

MARK OF EXCELLENCE AWARDS

The Mark of Excellence awards program, presented by CEA's TechHome Division, recognizes the best in custom home electronics products, services, and installed technology. Each year, manufacturers, distributors, and systems integrators enter to compete in award categories for this coveted honor judged by independent experts within the industry.

The Mark of Excellence awards program culminates with the announcement of the winners at the Mark of Excellence Awards Dinner, held during the EHX (Electronic House Expo) Spring event in Orlando, Florida at the Orange County Convention Center.

2009 TechHome®



Mark of Excellence

HOW TO ENTER

Visit www.CE.org/MarkofExcellence to apply online for the 2009 Mark of Excellence Call for Entries.

The 2009 TechHome Mark of Excellence call for entries is October 1–November 14, 2008.

Enter by October 14 and receive the early bird rate!

We've made it easier to submit entries to the 2009 TechHome Mark of Excellence program. This year's online entry process includes:

- Easier user interface
- Pre-populated submitter data fields
- Improved photo submission process
- New video upload feature
- Ability to make a single payment for multiple submissions

WHAT'S NEW FOR THE 2009 MARK OF EXCELLENCE AWARDS

• Three New Categories:

- Best Software Application
- Best Universal Design Home
- Best Community of the Year

• Awards Entry Video Upload Feature*:

- Upload a video to your online awards entry and show the judges a demo of your product and/or walk through of your project.

*The video upload feature is not required to complete your entry.

• Visit the Circle of Excellence Web page on www.CE.org/MarkofExcellence.com and read the 2008 Mark of Excellence winner's articles in the following publications:

- *CE Pro*
- *TechHome Builder*
- *Consumer Electronics Vision*

WINNERS AND FINALISTS BENEFITS

Preshow Benefits: Finalists

- Inclusion in the TechHome Mark of Excellence awards finalists' press release.
- Entry photo and description posted on www.CE.org/MarkofExcellence.com, visible to CEA members, media and EHX attendees and exhibitors.

On-site Benefits at EHX Spring: Finalists and Winners

- Recognition at one of the most talked about events of the EHX Spring event: CEA TechHome Division's dinner and awards presentation.
- Photo and entry description included in the Mark of Excellence Awards Dinner program distributed at the EHX Spring.

- TechHome Mark of Excellence Finalist and Winners signage to display in your EHX Spring booth.
- Recognition in the TechHome Mark of Excellence awards winners' press release, released by CEA, posted in the on-site media center at the Spring EHX and distributed to thousands of media professionals, for winners.
- Complimentary Mark of Excellence Awards dinner tickets for winners.

Postshow Benefits: Winners

- **Receive substantial coverage in various trade and consumer media publications. Previous TechHome Mark of Excellence Award winners have been featured in:**
 - *CEPro*
 - *Consumer Electronics Vision*
 - *TechHome Builder*
- Access to the Mark of Excellence "Circle of Excellence," entitling winners to benefits such as exclusive access to Mark of Excellence Awards Dinner seating and special access to other winners and finalists.
- Exposure on www.CE.org/MarkofExcellence.com, visible to CEA members, media and EHX attendees and exhibitors.
- Exclusive use of the coveted TechHome Mark of Excellence awards winner logo for company website, promotional literature and on the winning product's packaging.
- An impressive Mark of Excellence award to display in your EHX Spring booth and in your office trophy case.
- The TechHome Mark of Excellence awards icon published next to your company listing in the Official International CES® Show Directory (for official International CES exhibitors only).
- Recognition in the TechHome Mark of Excellence awards winners' press release, released by CEA, posted in the on-site media center at the Spring EHX and distributed to thousands of media professionals.
- Photo and entry description included in the program distributed at the EHX Spring and at the CEA TechHome Division's dinner.
- Advertising opportunities in the *Consumer Electronics Vision* magazine. Contact Jason Stookey at JStookey@CE.org for more information.

EVALUATING CRITERIA

Each TechHome Mark of Excellence awards category has a four-member judging team comprised of systems integrators, manufacturers, members of the trade press or industry consultants. Each entry is given a numeric score. The top scoring entries in each category will be named TechHome Mark of Excellence awards finalists. The entry with the highest score in each category will be named a TechHome Mark of Excellence awards winner.

