Two X's Mark the Spot in Frankfurt

NanoXX

The trademark of the receiver manufacturer's NanoXX product are the two X's. These two X's also appear in the MatriXX company name. We wanted to find out about the secret of the two X's. We found Marcel Hofbauer in the small town of Liederbach north of Frankfurt, Germany. He is the founder and President of MatriXX and chose the name NanoXX for his line of receivers. It's actually a clever name in that the two large X's truly stand out.

Marcel Hofbauer has been involved in the satellite industry since it started. His father ran an antenna shop and when satellite reception began at the end of the eighties, Marcel Hofbauer was there helping his father install satellite systems. "I remember the first LNBs that had noise figures of 2.4 dB", comments Marcel about the old days.

In 1994 he began his professional career as a distribution manager at an antenna wholesaler. When this business was sold in 2003, Marcel Hofbauer took the opportunity and went into business for himself: "My wife helped me", he remembers, "and with a third person we started our three-employee company MatriXX Systems. One of our success products back then was the distribution of the Dreambox."

MatriXX was and still is a wholesaler of any component a satellite installer could possibly need. But something was bothering Marcel Hofbauer: he had several ideas for satellite receivers. "But none of my suppliers wanted to implement any of my ideas", he explains. There was another weak spot with his suppliers: "I was not satisfied with the customer support and wanted to improve it." So, in 2006 he created his

own receiver brand: "I found a manufacturer in South Korea who I worked with to turn my ideas into reality." In addition to the improved customer service, in particular the after-sales support, that Marcel Hofbauer could now really expand and continuously improve thanks to customer feedback, he was also able to realize his technical ideas.

Marcel Hofbauer is particularly interested in network compatibility. "That is the future!" he is convinced. The incorporation of receivers in the Internet is his vision. "The world of multimedia is coming", he predicts and then cites an example, "We are working on making our top receiver model 9500HD compatible with a web cam." The thought behind this move? To use the network camera as a security device. You could, for example, easily install the camera outside and with the simple push of a button on

With a degree in engineering, Marcel Hofbauer is founder and President of MatriXX Systems and inventor of the NanoXX receiver brand name. The map behind him came from logisticians which work together with MatriXX. "40% of our customers are in Germany, 50% can be found in the EU with the remaining 10% outside of the EU", explains Marcel Hofbauer and regarding product distribution, "Up until now 50% of our sales were from our wholesale products; the other 50% were from the distribution of our NanoXX receiver brand. We are expecting the latter to strongly increase."

MatriXX's building in Liederbach near Frankfurt. In the front part of the building are the offices; in the back is the warehouse. At present the company has eight employees.

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Daniel Sam is Director of Sales and explains, "We are currently working with distributors in Switzerland, Austria, Sweden and Great Britain and are open to distributors from other European countries." Seven receiver models are currently available. The flagship receiver is the NanoXX 9500HD that TELE-satellite recently introduced. Another update is in the works and TELE-satellite will tell you all about it once it is available.
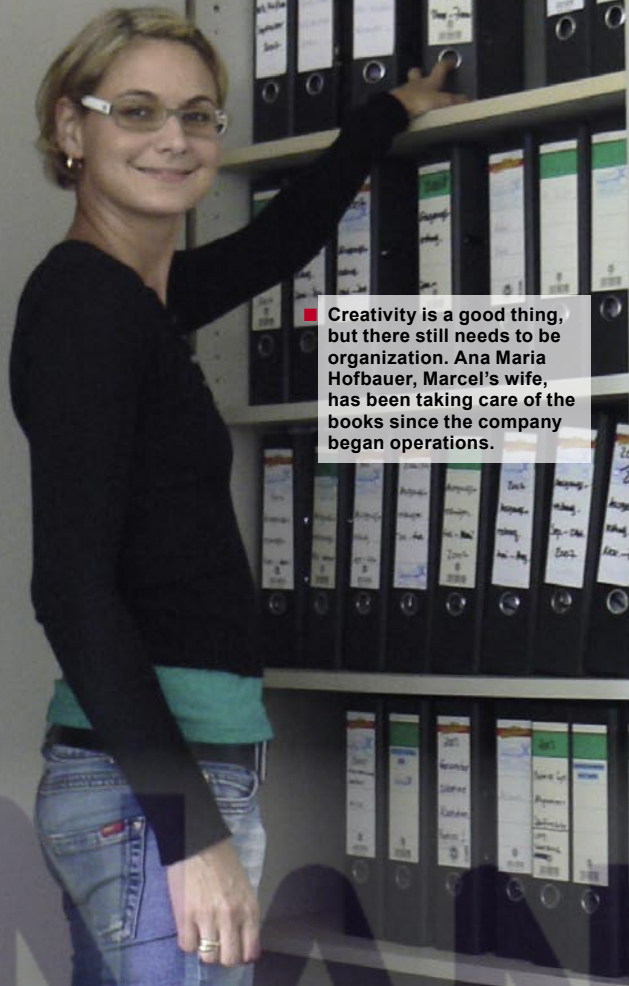
Logistics Manager Nico Schumann has a lot to do in the warehouse. "I not only organize shipping but I am also involved in the technology", he comments, "and with larger orders I work with other employees to ship the products as fast as possible to the customers."

