

Autonomic Appoints The BIG Corp to Direct International Sales

Experienced firm will increase global brand visibility for Mirage Music Players and Mirage Audio Systems

Armonk, NY. April 15, 2015 – Autonomic, makers of the finest whole-house music systems, has announced the appointment of the Baker International Group (The BIG Corp) to direct and expand the brand's global footprint. Founded by CE industry veteran Pete Baker, The BIG Corp is based in Minnesota and will be working closely with Autonomic Director of Global Sales, Aaron Chisena.

Baker International Group (BIG) is a full-service sales and marketing representation and consulting firm dedicated to providing brand development and global expansion support to clients in the consumer electronics industry. BIG was founded by Pete Baker, a global sales and marketing professional with over 25 years of experience successfully maximizing product sales and driving revenue growth in the custom electronics industry. Baker has gained first-hand knowledge of numerous global markets and created a worldwide network of vital business associates. "I am truly delighted to be working with the talented team at Autonomic and representing the definitive market leader in professional grade media server and distributed audio technologies," Baker stated.

"Working with an organization such as The BIG Corp, Autonomic has an opportunity to enhance our relationship with existing global partners while expanding our reach and brand visibility worldwide," stated Autonomic Director of Global Sales Aaron Chisena. "Whole-house entertainment is a rapidly growing market segment internationally and we anticipate establishing meaningful relationships with a broad range of new dealers through our partnership with BIG."

Photo Left to right: Autonomic CEO Michael de Nigris, Pete Baker, Aaron Chisena

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Autonomic Controls, Inc. (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, PANDORA® internet radio, Rhapsody®, TuneIn Radio, SiriusXM Internet Radio, Slacker, Napster, TIDAL, Murfie, Deezer and Spotify.

About The BIG Corp - Baker International Group (www.thebigcorp.com) BIG is a full-service sales and marketing representative and consulting firm dedicated to providing unmatched brand development and global expansion support to our customers in the consumer electronics industry. The company's goal is simple: deliver exceptional value by exceeding our clients' expectations in every regard. BIG was founded by Pete Baker, a dynamic global sales and marketing professional with over 25 years of experience successfully maximizing product sales and driving revenue growth in the custom electronics industry.