

Satellite Reception on a Ship

Where actually would you buy a satellite antenna for a ship? Well, naturally, you'd go to the coast. And if you're looking for a satellite antenna for reception of TV and radio you should go where the expensive yachts are since almost every one of them has a satellite TV system installed on it. A good tip would be Fort Lauderdale in Florida in southeastern USA. Many yachts can be found anchored here or stop here on their way to the Caribbean. And this is where you'll find Global Satellite.

Right in the middle of the busy and popular Harbor Shops shopping center, Martin Fierstone, President and CEO of Global Satellite, started his business in 2001. But Martin has been in this business for much longer than that.

"I have been working in the maritime electronics and communications field since 1976", explains Martin, originally from France. "I founded my business in Paris and opened a third office in Casablanca, Morocco in early 2009", explains Martin. Hence the term 'Global' in his company name.

How did Martin end up in Florida? "For private reasons I acquired a house in Fort Lauderdale in 2000", he explains, "and then it was just a small step a year later to start a new business."

Global Satellite USA started with four employees and in the meantime it has become eight employees. Satellite TV and radio reception equipment actually only makes up about 10% of their sales. Most of Global Satellite's sales can be attributed to satellite telephones, Internet-via-Satellite systems and GPS units.



■ Entrance to the Harbor Shops shopping center in Fort Lauderdale located not too far from the Everglade Docks where all the large cruise ships can be found.



■ Martin Fierstone is Global Satellite USA's President and CEO

"When we deliver a TV system, we also deliver the complete audio and video system at the same time", says Martin, "and install the complete TV and HiFi system on the ship."



■ Global Satellite's store front

Martin thinks back; "In 2001 we were only able to sell one of those systems but in 2008 we sold 15." During the current economic crisis Martin doesn't really see any significant growth potential in this market segment. "Business with yachts is a constant up and down", sighs Martin. Nevertheless, 2009 did bring Global Satellite sales of roughly US\$ 10 million with an increase expected for 2010.