Visit www.CE.org/MarkofExcellence.com to view past Mark of Excellence Judges.

CONTEST RULES AND ELIGIBILITY

CEA members and non-members are eligible to enter the TechHome Mark of Excellence awards program. Select from more than 30 award categories to enter your product, project or company. You may enter the same product or project into more than one category; however, each is considered a separate entry, thus a separate fee is applied.

- The product, system or technology to be considered must be available to U.S. consumers and be shipping no earlier than January 31, 2007 and no later than December 31, 2008. It must be obtainable by the customer or be available for the resale by the manufacturer's system integrators.
- Pre-release beta and/or market evaluation units are not eligible for submission to the TechHome Mark of Excellence award program.
- Training and support programs must be new to the awards program and must be established and in use by a target audience no earlier than January 31, 2007 and no later than December 31, 2008.
- New versions of previously entered products, systems or technologies must be considerably different and significantly enhanced from the original or former versions of the product.
- Home installation projects must also be new to the awards program and completed no earlier than January 31, 2007 and no later than December 31, 2008.
- CEA members and non-members are eligible.
- A product and/or project can be submitted into more than one category; however, each is considered a separate entry, and a separate fee is applied.

- Entries must be submitted via the online submission process. Hardcopy entries are no longer accepted.
- Photographs must accompany each entry for judging purposes, with at least two different views of the product or different phases of the project. Photos will be submitted as a jpg file. Up to 10 photographs, including photo montages, may be submitted for each entry.
- An entry is qualified for judging when all required sections are completed, images are included and all fees paid. CEA is not responsible for the follow-up of incomplete entries. Incomplete entries will be disqualified.
- All entry forms are the property of CEA.
- An entry may be moved to a different category based on the recommendation of the judging panel, without consent from the submitter.
- By entering the competition, the submitter grants CEA permission to use the entry and images of the entered product in any promotional material produced by CEA and its sponsors.
- CEA reserves the exclusive right to set, modify and interpret all conditions regarding this competition without claim for damage or recourse of any kind.
- Each company selected as a finalist and/or winner honoree grants CEA permission, without compensation, to use its name and photograph/likeness and/or entry in promoting this or similar awards programs in the future.
- Materials must meet CEA standards for appropriate product presentation and taste, and may be asked to be resubmitted or disqualified at any time, if they are deemed inappropriate. Any attempt by a submitter to deliberately damage the Innovations website or undermine the legitimate operation of the call for entries may be in violation of criminal and civil laws. Should such an attempt be made, all entries submitted by such person will be disqualified. CEA reserves the right to seek damages from any such person fully permitted by law.
- In the event a virus compromises the competition, non-authorized human intervention, tampering, or other causes beyond the reasonable control of CEA, which corrupts or impairs the administration, security, fairness or proper operation of the call for entries, CEA reserves the right in its sole discretion to suspend, modify or terminate the call for entries. Should the call for entries be terminated prior to the stated closing date, CEA reserves the right to announce honorees based on the nominations received before the termination date.
- CEA reserves the right to rescind any awards granted to honorees that have misrepresented their product or entry in this competition.
- Unless otherwise stated, entry fees are non-refundable.
- The judges' decisions are final.

“The MOEs [Mark of Excellence Awards] mean more than any other industry association award and they represent the best the electronics and installation professional industry has to offer.”

- Robert Archer, EH publisher

MARK OF EXCELLENCE AWARDS CATEGORIES

Recognizing the Best New and/or Improved Products!

BEST AUDIO COMPONENT

Recognizes the best new and/or improved residential audio source component that originates, reproduces, and/or decodes audio material. Entries may include audio receivers, amplifiers, processors and sources.

BEST CONTROL SYSTEM

Recognizes the best new and/or improved completely-integrated automation solutions that perform full home control. Systems can be IP-based, wireless, and/or based on a proprietary network. The winning product combines seamless integration with numerous subsystems.

BEST DISTRIBUTED AUDIO/VIDEO PRODUCT

Recognizes the best new and/or improved product in the distributed multi-room/multi-zone/multi-source audio and/or video content category. Entries may include switches, wireless or hard-wired products. The winning product embodies performance and ease of use.