Even the best product sometimes has an error. But, not to worry, Service Technician Andrea Nestola finds every problem.
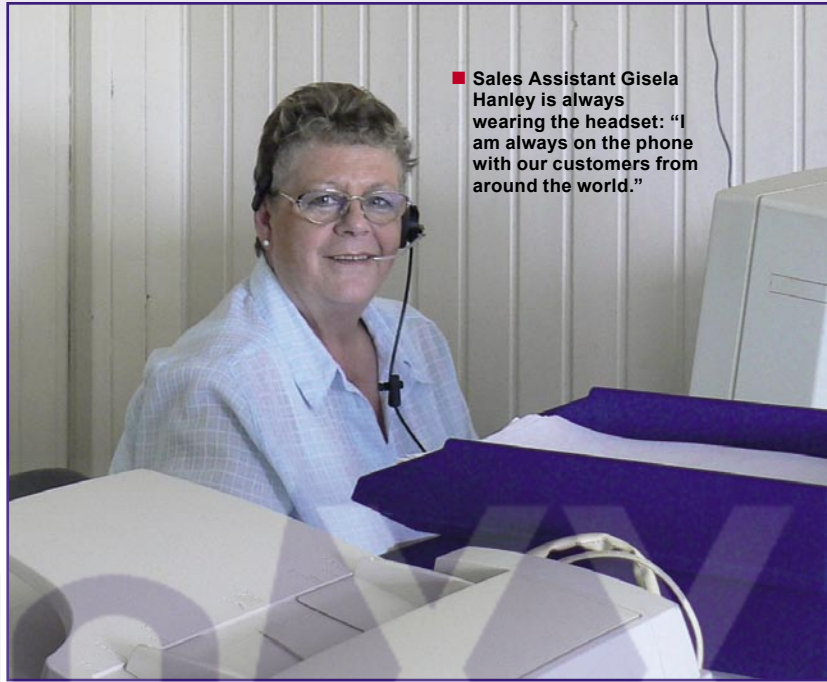
Creativity is a good thing, but there still needs to be organization. Ana Maria Hofbauer, Marcel's wife, has been taking care of the books since the company began operations.

the remote control the image from the IP camera would be blended in to the currently running TV program. "The subject of security is becoming more and more important", comments Marcel Hofbauer, "a camera, for example, installed by the front door would also be interesting for end users." Marcel Hofbauer is looking beyond the normal use of a satellite receiver and is offering users realistic additional capabilities.

The two X's in the name therefore represent double usage: the obvious use and the not-so-obvious additional use. Very clever!

Sales Assistant Gisela Hanley is always wearing the headset: "I am always on the phone with our customers from around the world."

Marcel Hofbauer knows his way around satellite reception. Years ago together with his father (left) he erected this C-band satellite antenna.