

# EHX Turns the Beat Around with Strong Industry Support

**BEDROCK  
INSIGHTS**

**EHX**  
THE CE PRO EVENT

The flowers were blooming and the sun was shining at the 2011 EHX Event. Confidence prevailed with verification of a rebound since the economy hit a lull in 2008. The event attendance rose approximately 10% from last year with 4,500 dealers pre-registered.

Company owners and key team players were in attendance to hone their skills and learn about new opportunities and ways to do business. Traffic at the Bedrock Learning booth was steady with new faces and as always, it was great to catch up with past customers. We appreciate them stopping by and sharing their stories and testimonials with others in the booth, often making the sale for us! We are glad we exhibited as sales and recognition from this show were right at what was projected and up from previous years.

## Highlights from this year's EHX show included:

### Fresh Prospects

Emerging favorable conditions in the industry were highlighted with the "New Opportunities" area with exhibitors and presentations in home health technology and aging, recurring revenue, remote diagnostics and system manager home security, and more. Other presentations on the show floor covered key openings such as lighting control, streaming media and commercial markets.

### Training, Training, Training

Everyone can learn and dealers came out in force to attend co-located training events from Control4, Lutron, and D-Tools. Other manufacturer training from HAI, PCS, ELAN, URC, Somfy, and LeGrand to name a few rolled out presentations of their latest and greatest products. CEDIA conducted over 20 training in home theater, IP, and review of the ESPA certification, along with other emerging technologies aimed at earning Continuing Education Units. For those that couldn't attend, Bedrock Learning's online training is an excellent solution to learn more and earn CEUs.

### It's All About Control and Monitoring

Companies with products that can control the whole house abound! Consumers want to have easy control of everything and dealers are delivering this, but now integrators can also have the ease of monitoring remotely. Julie Jacobsen noted in her article [7 Observations from EHX](#), "Nuage Nine, ihiji and Certified Cyber Solutions demonstrated their wares in the New Opportunities Pavilion at EHX. All three of them offer robust systems for monitoring and managing clients' home networks, home control systems, and virtually every device connected to the home control system."

### Industry Recognition

At the annual Mark of Excellence Awards Reception on Friday night the CEA TechHome division honored those with the most inventive products and installation projects across several categories and budget levels. Bedrock Learning's President, Helen Heneveld, presented the Training and Support awards; Platinum Award to Audio Video Interiors, Inc. and the Gold Award to URC, Universal Remote Control. Congratulations to all of those honored!

[Click here](#) for information on each winner

Overall, we are starting to see the recovery of the economy and industry with this successful event held in sunny Florida providing many opportunities for both attendees and exhibitors. CEPro is very positive for next year's EHX with new training and networking opportunities scheduled for March 15-17, 2012 in Orlando.



From L to R: Thomas Pickral, HAI; Roland Graham, HDHomes.tv and 2011 TechHome Leadership Award Winner; and Helen Heneveld, Bedrock Learning



Bedrock team members with attendee at the 2011 EHX Bedrock Booth