



CEPro

Outdoor Technology Installations on the Rise in 2025



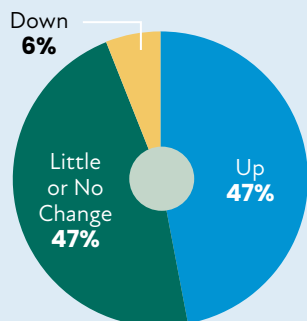
Outdoor Technology Installations on the Rise in 2025

CE Pro's 2026 Outdoor Technology Deep Dive shows strong growth in backyard AV, networking and security, with nearly half of integrators reporting higher installation volume in 2025.
by Howard Carder

CE Pro surveyed residential technology integrators across the country about their outdoor technology business in 2025, covering everything from audio and video to networking, security, lighting and the peripheral categories that are starting to round out a fully-considered outdoor living space. The results paint a picture of a market that's maturing without slowing down. Budgets are rising, product choices are expanding, and the definition of what "outdoor technology" even means keeps broadening.

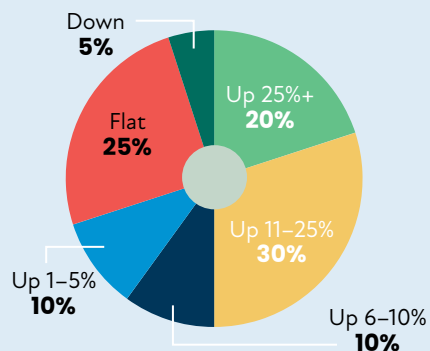
For real-world context behind the numbers, CE Pro spoke with two segment-leading integrators: one from Denver, Colorado, and one from Los Angeles. Their markets are

Outdoor Installation Volume Trending Up



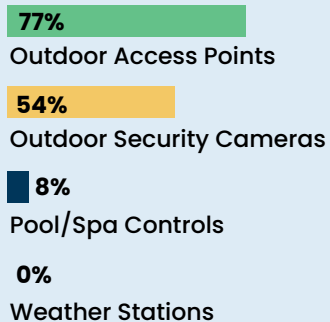
Half of integrators reported higher outdoor installation volume in 2025, reinforcing the category's steady growth.

Integrators Expect Outdoor Tech Growth to Continue



Nearly 70% of integrators expect their outdoor technology business to grow in 2026, with many anticipating double-digit increases.

Outdoor Wi-Fi Is Nearly Universal



Outdoor networking infrastructure is essential for modern backyard systems, with access points installed very frequently by most integrators.

different, their climates are very different and their approaches to the outdoor category reflect those differences. But the fundamentals are the same: clients want more from their outdoor spaces, and the integrators who show up with a plan are the ones writing the bigger tickets.

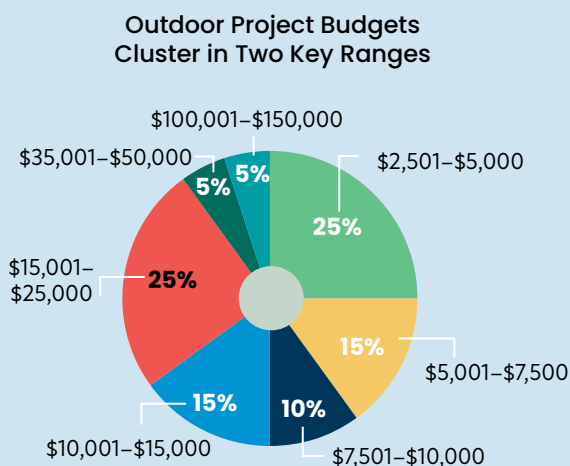
Numbers Tell a Growth Story

The scale of the opportunity is clear in the data. The largest single segment of respondents, accounting for 42% of those surveyed, completed 21 or more outdoor technology installations in 2025. The median integrator completed between 16 and 20 outdoor projects during the year. These aren't token speaker hookups, either. They're real, dedicated outdoor technology installations, often spanning audio, video, networking, lighting and security across a single property.

Year-over-year, the story is mostly positive. Just under half of respondents (47%) said their outdoor volume was up compared to 2024, while an equal share saw little or no change. Only about 5% reported a decline, a figure small enough to qualify as noise in an otherwise healthy market.

