

Digital Delivery Group News

4/20/2011

Digital Delivery Group's 2011 New Technology Tour Offers Product Training & Business Coaching for its Dealers

SEATTLE WA (April 20, 2011) —

Digital Delivery Group (DDG), the leading specialty distribution consortium for digital home technology, today announced dates for its 2011 New Technology Tour. This series of one-day dealer events combine product training for the latest in AV technology with professional business coaching to help custom integrators better leverage new business opportunities. The Tour begins April 27 at AV Warehouse in Scottsdale, Arizona and runs through early August and includes all 16 DDG regions.

The technology stars of the tour will include "Logitech's Digital Home Initiative" plus new products and platforms from APC®, IOGEAR®, Perfect Path®, and TiVo®. The 2011 New Technology Tour will also include the U.S. premiere of Wi3™'s new, patented in-wall IPTV/SmartTV home networking products. In addition to learning about the latest new technology, participants will have the opportunity to purchase product at special prices, win prizes and enjoy food and soft drinks.

Custom installation business guru, Eric Bodley, VP/General Manager at Perfect Path and former President of CEDIA, will talk about "New Connection Opportunities for the Networked Home." His presentation will help integrators learn how to connect and merge the most cutting edge technologies available for maximum effect and how to leverage unique expertise to become you the most In Demand Integrator in your market.



Eric Bodley of Perfect Path will show dealers how to leverage new technology to grow new business.

"At DDG we have made a profound commitment to being much more than just a product and product training resource, but also a resource to help our dealers to improve and grow their businesses," stated David Kaplan, executive director of DDG, "We want to assist with outreach, with marketing, with business education, and of course, new products that reflect new trends and needs. Our 2011 New Technology Tour coupled is one of the many manifestations of this effort our dealers will see in 2011."

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

DDG 2011 New Technology Tour Schedule			
DDG Region	DDG Member	City, State	Date
DDG AZ-LV	AV Warehouse	Scottsdale, AZ	Wednesday, April 27
DDG Metro LI	BDC	Woodbury, LI	Tuesday, May 3
DDG Metro NJ	CAVD	South Plainfield, NJ	Wednesday, May 4
DDG Mid-Atlantic	Bay Distributing	Reading, PA	Thursday, May 5
DDG Northeast	Easy Access	Burlington, MA	Tuesday, May 10
DDG Upstate	Sound Product Dist	Albany, NY	Thursday, May 12
DDG Southeast	Vickers	Marietta, GA	Sunday, May 15
DDG Pacific NW	Custom Plus	Beaverton OR.	Tuesday, May 24

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DDG 2011 New Technology Tour Schedule – cont'd			
DDG Region	DDG Member	City, State	Date
DDG Pacific NW	Custom Plus	Auburn, WA	Wednesday, May 25
DDG NORCAL	Profit Line	Novato, CA	Thursday, May 26
DDG Florida	Shifting Sands	Miami, FL	Tuesday, June 7
DDG Florida	Shifting Sands	Tampa, FL	Thursday, June 9
DDG SOCAL	AV Products	Irvine, CA	Tuesday, June 12
DDG Michigan	Progressive	Warren, MI	Tuesday, June 21
DDG Northern Midwest	SDI	Chanhassen, MN	Thursday, June 23
DDG Central Industrial	Davis Distribution	Columbus, OH	Tuesday, June 28
DDG South Central	Integral Mktg/ECD	Houston, TX	Tuesday, July 19

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 at 509-995-1203.

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