

Digital Delivery Group News

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DDG's New Technology Tour Packs Crowds for CAVD in NJ

SOUTH PLAINFIELD, NJ — May 20, 2010 — DDG's 30-city New Technology Tour 2010 stopped here in central New Jersey Wednesday, packing the house for their local affiliate, Custom Audio Video Design. Digital Delivery Group (DDG) is a consortium of regional value-added CE specialty distributors, and it has now completed about a third of the 30 full-day presentations scheduled nationwide among DDG's 16 regions from April through July.

"The event was a huge success," said CAVD president, John Badovinac. "We had the heads of at least 64 different custom installation firms sign in and few more snuck in when we weren't looking. The exhibit room was packed most of the time. The dealers really appreciated Steve Firszt's business coaching because it was totally focused on the custom installation business. Several participants commented that this was much more useful than generic business coaching because it was so specific to their business.

David Kaplan, executive director of DDG, said, "the purpose of the tour is to reach out to Custom Installers with a lively mix the best business practices and best technology for growing sales, and so far we have accomplished that goal at every stop. Steve Firszt has been an amazing asset to the tour, and I have yet to meet anyone who didn't leave his presentation without a list of ideas and concrete steps to improve their business management.

The technology exhibits included presentations from Mitsubishi on 3D television, plus great guidance about how to integrate products from Nevo, Perfect Path, Leviton, Soundcast, Tivo, Russound, APC, Sanus, Chief, Raxxess, Cool Components, Madison Fielding, and Stealth Acoustics.

Custom installers interested in attending should contact their local DDG regional member or reach out to For more information, visit www.digitaldeliverygroup.org or call David Kaplan, DDG Executive Director, at 509-995-1203.

About Digital Delivery Group

Digital Delivery Group, a consortium of regional value added CE specialty distributors, is committed to being the leading source for sales and education of digital systems and convergence products. The members of DDG are specialists in networking products, whole house control, content storage and management, and new technology. More than just a buying group, DDG functions as a strategic resource for its vendor partners and its dealers. Digital Delivery Group's members bring a unique level of capability to the task with many years of distributor, retail, factory and marketing experience among its members. For more information, visit www.digitaldeliverygroup.org or call David Kaplan, DDG Executive Director, at 509-995-1203.

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