

FOR IMMEDIATE RELEASE

## On Controls Adds Nine Independent Sales Representation Firms to Serve Residential and Commercial Markets

*Sales channel for the brand expands as award-winning control and automation technology shines in a broad range of applications*

**Detroit, MI August 11, 2014** – On Controls ([www.oncontrols.com](http://www.oncontrols.com)), a leader in cloud-based smart home and commercial control solutions for professional installers, has announced today the appointment of nine independent sales representation firms to cover key US regions in both residential and commercial markets. The company's efforts to expand the sales channel and grow the On Controls brand continues as integrators leverage the highly scalable and customizable cloud-based control and automation technology to bring desired functionality and unmatched value to their customers. "The commercial markets and the CI channel have both exhibited tremendous enthusiasm for On Controls' cloud-based automation and control platform that has led to high levels of success and satisfaction in the field," reported On Controls Sales VP Adam Gold. "Based on increased demand and brand recognition for On Controls, establishing independent sales representation for the remaining commercial and residential markets will be an ongoing initiative," Gold added.

**DSG Digital Sales Group Metro:** With a headquarters in Plainview, New York, DSG represents On Controls in the New York/New Jersey markets to residential integration specialists. DSG's umbrella includes such categories as audio, video, lighting control, racks and mounts, automation systems and other products suited to the custom integration channel. "On Controls delivers an innovative and cost effective control and automation solution compatible with all of the technology products we represent here at DSG," explained company president Dave Silkin. "The cloud-based platform offered by On Controls is highly flexible and viable across multiple applications," Silkin added.

**Performance-Plus Marketing:** Performance-Plus Marketing was founded in 1977 and serves the Rocky Mountain Region from a 16,000 square foot headquarters in Aurora, CO that features a training facility, demonstration showroom and warehouse along with a satellite office in Salt Lake City. Representing select manufacturers of upscale home audio and custom installation products, Performance-Plus brings a dedicated staff and key relationships in the region and will be representing On Controls to residential integration specialists.

**The Chris Dixon Company:** Based in Woodland Hills, California and founded in 2004, The Chris Dixon Company will provide representation to residential markets for On Controls in Southern California (south of Bakersfield). Principal Chris Dixon is a lifelong native of the San Fernando Valley area and has established key relationships in the region over 30 years in the consumer electronics industry. The Chris Dixon Company also represents Acoustic Smart, Triad, Genelec and others.

**Ambassador Marketing:** Based in Redmond, Washington, Ambassador Marketing was founded in 1986 and represents On Controls to residential markets in the Pacific Northwest region. With a sales and operations staff knowledgeable in the custom installation and consumer electronics channels, the Ambassador team will seek to increase brand visibility and key relationships for On Controls in this vital region of the US.

**EMI:** EMI was founded in 1969 and services residential integrators on behalf of On Controls in the Midwest region. The company's two locations in Michigan house administration, warehouse and training facilities. Led by Dave Laikind, EMI's experienced team will deliver market penetration and maximum brand visibility for On Controls throughout this important geographical market.

**C&E Marketing:** Based in Dania, Florida and founded in 1986, C&E Marketing will be representing On Controls to residential independent dealer installer/integrators in Florida. Rep principal Mike Sajecki stated that, “On Controls delivers an easy to use and cost effective control and automation solution that leaves more room in the budget for peripheral products with higher margins—and adjustments can be made to the cloud-based platform without the expense of rolling a truck.” C&E Marketing also represents Autonomic, Integra, Dania Innovations, Runco, Screen Innovations and other fine brands.

**Orion Advanced Marketing:** Founded in 1996 and covering residential markets with ten employees for On Controls in Wisconsin and Illinois, Orion Advanced Marketing is based in Schaumburg, Illinois. Principal Steve Block and his team will seek to leverage key relationships in the region in order to increase On Controls’ brand visibility and bring the company’s innovative control and automation solutions to top integrators. Orion Advanced Marketing also represents Onkyo, Dana Innovations, Epson as well as other quality product lines.

**Central Sales & Marketing** Based in Kansas City, MO, Central Sales & Marketing was founded in 1997 by Jim Tipton. In 2009, Tipton shifted the business away from consumer product lines to focus specifically on opportunities in the commercial marketplace. Central Sales & Marketing will represent On Controls to commercial markets in Missouri, Kansas, Iowa, Nebraska and Southern Illinois. “On Controls has established a highly cost effective control and automation solution that minimizes installation and operational complexities—a real asset to our commercial customers,” explained Tipton. “Leveraging the flexibility of On Controls’ cloud-based platform, integrators can bring instantaneous program changes and other high-value benefits to their customers without the need for a technician onsite,” Tipton added.

**CL Pugh and Associates:** CL Pugh and Associates was founded in 1943 by Courtney Lee Pugh as a multi-line independent manufacturer’s representative firm serving the Ohio Valley, including Western Pennsylvania, West Virginia and the adjoining counties of Kentucky. Over the past six-plus decades, CL Pugh and Associates has marketed a diverse group of electronic products to professional and commercial integrators in the region. Based in the Cleveland suburb of Brunswick, Ohio, the company’s attention is now focused on emerging technologies such as the On Controls cloud-based automation and control platform.

**Please visit On Controls at the 2014 CEDIA Expo, Booth 1132**

**About On Controls:** On Controls brings the convenience, luxury and security of advanced control and automation technology for residential and commercial applications to the Apple and Android phones and tablets already familiar to millions of users. An award-winning Wi-Fi-based platform, On Controls leverages the efficiency of the cloud, enabling integrators to deliver more features and better service to their commercial and connected home clients. From a single room to the largest applications, On Controls allows integrators to initialize, upgrade, add new features and sync remote setups to a client’s tablet or phone via a web portal from anywhere in the world. On Controls is an intuitive, reliable, robust, and reboot-free system that will simplify your life! [www.oncontrols.com](http://www.oncontrols.com)

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