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For Immediate Release

Shawn Smith, Vice President of S&S Electric, named to 2005 CEA Multi-Room Audio Video Council Board of Directors

(OLDSMAR, FLORIDA, May 16, 2005) — Shawn Smith, vice president of S&S Electric of Oldsmar, Florida, has been elected to the 2005 Consumer Electronics Association ([CEA](#)) [Multi-Room Audio Video \(MRAV\) Council](#) Board of Directors. His one-year term began April 1, 2005.

Smith, 32, has been with S&S Electric (www.ss-electric.com) since 1997. He oversees all of the company's internal operations including new product development, design and estimating, sales, customer service and administration. In 1998, Smith successfully introduced the integration of home network systems, including low-voltage audio, video, voice and data home networks, to S&S Electric's product offerings.

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry. Representing more than 2,000 corporate members, CEA is involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels.

CEA's Multi-Room Audio Video Council is dedicated to raising awareness of the value and benefits of multi-room entertainment media in the home among consumers, homebuilders and real estate agents. The Council's initiatives include technology and standards work, market research, industry promotions and relationship-building activities and events. The Council was previously known as the Distributed Audio Subdivision, but recently [changed its name](#) to MRAV to reflect the technological advancements enabling consumers to stream both audio and video content throughout the home.

The MRAV Council board is comprised primarily of manufacturers of audio and video products. Smith is the only member of the Board of Directors who does not represent a manufacturer. "We are excited about having Shawn as a member of our MRAV Council Board of Directors," said Peter Hoagland, chairman of the Multi-Room Audio Video Council of CEA. "I nominated Shawn to the board because of his experience with the installation of home technology products and because of his relationship with the homebuilding and home buying community. Because S&S Electric was the 2004 CEA TechHome Dealer of the Year, we believe that Shawn and his company will bring valuable expertise and insight to our board from the installer's, the customer's and the builder's points-of-view."

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“I am honored to have been elected to the MRAV Council Board of Directors. I intend to share the secrets of our company’s success with others and want to help the Council make improvements within our industry as a whole,” Smith said. “Working with the board, I hope to help increase knowledge, awareness and customer demand for residential multi-room audio/video systems. This means we’ll have to create awareness and value not only among buyers, but also to real estate agents, residential appraisers and those who work in the building industry.”

Smith added, “I’ve seen some reluctance and resistance within the building industry regarding the value that multi-room audio/video systems add to a home. We should work to educate the homebuilding community about the benefits of these systems.”

A graduate from the University of Central Florida, Smith received a bachelor’s degree in organizational communications. His professional licenses and accomplishments include: CompTIA HTI+ Certified Installer; CEDIA Installer Level I; Installer CEDIA Level II Installer; CEDIA Designer; BICSI Registered Residential Installer; State Certified Electrical Contractor (ES12000202, ER13012671); State Registered Low Voltage Contractor (ET11000646); and State Certified Air Conditioning Contractor (CAC1814177). Smith also serves on the 2005 Consumer Electronics Association (CEA) TechHome Division Board of Directors.

Smith’s first involvement with the MRAV was at the 2005 International Builders Show, where Smith served on an educational panel, “Wired for Sound.” As part of this panel, Smith shared with the builders in the audience why multi-room audio is S&S Electric’s number one option sale. “It sells because women find that it is non-obtrusive. Most men want speakers throughout their home, and their wives are faced with two options: inherit their husbands big black box speakers or watch their husbands crawl through the attic, cut holes in the drywall and damage a brand new paint job to install new ones. We offer homebuyers the option of having multi-room audio installed during construction. The speakers are designed to disappear into the ceiling and painted to match the décor.”

Founded in 1947, S&S Electric installs more than 4,000 home technology systems annually in West Central Florida, including electrical distribution; lighting design and control systems; indoor air comfort and quality systems; and audio, video, voice and data network systems. S&S Electric was awarded the 2004 CEA TechHome Dealer of the Year award, the 2004 Florida Family Business of the Year award, and the company was featured on the cover of the June 2004 issue of [CE Pro Magazine](#).

With more than 300 employees, and offices in Oldsmar, Tampa, Sarasota and Ft. Myers, the company’s award-winning team of designers, installers and technicians are recognized throughout the industry for providing customers with value-added, reliable, quality system installations. For more information about S&S Electric and its many services, please visit www.ss-electric.com.

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