Looking ahead, the confidence runs even deeper. Nearly 70% of integrators expect their outdoor technology business to grow in 2026, with close to half forecasting increases of 11% or more. The median outlook lands in the "up 6% to 10%" range for the year ahead.

"I see it growing in 2026," says Dusty Gorski, an integration designer at ListenUp, a Colorado-based integration firm. "Particularly in Colorado, where our weather can be very mild even in the winter months, people want to spend time outside."



Outdoor installations tend to cluster in two ranges: smaller projects between roughly \$2,500 and \$5,000 and more comprehensive systems between \$15,000 and \$25,000.

Russell Gaskamp, CEO of LA Techs, an LA-area integration firm, sees no ceiling in his market either. Southern California's near-perpetual outdoor season means the conversation about expanding outdoor living never quite goes away.

"The benefit of being in Southern California is being able to have indoor-outdoor space year-round," Gaskamp says. "It's exactly why I live here."

Audio Still Rules the Backyard

If one technology anchors the outdoor

KAOS Just Got Even More Kick Ass

At Screen Innovations (SI), we believe the outdoor living market is one of the most promising growth opportunities in



SCREEN INNOVATIONS

the CI channel — and KAOS® is how we're owning it.

Families love spending time outdoors, transforming patios into enclosed family sanctuaries and even projection screens. That's why SI has doubled down on outdoor shading innovation, and the results are here: KAOS® now features a new 50 Nm Smart Quiet Motor, delivering more torque, smoother operation, and quiet performance — the most powerful and refined outdoor shade motor in its class. Adjustable obstacle detection and native on Bond or SI ecosystem.

Paired with the new SI motor is the Onyx™ Glide Rail System — a fully re-engineered rail built from a proprietary self-lubricating material with UV-hardening pigments. After years of destructive testing in heat, salt air, and high winds, Onyx™ is simply indestructible. Stronger, quieter, and more durable than anything SI has ever built.

SI knows that outdoor shade installation has historically been one of the steepest learning curves in the channel. We built KAOS with the installer in mind. Our engineered quick-clip, hands-free bracketing system cuts installation time in half — so your team spends less time on the ladder and more time on the next job. We care about the installer, and KAOS proves it.

The KAOS line is designed for architects and designers with an unmatched modern aesthetic. Hurricane-approved Kevlar fabric options and designer high-wind fabrics are available in box, open roll, or pocket cassette enclosures to complement any environment. Compatible with the SI ecosystem and Bond, KAOS is a seamless, beautiful match to SI's Nano, Niño, and Origami shades.

The enclosed patio becomes the heart of outdoor living — bug-free, debris-free, and now powered by the most advanced outdoor shade system SI has ever built.

installation, it's audio. Survey data shows the overwhelming majority of integrators include audio in 76% or more of their outdoor projects, with nearly 30% saying it shows up in every single outdoor project they complete. No other technology category comes close to that level of penetration.

What's changing isn't whether audio is present; it's what it looks like. Under-eave speakers, staked satellite speakers and buried in-ground subwoofers are the standard toolkit, but a clear trend is pulling the market toward architectural, landscape-integrated solutions that disappear into the environment rather than announce themselves from the side of a house.

"People don't want to see the black boxes mounted to the house or the underside of a gazebo," Gorski says. "Sound quality is far superior if you can add free-standing

Exterior Shading: The Next Growth Opportunity for Integrators

The custom integration industry is evolving beyond traditional AV installs toward architectural technologies that shape how homes feel and function. According to the *CE Pro* 2026 State of the Industry report, "Lighting, lighting control, lighting fixtures, and motorized shades are the bulk of our growth." As integrators increasingly design complete lifestyle environments, shading has become a natural extension of lighting and automation systems.

While interior motorized shades are widely adopted, exterior shading remains one of the most underutilized opportunities for sales growth among integrators. Exterior solutions such as retractable awnings and outdoor screens help manage solar heat gain before it reaches the glass, improving interior comfort, protecting furnishings, and expanding usable outdoor living space.

For integrators looking to expand into this category, a simple framework can help guide the conversation: LASS – Look, Ask, Show, Sell.