BEST GREEN PRODUCT, SERVICE, OR CORPORATE POLICY

Recognizes a manufacturer for a green product or practice that best saves energy or natural resources or a service or corporate policy/strategy, which promotes environmentally/planet friendly practices. The entry may encompass recycling programs, reduced packaging, technologies to reduce travel and/or supports or promotes state or federal legislation (i.e. Leeds). Manufacturers may submit a product, service, or practice that effectively meets these criteria.

BEST HUMAN INTERFACE PRODUCT

Recognizes the best new and or improved human interface. Entries in this category may include keypads, touch panels and hand held remotes. The winning product embodies state-of-the-art ergonomics coupled with cutting-edge technology to make the human interface intuitive, functional and user friendly.

BEST INSTALLATION PRODUCT

Recognizes the best new and/or improved software and/or hardware tool used to install and service products typical of a new or existing home automation system. Entries may include design software, programming software, cable-marking systems, signal test equipment, and/or diagnostic tools. The winning product will demonstrate originality, ease of use, time saving capability, and/or broad market application.

BEST LIGHTING CONTROL PRODUCT

Recognizes the best new and/or improved lighting control system or product. The winning solution will provide tangible benefit to the homeowner. Entries may include distributed wireless, hard-wired lighting systems, scene control devices, unique switch designs, controlling technique and/or the manufacturer's communication protocol.

BEST MEDIA SERVER

Recognizes the best new and/or improved media server. The winning product will effectively manage and distribute digital content within the home. Entries may include devices specifically designed for audio content or video content; and may include combination devices that manage audio, video, and/or still image photographs.

BEST SECURITY PRODUCT

Recognizes the best new and/or improved residential security product. Entries in this category may include wired, wireless, digital, and/or analog-based products designed to secure residential properties. The winning product will demonstrate integration features with other sub-systems including ease of use ensuring peace of mind for the homeowner.

NEW BEST SOFTWARE APPLICATION

Recognizes the best new and or improved software application. Entries in this category may include Graphical User Interfaces (GUIs), system set-up or configuration applications, calibration tools and applications that enhance dealer proposal generation, efficiency, or business management. The winning product embodies state-of-the-art solutions coupled with cutting-edge technology to make the dealer's job easier, more productive or more profitable as well as add value to or simplify the end-users life.

BEST FREESTANDING SPEAKER

Recognizes the best new and/or improved freestanding speaker designed for use in a home entertainment or distributed audio/video system. The winning speaker will excel at esthetic design, installation features, display exceptional innovation, and/or sound quality.

BEST IN-CEILING/IN-WALL SPEAKER

Recognizes the best new and/or improved in-ceiling or in-wall speaker designed for use in a home entertainment or distributed audio/video system. The winning speaker will excel at esthetic design, installation features, display exceptional innovation, and/or sound quality.

BEST SPEAKER SYSTEM

Recognizes the best new and/or improved speaker system designed for use in a home entertainment. The winning speaker will excel at esthetic design, installation features, display exceptional innovation, and/or sound quality.

BEST SUBWOOFER

Recognizes the best new and/or improved subwoofer designed for use in a home entertainment or distributed audio/video system. The winning speaker will excel at esthetic design, installation features, display exceptional innovation, and/or sound quality.

BEST STRUCTURED WIRING PRODUCT

Recognizes the best new and/or improved structured wiring solution. Entries may include products that support multiple communication platforms as related to the cabling and infrastructure within today's digital home. The winner of this category will enhance twisted-pair, RF, IP, communications, and/or the distribution of audio/video content.

BEST VIDEO COMPONENT

Recognizes the best new and/or improved residential video source component that originates, reproduces, and/or decodes video content. Entries may include Digital Video Recorders (PVRs), DVD players/burners, high definition receivers, and other video source equipment.

BEST VIDEO DISPLAY

Recognizes the best new and/or improved video display. Entries may include traditional CRTs, ultra thin plasmas, DLPs, LCDs, Rear Projection, Front Projection, and of course, the screens themselves.

BEST WIRELESS PRODUCT

Recognizes the best new and/or improved wireless product. One which provides solutions for networking PCs, handheld devices, security systems, or media distribution.

