

SnapAV Completes Control4 Merger

Written by Marco Attard
06. 08. 2019

SnapAV and Control4 finalise their merger, the result of approval by 99% of Control4 shareholders. Unified into a single organisation, Control4 becomes a professional smart home brand in the SnapAV portfolio.

The merger follows the May 2019 announcement of the [\\$680 million all-cash deal](#).



"The smart home industry is poised for massive growth, and much of that growth will be driven and satisfied by professionals. Our team shares a passion to deliver fantastic experiences to homeowners and businesses," SnapAV says. "Through this combination of industry leaders, we have organised ourselves around delivering a unified and integrated company that gives dealers one place to go for the best and broadest selection of products, greatest technical support, most rewarding sales programs, robust training resources, and more."

The SnapAV product development team led by chief product & technology officer Charlie Kindel has a roadmap blending "deep innovation and simplicity," now with the addition of the Control4 Smart Home OS. SnapAV says the merger brings interoperability with nearly 14000 devices

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from "hundreds" of vendors. Control4 products will remain available only through authorised dealers, and SnapAV says it will continue supporting all brands in the combined product portfolio, including Pakedge, Araknis, OvrC, BakPak, Triad and Episode.

SnapAV CEO John Haymen will lead the merged company as CEO, while former Control4 CEO Martin Plaehn joins the board of the SnapAV parent company. Jeff Hindman joins the executive team as CRO, while former Amazon Alexa exec and Control4 SVP Charlie Kindel get the title of chief product & technology officer.

Go [SnapAV and Control4 Combine to Transform Global Smart Home Industry](#)