

Oasys Rebranding FAQ

Reasons for the Rebrand

Question: What is the new name for HTSN?

Answer: HTSN will now be known as Oasys Residential Technology Group, or just Oasys for short.

Question: Why did Nationwide rebrand HTSN as Oasys?

Answer: Nationwide Marketing Group's custom integration division has experienced a great deal of growth and change over the past year. Aside from growing in the sheer number of dealers who are a part of the group, the CI division is expanding as well. With a goal of becoming a more inclusive organization on both the member and vendor side of things, we felt now was the perfect opportunity to reimagine our custom integration brand.

Question: What do you mean by a "more inclusive" group?

Answer: On the vendor side, as you've seen in your own business, the custom integration landscape is a lot different today than it was five to 10 years ago. Today, we're partnered with brands in lighting, shading and other unique areas of the home that extend beyond the "traditional" audio/video arena. And on the member side, we see an opportunity to become the go-to resource for integrators who are just starting out or need that slight push to grow their business to the next level. Every business deserves the opportunity to succeed, and we believe our group, our services and our members can enable integrators of all shapes and sizes to thrive on their terms.

Benefits of the Rebrand for Oasys Members

Question: How does the rebrand impact Oasys members?

Answer: Frankly, it doesn't. Everything you've come to expect from HTSN will remain in place as we transition to the Oasys name. What you will see is that, as the group grows, you'll have more opportunities to connect with a larger network of your peers, and you'll have access to an even more robust vendor partner roster.

Logistics and Contact Information

Question: Does anything change for me as an Oasys dealer?

Answer: No. Pricing, contacts, programs, etc., will all remain the same. We're simply rebranding HTSN as Oasys.

Question: Will this impact PrimeTime or other events moving forward?

Answer: No. PrimeTime, our Oasys Summits and other Nationwide events will continue in the same fashion moving forward. You may see those events expand to include more dealer and vendor partner participation in the future.

Question: What if I have other questions?

Answer: Please feel free to contact Hank Alexander, Director of Oasys, (hank.alexander@nationwidegroup.org) if you have any additional questions about our new name!