



KEF Marks 50th With Worldwide Parties { Page 8 }

TWICE

This Week In Consumer Electronics

VOLUME 26, NO. 20

Abt, Amazon, Apple, Stereo Exchange, Target Get TWICE Excellence Awards

NEW YORK – TWICE is pleased to announce the winners of its 2011 Excellence in Retailing Awards.

The winners are selected by the editors of TWICE, with one award given for each of five distribution channels and/or business models. Those classifications are:

- Best National Retailer – Target
- Best CE/Appliance Dealer – Abt Electronics
- Best A/V Specialty Dealer – Stereo Exchange
- Best Consumer Direct Dealer – Amazon.com
- Best Vendor Dealer – Apple Stores

In addition, a fifth category, Best Retail Executive, was recently added to honor one individual for his creativity, vision, passion and leadership. This year that executive is Paul Ryder, CE VP of Amazon.com.

Turn to page 16 for profiles of each winner.



TWICE EXCELLENCE in RETAILING Awards



Holiday Forecasts Mixed; Best Buy Sets Plans

By Alan Wolf & Steve Smith

NEW YORK – Holiday sales forecasts and measures of consumer sentiment paint a mixed picture for CE in the fourth quarter. The reports coincided with Best Buy's release of its own varied holiday plans. { PAGE 4 }

Video & Audio Center Showcases Events, Brands

By Steve Smith

SANTA MONICA, CALIF. – Video & Audio Center, the 30 year-old independent dealer, is creating CE retail excitement, with special events and a department store approach that showcases top brands. { PAGE 10 }



NATM Dealers Duke It Out For Share

By Alan Wolf

DALLAS – The NATM Buying Corp. said at its recent meeting that the \$6.7 billion buying group is still outpacing the industry in TV and majap unit volume despite comp-store declines in both categories. { PAGE 8 }



Sharp Gets Bigger With 80-Inch LED LCD TV

By Greg Tarr

NEW YORK – Sharp unveiled its first 80-inch Aquos LCD TV, billed as the industry's "largest available LED" backlit set, and unveiled two new Sharp Aquos, including a new 70-inch screen size in the same model class. The 80-inch has full-array LED backlighting, built-in Wi-Fi and the Aquos Advantage Smart TV app system. { PAGE 4 }

Fire Seen Leveraging Amazon's Content Strength

By Joseph Palenchar

NEW YORK – Amazon has positioned its \$199 Android-based Kindle Fire tablet as a "vending machine" for Amazon services and physical goods and established new opening-price benchmarks for e-readers, analysts said of the company's first tablet and

a trio of new Kindle e-readers.

Analysts also said the color-touchscreen tablet, shipping Nov. 15, would likely have little impact on Apple's iPad 2 share, but would have a major impact on the shares held by all other tablet competitors. [Page 4]

The Kindle Fire



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