Look for opportunities during site walks. Rooms with direct sun exposure, overheated spaces, patios with limited shade, and fading furniture often signal an opportunity for exterior

shading.

Ask homeowners about their comfort and outdoor lifestyle. Questions such as "Do certain rooms get too warm?" or "Do you enjoy spending time on your patio during the summer?" can quickly reveal interest.

Show the possibilities using demo gear, showroom displays, and fabric samples. Exterior shading is best understood visually, allowing homeowners to experience the lifestyle benefits.

Sell the solution as part of a holistic environment.

"As integrators expand their focus from electronics to environmental comfort, exterior shading becomes a natural addition to the technology portfolio," says Steve Brous, National Sales Program Manager for Sol-Lux.

For dealers seeking new growth categories, exterior shading offers a compelling opportunity to enhance comfort, extend outdoor living, and deliver meaningful value to homeowners.



speakers. Nobody wants to see a subwoofer sitting out on their deck, so to have one buried in the ground near the seating area, with landscape monitors hidden in the brush, gives you superior cosmetics and, even more importantly, far better music quality.”

Gorski increasingly specifies recessed marine-rated outdoor speakers, along with landscape systems like rock and planter speakers to round out the palette for properties where the terrain calls for a more natural look.

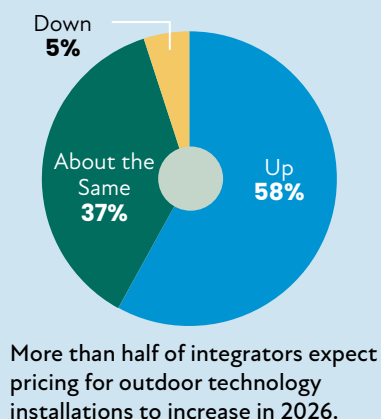
On the sales floor in Southern California, Gaskamp finds outdoor residential audio is a perfect fit. “Outdoor audio is a natural here,” he says. “Everybody wants it. I’ve got a Sonance show kit that I just take around and it basically sells itself.”

Integrators also flagged a persistent gap in the product category: more variety in outdoor-rated amplifiers and wireless bridging solutions, which would simplify installations where running wire to a remote area isn’t practical.

Video Is Getting Its Moment

Audio may own the outdoor category, but video is closing the gap. The survey shows outdoor video showing up in roughly 26% to 50% of integrators’ projects, a range that reflects the still-situational nature of outdoor displays. The trend line, though, points up.

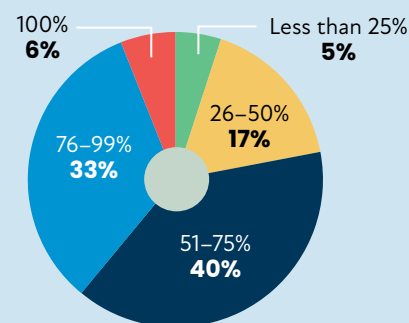
Outdoor Technology Prices Expected to Rise



Outdoor TV displays under 80 inches remain the foundation of this segment, appearing in the majority of video projects. Samsung Terrace has been a dominant choice, though integrators are finding clients increasingly resistant to the price premium, especially for screens they plan to use mostly at night when full-sun specs don’t matter.

“As the prices come down, it’s easier for us to sell a quality product to clients,” says Gorski. “They’re more accepting of it because, traditionally, some of the first outdoor TVs were prohibitively expensive.”

Audio Is the Most Ubiquitous Outdoor Technology



Outdoor audio appears in the vast majority of installations, reinforcing its role as the foundation of most backyard entertainment systems.

At the high end, the category is reaching for something genuinely cinematic. Gaskamp has set his sights on landing an outdoor video wall installation and describes the design and functionality as a centerpiece for the right property.

“The form factor you’re able to get with a video wall on the right house is a showstopper,” Gaskamp says. “I really want to sell a big video wall and stick it on the side of somebody’s cabana because I think that would be incredible.”

Many TV brands remain in the mix, each with their own strengths in glass quality and direct-sun performance. The market is segmenting between clients who want the best picture possible, regardless of conditions and those who’ve done the math and realized they mostly watch the screen at night, making a full-sun spec a luxury. Integrators who can walk clients through that conversation early tend to close both types of sales more efficiently.