"We are extremely proud and honored to have the StageFront Home Theater Solutions selected by the CEA for this prestigious award. The entire Niles team worked very hard to develop a great sounding line of home theater loudspeakers that uniquely address real installation challenges and it is quite gratifying to have our efforts acknowledged."

-Frank Sterns, President, Niles Audio Corp.

2009 SYSTEMS INTEGRATOR AWARDS CATEGORIES AND DESCRIPTIONS

Residential projects must be completed within the U.S. between January 1, 2007 – December 31, 2008.

BEST DIGITAL CONVERGENCE PROJECT

Distinguishes the best project in the industry utilizing a convergence of consumer electronic (CE) and information technology (IT) product solutions. This project demonstrates the simultaneous use of progressive CE and IT technologies coexisting and working seamlessly together to solve specific client requirements.

BEST MULTI-ROOM AUDIO/VIDEO PROJECT

Recognizes the best multi-room audio, integrated A/V and/or networked media application throughout the home. The entry should highlight A/V sources, as well as the user interfaces installed to access audio and/or video throughout the home.

BEST GREEN PROJECT

Recognizes the integrator who has completed the best environmentally friendly "green" project. The entries are judged on innovative solutions that promote energy efficiency and low environmental impact, which promotes state or federal legislation (i.e. Leeds) while maintaining comfort, intuitive interfaces, and integration of sub-systems.

BEST HOME THEATER/MEDIA ROOM

Recognizes the best designed and installed dedicated entertainment system, including video display, surround sound, multiple sources and control. The winning entry should demonstrate ease of use, integration with the room's environmental systems (lighting, window coverings, and temperature) and/or other house systems (security, cameras, access control, distributed audio/video, etc.).

INNOVATION AWARD

Recognizes an innovative achievement of a specific application. The winning integrator, large or small, will have created a solution that best demonstrates a unique application of technology for an unusual challenge.

BEST INTEGRATED SECURITY PROJECT

Recognizes the finest integrated security system, including security controllers, sensors, cameras and access devices. The winning entry should demonstrate how technology was used for fire and intrusion protection, property monitoring, door entry control, and/or emergency detection such as water leakage, as well as integration with other home technologies, including lighting, HVAC controls, distributed video and/or home automation.

BEST LIGHTING CONTROL PROJECT

Recognizes the integrator who has completed the best residential lighting control system. The entries are judged on the integration of the lighting system with other technologies in the home, and/or the distinctive features of the lighting application within the home.

BEST RETROFIT PROJECT

Recognizes the ingenuity of the best residential retrofit installation. The entry must show how a home was upgraded with a new technology foundation including the hardware used the wiring approach and how the most difficult install issues were overcome. Creativity, expertise and "mission impossible made possible" should demonstrate your retrofit prowess.

NEW BEST UNIVERSAL DESIGN HOME

Acknowledges a home that best utilizes technology to facilitate the principles of Universal Design within a home. The winning entry epitomizes Universal Design by fulfilling specific needs of the homeowner that include an adaptable living environment, simple and flexible user interface solutions, communication of critical user information, low demand for physical effort, and a high tolerance for the users capabilities. This project may also highlight technology solutions that anticipate the needs of the future/current homeowner by helping the home evolve with the user's abilities and desires for decades to come.

NEW COMMUNITY OF THE YEAR

Recognizes an Integrator and Builder/Developer team for the strategic partnership through which they promote the use of technology to enhance residences within a production community development. Technology may be offered as standard systems and/or upgrade options on a high volume scale for developments including single family communities, multi-dwelling units (MDU), or hospitality projects. Evaluated by the TechHome Rating System, showing the level of integration and/or value to the consumer, at least 25 percent of the development must be completed and equipped with the technology enhancements at the time of submission.

HOME OF THE YEAR (INSTALLED PRICE UP TO \$35,000)

Recognizes a home technology system within an installed price (to the end user) no more than \$35,000. The installed price includes the base package offered by the developer and does not include client customizations. Projects within this category are evaluated for their overall performance and or value to the customer regardless of price.

