

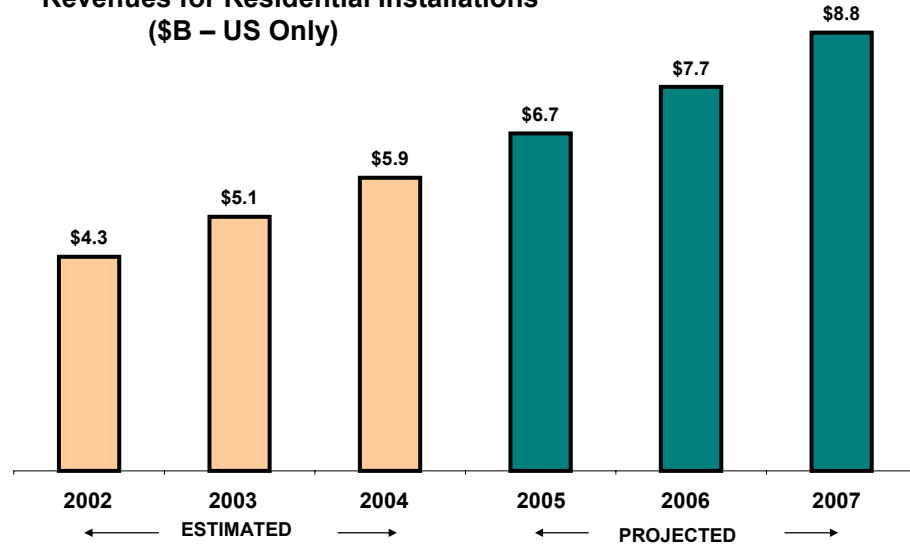
Synopsis

Installing dealers are expanding their role of bringing leading-edge technology to consumers. The rapid development and acceptance by consumers of digital media formats offer new opportunities to dealers, manufacturers, and content providers. The *media server* is a prime example and was the focus of the *2Q05 Installing Dealer* research. The report quantifies the media server opportunity and provides manufacturers with guidance for doing business with dealers and enhancing their next generation of systems.

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Revenues Generated through the Installing Dealer Channel

**Revenues for Residential Installations*
(\$B – US Only)**



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*Among Dealers Selling into Residential Markets

"Revenue through the installing dealer channel is growing at 14% to 15% annually," said Bill Ablondi, director of channel research at Parks Associates. "We see growth in the number of firms entering the business, in the expansion of the products they offer and the breadth of customers they serve as systems become more affordable."

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