Video projection, meanwhile, remains a niche. Gorski has installed a motorized screen on a gazebo, but neither integrator sees projection gaining meaningful traction in their markets anytime soon.

Networking and Security: The Invisible Foundation

There’s a category of outdoor technology that rarely makes the highlight reel but is almost always running in the background. Three-quarters of integrators in the survey install outdoor access points very frequently, making networking the most consistently deployed

Extraordinary Outdoor TVs

Supercharge pools and outdoor living spaces with Stealth Patio Theater (SPT) TV systems. Each SPT system is designed to bring an incredible cinematic experi-



STEALTHACOUSTICS

ence to your patio in a complete, pre-built package. Every system includes high-resolution, outdoor rated LED modules and cabinets pre-configured, tested, and ready for installation and use.

The SPT **Megalith** is a fixed-position outdoor display designed to perform in all weather conditions. It can be installed as a free-standing display or mounted to an exterior wall, making it ideal for large patio and pool areas at home or public gathering spaces. The Megalith is available in sizes from 105” to 339” and beyond with an optional, integrated, high-output soundbar.

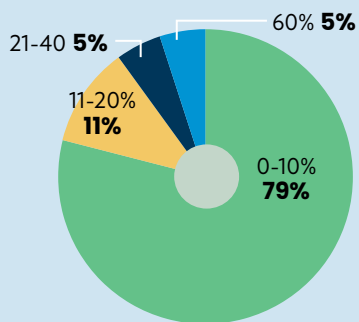
At the push of a button the SPT **Extreme** raises up from the across the patio for an incredible pop-up TV experience. The Extreme features an integrated lift system and weatherproof cabinet which can be installed partially or fully-recessed below ground to virtually disappear when not in use. The optional, integrated, high-output sound bar raises and lowers along with the display, completing the cinema experience. The Extreme is available in sizes ranging from 115” to 201”.

Stealth Acoustics believes that exceptional system design is achieved with a sleek and minimalist aesthetic in combination with expert-grade A/V and mechanical components. Patio Theater systems are designed and fabricated in Stealth’s Washington State facility, and expertly fabricated from laser-cut aluminum and stainless-steel materials, then finished with a high-performance coating in a selection of colors.

Experience Luxury Outdoor Living with Stealth Acoustics Patio Theater.

<https://www.stealthacoustics.com/patio-theater/>

Outdoor Projects Are Still Overwhelmingly Residential



Outdoor technology remains primarily a residential opportunity, with most integrators reporting that commercial work represents less than 10% of their outdoor projects.

outdoor technology next to audio. Security cameras follow closely, with nearly 60% of integrators reporting very frequent outdoor camera installations.

Gaskamp calls networking one of the more interesting growth categories, and the reasons aren't always obvious.

"I think cell phone signal is getting worse somehow and more people are relying on Wi-Fi calling," he says. "And something else we have to do now that we didn't always

have to: if somebody drives a Tesla, we have to make sure there is a wireless access point close to that Tesla."

That's not a hypothetical. As electric vehicles multiply, carports and garages that never needed a wireless access point now do, sometimes at the far end of a property. Going from one outdoor access point to three is a 300% jump in coverage, and it's becoming a standard project scope.

On the security side, Gaskamp's team has been rethinking camera placement for high-end clients, shifting from corner-mounted cameras on the house to pole-mounted units with clear sightlines to the street. The goal is both aesthetic and functional.

"The growing trend is not to put cameras on the house anymore," he says. "Put cameras on poles that are less visible. It's more aesthetically appealing, and it also gives you a better view of what's actually happening."

Gorski extends his full lighting control systems seamlessly to the outdoor environment, adding exterior access points and folding gate locks, fence access and pool perimeter control into the overall project scope. The perimeter of a home, in his approach, is an important part of the home.