CUSTOM HOME OF THE YEAR (INSTALLED PRICE BETWEEN \$35,000 - \$100,000)

Recognizes a whole-house automation within an installed price (to the end user) no more than \$100,000, designed to meet the demanding needs of today's tech savvy homeowner. The winning integrator should demonstrate how their multiple sub-systems integration creates excitement.

LUXURY HOME OF THE YEAR (INSTALLED PRICE BETWEEN \$100,000 - \$500,000)

Recognizes how an integrator's technical expertise is applied to deliver the best integrated system for a multi-disciplined within an installed price (to the end user) between \$100,000 and \$500,000. The entry must show how the provided hardware and programming solve problems, improve lifestyle and/or deliver a user-friendly experience in a complex home with many high-tech systems.

ULTIMATE HOME OF THE YEAR (INSTALLED PRICE ABOVE \$500,000)

This applications-based award recognizes within an installed price (to the end user) costing more than \$500,000, created by integrators whose designs deliver cutting-edge solutions that exceed clients' expectations and/or exemplify the most advanced and elegant implementation of residential technologies, representing the ultimate integrated experience.

CONVERGENCE INTEGRATOR OF THE YEAR

Recognizes a system integrator that demonstrates a company-wide commitment to the use of information technology (IT) consumer electronics (CE) convergence products in actual installations. This integrator has proven their ability to integrate analog and digital solutions for consumers and have a record of accomplishment in successfully deploying CE products and IT products simultaneously to satisfy the requirements of their clients.

TECHHOME INTEGRATOR OF THE YEAR

Recognizes the best systems integrator company in our industry. The company receiving this award exhibits outstanding business success and comprehensive technical skills, shows exceptional quality in their professional installations, and is an example of leadership within their community and/or industry.

2009 TRAINING AND SUPPORT PROGRAM AWARD CATEGORY DESCRIPTION

BEST TRAINING AND SUPPORT PROGRAM

Education and support are cornerstones for improving our industry and building the success of our TechHome Integrators and manufacturers. This category is open to all submitters including integrators, manufacturers, designers, consultants and the media. Entries include classroom education, field support programs, industry publications, warranty programs, books, Internet training, product seminars, CD-ROMs, videotapes, DVDs, and manufacturer training programs. Entries are evaluated based on the direct benefits to promoting business revenue opportunities, product applications, client adoption, adherence, and promotion of standards; professionalism and how the program positively affects our industry.

DEADLINES AND FEES

ENTRY DEADLINES

Call for Entries Opens	October 1, 2008
Early Bird Deadline	October 14, 2008
Call for Entries Closes	November 14, 2008
Judging	December 1-5, 2008
Entrants Notified	January 23, 2009
Finalists Announced	February 6, 2009
Winners Announced*	March 13, 2009

*Winners will be announced at the awards presentation held during the TechHome dinner at EHX Spring in Orlando, Florida.

FEE SCHEDULE

SUPPLIER ENTRY FEES (MANUFACTURERS, DISTRIBUTORS, MEDIA)

Submit your entries before October 14, 2008 and save \$150!

	Early Bird	Regular
CEA Member	\$395	\$545
Non Member	\$595	\$745

SYSTEMS INTEGRATOR ENTRY FEES (INTEGRATORS, DESIGNERS, CONSULTANTS)

Submit your entries before October 14, 2008 and save \$25!

	Early Bird	Regular
CEA Member	\$100	\$125
Non Member	\$150	\$175

PLEASE NOTE:

- Entry fees are non-refundable
- Hardcopy entries are not accepted

TIPS FOR PREPARING YOUR STRONGEST ENTRY

- Answer the questions as clearly as possible and provide straightforward, informative photographs or video.
- When preparing your entry, focus on providing substantive information, not on creative formatting or typefaces. Entries will be given a standardized look before the judges see them.
- Don't submit an entry that was completed before January 31, 2007.
- Don't submit an entry that will not be complete by December 31, 2008.
- Up to 10 different views of your product can be uploaded during the entry process. Take advantage of it!

Visit www.CE.org/MarkofExcellence for more tips on preparing your strongest entry.

