

LINE CARD

NORTH (Northern CA, & Northern NV)

NOVIDOR & FIRESTONE

Ci SALES AND MARKETING

Amina Technologies Amina Technologies is the world's leading supplier of custom flat panel loudspeaker solutions.

Atlona Atlona Technologies is a dynamic solutions based manufacturer poised on the bleeding edge of Audio Video technology.

Audio Pro Manufacturers of highly advanced multi-zone wireless speaker solutions.

BDI In BDI, you'll find a collection of furniture pieces that are unique, functional and great looking.

Boston Acoustics Boston Acoustics, Inc. designs, manufactures, and markets high-performance audio systems for home audio/video systems and custom-installations.

Canton High end, German-made loudspeakers covering all price points, from reference level towers to satellite packages.

Clare Controls Clare Controls is a leading provider of home systems and software for residences and businesses. They provide world-class experience centers where dealers and consumers can see and experiment with the systems they provide.

Crown by Harman Crown International is one of the world's largest and most respected manufacturers of power amplifiers and microphones in professional audio.

Denon The acknowledged leader in home audio featuring A/V Receivers, Blu-ray Players and more.

Furman Furman's products fall into three categories: professional audio and video signal processors, AC power conditioning and distribution products, and innovative energy management solutions.

JBL Synthesis Our sophisticated Synthesis Electronics precisely match the program material to the listening space.

KEF For several decades, audiophiles around the world have revered KEF for its innovative, high-performance loudspeakers.

Lexicon Lexicon has become one of the world's premier manufacturers of home theater and professional electronics.

Mark Levinson Mark Levinson continues to expand the horizons of audiophiles at home with components and systems that define accuracy, reliability, and enjoyment.

Panamax An industry leader in surge protection technology featuring a complete line of power and energy management solutions.

Parasound Since 1981, we've been recognized by reviewers and consumers alike as the company that combines the highest quality performance with unparalleled value.

Planet Waves The ultimate custom cable solution, offering the Cable Station - a three step process for custom length cables.

Revel Revel has been hailed by audiophiles and reviewers from around the globe for making the world's finest loudspeakers.

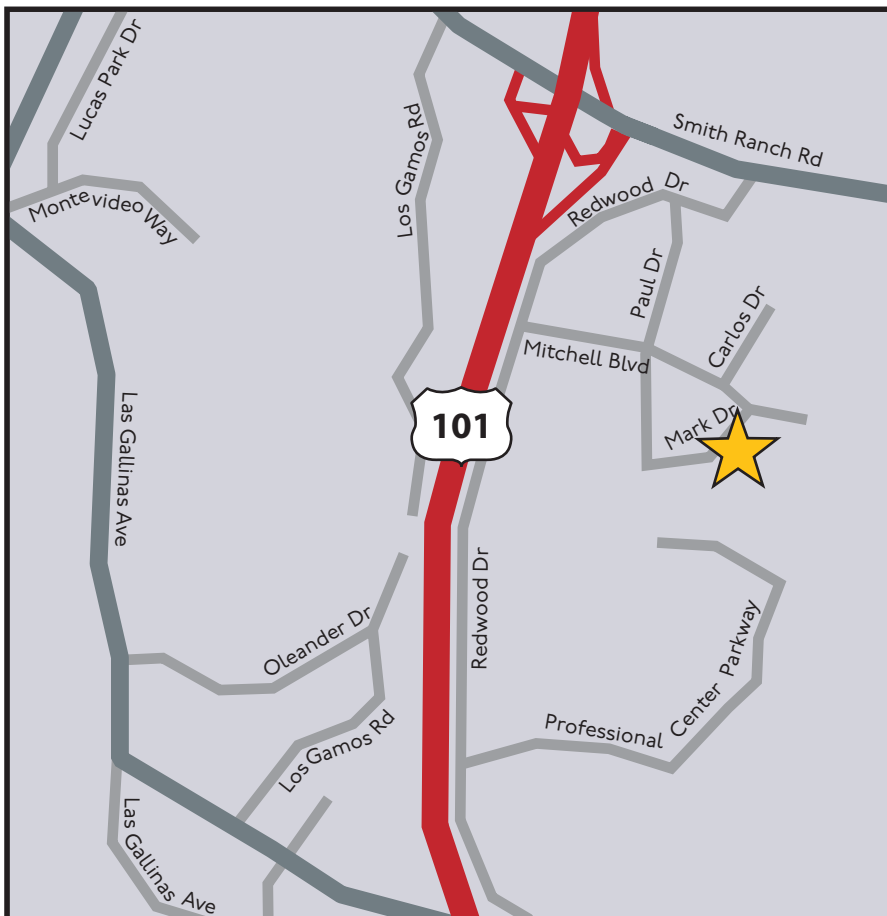
Screen Research Screen Research is a leading provider of state-of-the-art video projection screens designed for custom home theater, commercial, and professional cinema applications.

URC URC is the pioneer in Control Technology. Founded in 1991 and headquartered in Harrison, NY, URC has sold more than 50 million remote controls in the last 10 years alone.

ABOUT US

Novidor & Firestone is an independent manufacturers' representative firm founded nearly 30 years ago. We specialize in consumer electronics, and focus on premium vendors catering to the specialty audio-video retail, distributor, and custom installation market. Our vendors are a diverse group, which offers the best of their class, and we seek to represent only those vendors who enhance our dealers' assortments - vendors who provide differentiation with distinction.

We are a full-service team that maintains close relationships with our vendors and our dealers to ensure that the delicate balance between both their needs is kept. In order to deliver the exceptional sales results we enjoy, we regularly assist with budgeting and forecasting while integrating our vendors' national plans into our local markets. We constantly provide professional sales training and are always abreast of industry trends.



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