

Sony Excels in 2024 CE Pro 100 Brand Analysis



SEL Corporate Communications
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SEL has once again proven our industry leadership in the [2024 CE Pro 100 Brand Analysis](#). This annual report, which gathers insights from the industry's top-revenue dealers, highlights the best-performing brands across various categories.

Since its launch in 1998, the CE Pro 100 has listed North America's largest custom electronics integrators, usually those with revenues over \$2 million in core home-systems categories. It's consistently recognized as some of the most innovative custom installation companies in the industry.

This year, SEL made the list as a CE Pro 100 Top Audio Brand in categories including audio video receivers, home theater preamplifiers/processors, and headphones. Our commitment to delivering high-quality audio solutions continues to distinguish us and drive success for our dealers.

"At Sony, we don't just sell products; we cultivate partnerships with our dealers and customers," said Jeff Goldstein, SEL's Head of Sales for the Custom Installation Channel. "These accolades underscore our dedication to providing exceptional support and modern solutions that empower our partners and elevate the customer experience."

SNA also stood out in the CE Pro 100 Top Video Brands categories, earning recognition for our performance in 4K and 8K TVs, Blu-ray/DVD disc players, and projectors. These accolades highlight our dedication to providing cutting-edge video technology that meets and exceeds the expectations of our integrators and their customers.

Joseph Sam, SEL Marketing Manager, added, "Awards like these are a testament to the hard work and dedication of every member of our team. Being recognized by our customers is an honor and motivates us to continue striving for excellence."

The recognition from the CE Pro 100 Brand Analysis underscores the integral role SEL plays in the success of the custom electronics industry.