MARK OF EXCELLENCE 2008 SYSTEMS INTEGRATORS	PRODUCT NAME	PRODUCT CATEGORY
	Lahey Residence	Best Digital Convergence Project
	South Adgers Wharf	Best Distributed Audio/Video Project
	Folsom	Best Home Theater/Media Room
	South Adgers Wharf	Best Integrated Security Project
	Joseph Borkey Residence	Best Lighting Control Project
Custom Home Theater Systems & Automation	Maine Nautical Theater	Best Retrofit Project
	M/I Homes Easton Park Bordeaux Model	Builder Home of the Year
	LouisClark Ltd.	Convergence Integrator of the Year
	Control of a Home from an IP Phone	Innovation Award
	Folsom	Luxury Home of the Year
	South Adgers Wharf	Ultimate Home of the Year
	Audio Video Interiors	TechHome Integrator of the Year

MARK OF EXCELLENCE 2008 SUPPLIER WINNERS	PRODUCT NAME	PRODUCT CATEGORY
	Life ware 2.0.3 Software Suite	Best Control System
	DigiLinX Audio, Video & Control System	Best Distributed Audio/Video Product
	NuVo Technologies	Best Environmentally Friendly Product, Service, or Corporate Policy
	OléXL Film Interactive Touchpad	Best Human Interface Product
	MediaManifold™ High-Definition CATV Distribution System	Best Installation Product
	DigiLinX Audio, Video & Control System	Best IP-based Product
	Square D® Clipsal® Saturn™ Dynamic Labeling Technology (DLT) Keypads	Best Lighting Control Product
	Life media LMS 754 Media Server	Best Media Server
	LuminaPro with DSC integration	Best Security Product
	KEF MUON Loudspeaker	Best Speaker - Freestanding Speakers
	CRW-3	Best Speaker - In-Ceiling/In-Wall Speakers
	StageFront Home Theater Solutions	Best Speaker - Speaker Systems
	MicroVee	Best Speaker - Subwoofers
	Tripp Lite AV550SC Backup Power Block	Best Structured Wiring Product
	LG Electronics Super Blu™ Player	Best Video Component
	Runco Climate Portfolio	Best Video Display
	RF2IR Base Station for XTR39 Color LCD remote control	Best Wireless Product
	All Wired Up University Road Show	Training and Support - Best Training and Support Program

"The Mark of Excellence Integrator of the Year award is especially rewarding because it was a team award that everyone in my company contributed to. The judging process used is beyond reproach when compared to other industry awards that are more like a popularity contest. The exposure from this prestigious award will be invaluable to our company in the challenging year ahead. The entire experience has been great! My staff walks taller and believes in their selves more."

-Michael A. Pope, President, Audio Video Interiors Inc.

MANUFACTURER SPONSORSHIP PROGRAM

ATTENTION SUPPLIES: SPONSOR INTEGRATOR AWARD ENTRIES

The TechHome Mark of Excellence awards sponsorship program allows suppliers to pay for an integrator's entire entry fee in exchange for having their products recognized with the winning company. Each manufacturer that chooses to participate will receive a priority code to give to their integrators when they enter. The code will tally the integrator's entries and the manufacturer will pay a reduced fee based on the number of dealers who entered:

SYSTEM INTEGRATOR

Entries	Discount
1 to 5 entries	15% off total entry fees
6 to 9 entries	20% off total entry fees
10 or more entries	25% off total entry fees

Visit www.CE.org/MarkofExcellence to sign up for your priority code.

WHY SHOULD YOU PARTICIPATE?

- Manufacturers will be recognized at the Mark of Excellence Awards Dinner for the following:
 1. The manufacturer who has the most system integrator entries
 2. The manufacturer who has the most integrators win the 2009 Mark of Excellence Awards
- Media exposure in industry and consumer publications, including *CE Pro*, *TechHome Builder* and *CE Vision*.
- Industry recognition at the TechHome Mark of Excellence Awards Dinner at the EHX Fall, EHX Spring and International CES®.
- Year-round promotion on www.CE.org.
- Share the success of your valued integrators.
- Strengthen trusted relationships your company has worked to build with its clients.
- Earn more exposure for your product.
- Use of the TechHome Mark of Excellence winner logo in advertising, packaging and promotion of your company.
- Enhance your chance of winning the TechHome Mark of Excellence Award.

QUESTIONS?

Contact MarkofExcellence@CE.org