Lighting: Contested Ground, Real Opportunity

Landscape lighting sits in a complicated spot in the outdoor technology category. The survey data reflects the ambiguity: it's among the most inconsistently included product categories, with roughly a third of integrators reporting it shows up in fewer than 10% of

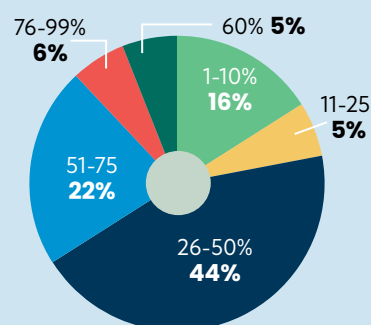
their outdoor projects. The reason isn't lack of interest. It's competition.

Landscapers have long claimed outdoor lighting as part of their scope, and they often come to the table with labor rates that are hard for an integration firm to beat head-on.

"I'm still struggling selling landscape lighting because I'm competing with the gardeners selling it," Gaskamp says. "Their labor is significantly cheaper than mine."

Gorski faces a similar dynamic, though his

Outdoor Video Typically Appears in About One-Third to Half of Projects



Outdoor displays appear in roughly a quarter to half of outdoor installations, reflecting their still-situational role compared to audio systems.

Innovation Meets Longevity: Designing Outdoor TVs for Seasons to Come

Today's AV technology allows entertainment to extend beyond walls, elevating outdoor living with luxury viewing. As outdoor TVs gain popularity, choosing one that delivers long-lasting durability and high-quality performance is crucial for a smart, one-time investment.

Outdoor environments expose TVs to temperature swings, debris, and harsh weather. Selecting an all-weather, outdoor-certified TV with a broad temperature range and an IP54 rating or higher ensures protection and reliable operation year-round. Features like commercial-grade panels and thermal management systems further extend lifespan, especially in high-heat, sun-exposed areas.

Performance is just as critical as durability. Without optimization for natural light, outdoor TVs can underperform. Key considerations to look for when selecting a solution include anti-glare coatings, higher-than-average brightness and clarity, and advanced IPS technology for color accuracy across wide viewing angles,

ensuring a clear picture for everyone.

The newest Neptune™ Outdoor TV lineup pri-

oritizes both durability and performance. The 2026 Full Sun Outdoor Smart TV, available in 55", 65", and 75", is equipped with an IP55 rating for all-weather operation and delivers 1500 nits with an upgraded commercial-grade high TNi panel, perfect for direct sunlight areas like pools, patios, and decks. The new model also features Neptune's signature maintenance-free design, 4K UHD resolution, an advanced IPS panel, anti-glare technology, and operation from -22°F to 122°F. Powered by webOS Hub, Neptune TVs bring all your favorite content outdoors effortlessly.

Outdoor TVs mean getting to spend even more time spent outside!



NEPTUNE™ OUTDOORAV SOLUTIONS

team has found a way around it. ListenUp runs its own electrical crew, allowing the company to bid the full scope, structural wiring, lighting control and fixture specification, in a package that builders find hard to pass up.

“We are physically wiring homes for electricity, which gets our foot in the door to sell fixtures,” he says. “And if there’s any problem in the future, the customer has just one call to make, and that’s a business advantage for us.”

Both integrators see collaboration with designers as the path forward. Interior designers routinely extend their scope to decks and patios, and getting involved early, before conduit paths are closed and furniture placement is fixed, is the difference between a comprehensive lighting control project and a last-minute add-on. Lighting companies in the channel are integrators a richer palette of outdoor fixtures, LED tape and sconces to work with as the product category continues to grow.

The Challenges Integrators Keep Running Into

The outdoor environment is unforgiving. There’s nowhere to hide from the weather, the wildlife or the landscaping crew with a shovel. CE Pro’s survey asked integrators to rank the challenges they face in outdoor work, and three themes surfaced consistently across both the data and the interviews.

- Getting to the project early enough. Outdoor elements are often the last thing

Coastal Source: Razor & Pathfinder Expand Outdoor Audio Versatility

Installation flexibility isn’t always the case when it comes to outdoor audio, but Coastal Source’s Razor and Pathfinder loudspeakers allow projects to meet that challenge in impressive fashion.



COASTAL SOURCE

Each delivers high-quality audio built to “Defy the Elements” in a variety of scenarios for the luxury outdoor experience. Featuring distinct form factors, Razor speakers are often mounted to walls and structures, while Pathfinders reside on the ground and fill any coverage gaps to blanket connected outdoor spaces in lush, consistent sound.

