

## **Autonomic Joins HTSA, Attends Spring Conference**

*Dialogue with key integrators highlights evolving challenges and current trends within CI channel*

**Armonk, NY. April 15, 2014**—Autonomic, known for supplying the custom electronics industry with award-winning high performance cloud-based media solutions, today has announced that the company has joined the HTSA (Home Technology Specialists of America) buying group. Aaron Chisena, Director of Global Sales for Autonomic, attended the late March HTSA Spring Conference held in Scottsdale, AZ.

“I took away valuable insights from my interactions at the conference,” reported Chisena. “We had conversations on subjects ranging from the severe winter’s impact on consumer spending, features and functionality that consumers are asking for, exploring commercial opportunities as well as specific marketing initiatives that would help drive business—these are critical topics that will bring benefit to HTSA members as well as our entire channel,” Chisena added. There was an opportunity for one-on-one meetings with integrators as well as group discussions at the event, and productive time to network with other HTSA manufacturer members.

Another valuable piece of market data gathered at the conference was acknowledging a consumer trend toward high-resolution digital music and an overall emphasis on quality sound. Homeowners want access to music throughout the house and innovative features, but many more seem to also be focused on sound quality. Companies like HD Tracks make content available, and the media frenzy surrounding Neil Young’s Pono along with speculation that Apple is eyeing the lossless download market has fueled interest as well.

HTSA has endeavored to set a standard for what a cooperative association can bring to the CI channel, citing sales and technical training along with critical networking as top priorities. “Having Autonomic join the family of HTSA Vendors not only adds to our member’s ability to provide first class solutions in streaming media and distributed audio for their clients but also with their commitment to branding and marketing,” stated HTSA Managing Director Bob Hana. “The addition of Autonomic strengthens our overall marketing presence and allows for increased reach, demand generation and improved sales. We are very excited and pleased to welcome Autonomic to HTSA,” Hana added.

*Autonomic Controls, Inc. ([www.autonomic-controls.com](http://www.autonomic-controls.com)) introduced the world's first cloud-based media server, making audio and video consumption more reliable, easy and fulfilling. Exclusively engineered for control system integration, Autonomic products have become the standard for converging content for multi-room distribution from the most popular sources, such as iTunes, Windows Media, Last.fm, PANDORA® internet radio, Rhapsody®, TuneIn Radio, SiriusXM Internet Radio, Slacker, Napster and Spotify.*