	(48)	3.91	3.64 B+
13	13	Panamax	(78)	(61)	3.59	3.64
10	15	Escient	(59)	(65)	3.69	3.62
16	16	Xantech	(42)	(32)	3.45	3.52
15	17	Channel Plus	(29)	(20)	3.53	3.43
14	18	Request	(34)	(27)	3.56	3.41

YEAR 2008 SUPPLIER LOYALTY TEST						
CUSTOM INSTALLATION/WIRE & CABLE COMPANIES						
Product Innovation						
Ranking	Company		No of Dlrs		Grade	
'07 '08			'07	'08	'07	'08
1	1	AudioQuest	(45)	(39)	4.01	3.93 A-
2	2	↑ Tributaries	(55)	(51)	3.67	3.88
3	3	Monster C.	(66)	(45)	3.59	3.63 B+
4	4	Liberty Wire	(40)	(34)	3.45	3.44

shabby! **Triad**, once again in first place, leads on this parameter, and very "techie" **Crestron** is the most improved. In midfield **AMX**, **Elan**, **Control-4** and **ReQuest** all dropped by 0.20 points or more year over year. In the **Wire & Cable** group **Tributaries** gained 0.27 points to take first place from **AudioQuest**. In the **Video** group **Sim2** improved by 0.60 points, to take first place with the only top tier grade in the group on this parameter. In midfield, **Marantz** and **JVC** show the most improvement. In the bottom tier, **Toshiba**, **LG** and **InFocus** are down 0.24, 0.25 and 0.25 points, respectively, while both **Panasonic** and last-ranked **Samsung** are up by more than 0.20 points. All 3 **Screen** companies finished with A- top tier grades on Tech Support, with **Stewart** once again in first place. In the **H.A./Electronics** group **Anthem** is once again No. 1 for Tech Support. **Bryston**, up 0.34 points, is the most improved in the top tier. In midfield, **Integra**, **P-Elite** and **Pioneer** each improved their grades by more than 0.20 points. Last-ranked **JVC** in the bottom tier is up to a 2.03/C. In the **H.A./Speaker** group **B&W** tops the Tech Support chart followed, once again, by **JL Audio** in second place. **Monitor Audio**, **Artison** and **Atlantic Tech** in the top tier and **A. Gallo** and **KEF** in midfield show the most improvement. In the **Car Audio** group **Memphis** wrested first place from **JL Audio**. Both are up substantially year over year, and still only 1/100th of a grade point apart! In midfield **Kenwood**, **Pioneer**, **Clarion** and **Eclipse**, as well as last-ranked **JVC** in the bottom tier, improved by 0.20 points or more. **Directed Electronics**, however, dropped 0.36 points.

## RESOLUTION OF SERVICE, RETURN, REPAIR ISSUES

**ARCAM**, up 0.21 points over last year, finished first in the **H.A./Electronics** group on this parameter. **Bryston**, up 0.20 points moved up to 2<sup>nd</sup> place. **Anthem** and **Rotel**, both top tier companies, dropped 0.26 and 0.23 points respectively. **McIntosh**, **Musical Fidelity** and **NAD** in midfield are down by 0.20 points or more as well, while **P-Elite** and **Sony ES** each improved by more than 0.20 points. In the bottom tier **Sony** and **JVC** are up 0.30 and 0.43 points, respectively. Please see the tables on p. 3 for the results for the **H.A./Speaker**, **Home Video**, **Screens**, **Custom Installation**, **Wire & Cable** and **Car Audio** groups. More results to come. *Gisela Schoell, Editor*