Razor comes in several sizes and configurations to provide options for mixing and matching audio designs. Available in black or white and with a range of performance levels, the speakers incorporate modular construction and are offered in a square version; vertically oriented rectangular models; and horizontal soundbars.

The attractive speakers can be located under eaves and overhangs to deliver sound from above, and you can even combine four adjacent Razors to form a planter with omnidirectional audio.

Pathfinder, meanwhile, provides omnidirectional sound from its elegant, low-profile measurements. The curved brown speaker can be placed discreetly along paths, among gardens, dotting hardscapes, and mounted on structures so clients don’t have to worry about visual distractions to their outdoor sound.

An appealing bonus for integrators’ outdoor tech designs: Pathfinder provides the ability to add Coastal Source lighting on top for a truly unique, multifunctional solution.

Learn more about Razor and Pathfinder at Coastal-Source.com.

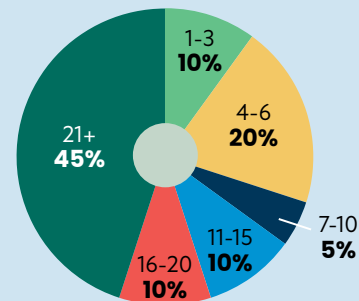
specified in a build, leaving integrators scrambling to run conduit and position speaker locations before walls close. “I need to know at the wiring phase of the house where I’m going to stub out for TV,” Gorski says, “and where to put these speakers for best audio quality.”

- Burying and protecting cable. A wire behind drywall stays hidden and safe. A wire in the ground faces shovels, irrigation crews and root systems. Gel-filled sheathing, conduit routing and coordination with landscape contractors all add time, cost and complexity. Termination of outdoor-rated cable is, as Gaskamp puts it, “not a fun experience.”
- Weather and equipment durability. UV exposure, moisture and temperature swings remain persistent concerns, though product quality across the outdoor category has improved substantially. Specifying the right equipment for the environment, and protecting it properly, makes the difference between a system that shines for years and one that fails before the first winter.

Gorski’s most effective defense against the timing problem is pushing himself into the conversation with landscape designers and architects as early as possible. It requires persistence, but the payoff is a system that fits the space rather than fights it.

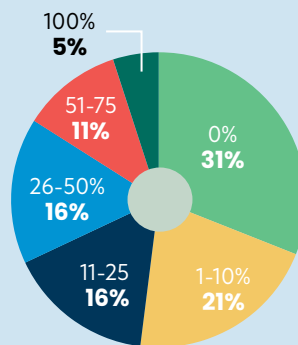
The silver lining is that integrators who push for early involvement often find a receptive audience. Builders appreciate a single point of contact. Landscape designers, once they understand that a good integrator can route cable around a planting plan rather than through it, tend to become genuine collaborators. Getting to the table first isn’t just about protecting project scope. It’s about delivering a better result for the homeowner, which is ultimately what keeps the phone ringing.

Outdoor Technology Installations Are Now High-Volume Work



The largest share of integrators completed more than 20 outdoor technology installations in 2025, illustrating how outdoor systems have become a routine part of residential integration projects.

Landscape Lighting Adoption Remains Inconsistent



Outdoor displays appear in roughly a quarter to half of outdoor installations, reflecting their still-situational role compared to audio systems.

What It Costs, and Where It's Headed

The median outdoor technology project ran about \$8,750 in combined equipment and installation costs in 2025, but that number tells only part of the story. The distribution splits fairly cleanly, with a large cluster of projects in the \$2,500 to \$5,000 range at the lower end and another significant cluster from \$15,000 to \$25,000 at the higher end. At the top of the market, the ceiling is well out of sight.

"I think our average outdoor system is probably somewhere around \$30,000," Gorski says. "And then there are those spikes where somebody has a large area and really wants to outfit it."

MartinLogan Brings High-Performance, Scalable Landscape Audio to the Outdoor Living Boom

As outdoor living spaces continue to expand in size, complexity, and importance to homeowners, landscape audio is becoming a core design consideration for integrators. MartinLogan addresses this shift with a comprehensive outdoor portfolio, providing integrators with scalable landscape systems as a way to deliver consistent performance, predictable coverage, and design-friendly integration across a wide range of residential environments.

