

Autonomic Appoints Independent Sales Rep for Rocky Mountain Region and Distributor for Scandinavia

Renewed partnerships with former independent sales representative Performance Plus Marketing and distributor Special Elektronik

Armonk, NY March 22, 2022 – Autonomic, makers of the finest whole-house music systems, has announced the appointment of Performance Plus Marketing (PPM) as independent sales representation for the Rocky Mountain region covering Colorado, Idaho, Montana, New Mexico, Utah, Wyoming and El Paso, West Texas.

Based in Clinton, UT, Performance Plus Marketing is an independent sales representation organization serving a diverse group of manufacturers specializing in high-end residential and commercial audio/video installation businesses. PPM has become known for outstanding customer service and for developing innovative methods and procedures to better serve both dealers and manufacturers in the Rocky Mountains. As a former representative of Autonomic prior to the acquisition to SnapAV, Jason Felix and the PPM team are seasoned professionals that understand the value Autonomic brings to the industry. “We are grateful for the opportunity to partner with Autonomic again to present multi-room solutions engineered for the custom channel,” stated Jason Felix.

As Autonomic continues to rebuild its organization as an independent company, they have also appointed Special Elektronik, providing sales and support services as Autonomic’s exclusive distributor for Scandinavia including Denmark, Finland, Norway and Sweden.

Building on their impressive portfolio of brands, Special Elektronik is excited to represent Autonomic’s full portfolio of award-winning media servers and multi-zone digital amplifiers again. “As the former distribution partner of Autonomic in the Scandinavian region, we recognize the critical functionality Autonomic delivers for our network of integrators by combining both streaming and locally stored music to be enjoyed throughout the home,” explained Special Elektronik’s Per Larsson. “Integrators are seeking key features such as a robust integration with all major control system platforms and a complete whole-home audio solution including multi-zone amplifiers that has been engineered to work as a cohesive system when paired with Autonomic’s well known music servers,” Larsson stated.

“Rebuilding our outside sales force through our previously successful partnerships is a priority focus as we continue to provide a much needed solution for our industry,” explained Jennifer LaBollita Director of Sales & Marketing for Autonomic. “Both Performance Plus Marketing and Special Elektronik were strong partners and we are

excited for the opportunity they have to continue to showcase the award-winning whole-house entertainment platform as the go-to music solution for custom integration to top integrators in their respective regions. We offer a range of programs to support our long-time partners of the brand and these refreshed relationships are another channel to ensure integrators are aware of their options. We look forward to expanding our reach in these regions while we continue to service our key existing accounts,” LaBollita added.

The Autonomic Audio System and Music Players give integrators an array of whole-house audio solutions that deliver easy and intuitive access to the end-user’s personal collection of digital music. Including the latest high-resolution formats, as well as all of the popular streaming services, Autonomic is an established manufacturer dedicated to serving the CEDIA channel with premium products and services.

[Press Image Kit](#)

###

About Autonomic Controls, Inc.

Founded in 2006 when digital music was in its infancy, the company was founded with the goal to bridge user’s digital libraries with the high-end control systems used by custom integrators. They were the first company to enable the native browsing and playback of DRM protected iTunes libraries without the need for an iPod dock. In 2009 they released the world’s first cloud-connected music sever, the MMS-5. Over the years they further refined their product line and technology before being acquired by SnapAV (now SnapOne) in 2016. In May of 2020, founder Michael de Nigris reacquired the company along with a core group of original employees. With a renewed passion, Autonomic continues to be the leading innovator of digital media solutions for integrators and manufacturers in the custom electronics industry. For more information visit Autonomic.biz.

Media Contact:

Jennifer LaBollita
Autonomic
914-598-1647 ext. 710
jennifer@autonomic-controls.com