At the center of the lineup is the Outdoor Living Foundation 8.1 System, which combines eight satellite speakers with a discreet in-ground subwoofer to create evenly distributed sound. By prioritizing multi-channel coverage rather than high-volume point sources, the system maintains clarity at lower listening levels, helping to mitigate noise concerns while improving the overall listening experience. This approach aligns with a broader shift toward landscape audio architectures that emphasize uniform sound fields over traditional speaker placement strategies.

The Outdoor Living Series, featuring SAT 40 and SAT 60 satellites paired with Dynamo SUB 100 and SUB 120 subwoofers, supports scalable system design for larger properties and more complex outdoor layouts. Wide-dispersion

aluminum dome tweeters and weather-resistant woofers are engineered to maintain consistent performance in outdoor environments, while IP-rated construction and HDPE subwoofer enclosures are designed for long-term durability in challenging conditions.

System performance and deployment flexibility are supported by the MP500 V2 amplifier, a compact DSP platform optimized for MartinLogan outdoor products. A single amplifier can power up to two complete 8.1 systems and with MP500 V2's half-rack width, dual-amplifier configurations enable integrators to deploy up to four systems in stereo or mono in just 1U of rack space. Stereo configurations can support more focused listening zones, while mono deployment may provide more uniform coverage across expansive outdoor areas.

Complementing the landscape lineup, the Installer Series, including Outdoor Rock speakers, traditional surface mount All-Weather speakers, and IC3-AW and IC8-AW all-weather in-ceiling models, offers additional flexibility for architectural or discreet outdoor installations as integrators continue to expand outdoor entertainment offerings.



Prices are heading up across the board. More than half of integrators (56%) expect end-user pricing to increase in 2026, with tariffs, rising material costs and a tightening labor market all applying upward pressure.

Still, the mood is more optimistic than cautious. Nearly 70% of integrators expect growth in their outdoor technology business this year, with audio, networking and security leading the charge, and video and lighting well-positioned for continued expansion as products improve and homeowners raise their expectations. The outdoor living space, once an afterthought in many project scopes, is fast becoming one of the most dependable categories in the residential smart home business.

“I see a lot of peripheral sales coming in 2026 as more products hit the market,” Gorski says. “As salespeople, we’re bringing up everything we can and to be the homeowner’s advocate and make sure they’re aware of all the amenities that can be added to their home.”

Designing the Modern Outdoor Living Space

Outdoor environments are evolving. Areas that were once transitional or occasional—like patios, walkways, and gardens—are increasingly treated



as intentional living spaces where design, architecture, and technology extend beyond the walls of the home. Recent reports suggest that homeowners now spend 11.7 hours per week outdoors—a 22% increase year over year, reflecting a broader cultural shift toward outdoor living. As a result, landscapes are becoming opportunities for thoughtful design rather than purely functional environments.

Leon has long approached technology through a design-forward lens and philosophy of integrating sound into the style of a space rather than as an afterthought. That same perspective extends outdoors through Leon’s Terra LuminSound outdoor series.

Unique for its functionality, adaptability, and overall quality, LuminSound allows for highly precise curation of any environment—minimizing visual clutter while subtly defining outdoor areas through lighting, sound, and space. The Terra LuminSound Bollard reflects this especially well with its handcrafted components and adjustable low-voltage pathway lighting. By combining elegant illumination with high-performance audio in a single fixture, designers can shape the atmosphere without fear of unsightly technology disrupting the landscape.

With an IP-67 durability rating, aircraft-grade aluminum base, and polyethylene interior cabinet, Terra LuminSound is engineered to withstand the harshest climates. Full-axis commercial-grade LED lighting can be aimed upward or downward to illuminate pathways, landscaping, or architectural details, creating defined spaces throughout the environment. With finishes ranging from Black and Satin White to Light Sand, the LuminSound can blend into diverse environments—from coastal landscapes to modern courtyards.

Historically, outdoor audio and outdoor lighting prioritized durability and subtlety at the expense of aesthetics or sound quality. The Terra LuminSound Bollard challenges that assumption—bringing all four together while treating outdoor technology as part of the design language itself.



CEPro

www.cepro.com