

"My Hobby is My Occupation"

- *Optimized complete product assortment plus service*
- *Own receiver line for semi-professional applications*
- *First provider of OTA-SSU FTA receivers in the USA*
- *Offers the smallest LNB in the world*
- *Develops first Android hybrid satellite and IPTV receiver for North America*



■ SatelliteAV along with their partner company PowerON can be found in a section of Roseville's enormous industrial park near Sacramento, California in the USA. You can see the tip of a C-band dish mounted on the roof. There are 10 different C and Ku band antennas installed on the roof ranging in size from 45cm to 3m covering the entire arc from 58W to 166E.

Success with Your Hobby – Plus a Little Luck

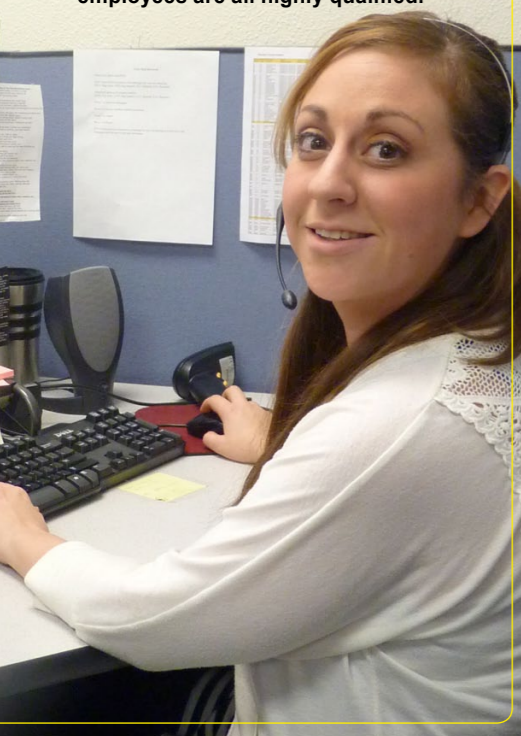


SatelliteAV Sacramento



■ Brian Gohl is Founder and President of SatelliteAV. The company distributes the GLORystAR system and as a wholesaler manufactures and distributes the GEOSATpro brand name.

■ **Megan Paradise is the Call Center Team Leader. She coordinates the incoming telephone calls from customers with her seven employees. "We also all have a technical background and can therefore answer any technical questions", says Megan Paradise pointing out that these employees are all highly qualified.**

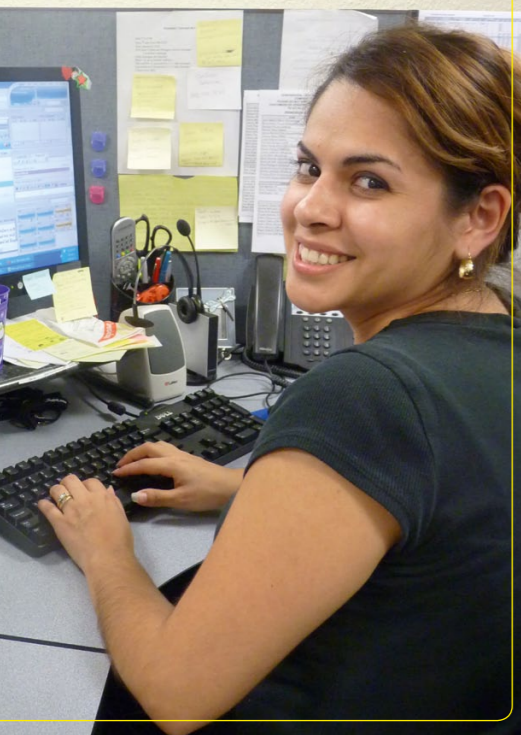


The best career you could possibly have is one in which you turn your hobby into your occupation and you're actually excited to go to work every day. Or, as Brian Gohl puts it, "On the weekend I can't wait for the start of work Monday morning."

Brian Gohl took his hobby – the playing around and experimenting with satellite components – and turned it into the successful company SatelliteAV. But the path to this success was not exactly a straight line, in fact the initial spark was actually a catastrophe: "I was struck by a bolt of lightning that put me in the hospital for three months and since then I've had a pacemaker", explains Brian Gohl coolly regarding his worst experience.

Brian Gohl started his career with a company that offered data transmissions via satellite. That was 1984 in Fort Lauderdale, Florida and the technology behind this was still in its infant stages. Back then only large companies could afford satellite transmissions. Brian Gohl was responsible for the send and receive sections. One day a technician called in sick and Brian Gohl was asked to swap out an amplifier at a reception station. At that very moment, as he unscrewed the component, a lightning bolt struck the station sending him several meters across the floor. He went to the hospital and had a pacemaker implanted. Unfortunately, this meant he could no longer work at his job since the powerful transmissions from satellite stations could disrupt his pacemaker.

■ **Bonnie Marroquin coordinates the cooperation with broadcasters and assigns each of them their own telephone number. She explains, "At the moment we operate 85 toll-free numbers and receive on average 200 telephone calls every day."**



■ **The driving force of the operation is Office Manager Janine Mullinix. She concerns herself with the smooth flow of the office.**

As the demand for his satellite installation work continued to increase a decision had to be made between TV production and satellites. The love of the satellite hobby won out and in 2001 he founded Satellite AV. "In the first several years I sold and installed more than 300 complete systems a year", says Brian Gohl as he looks back at the beginning.

The leap from a one-man operation to a real company came at an Easter family reunion. One of his relatives, Brent Kelley, operated the company PowerON (www.poweron.com) with an interesting business concept: They purchase used electronics (mostly higher valued PCs, laptops, monitors and Smartphones) refurbish them and then resell them either directly or through middlemen. Some devices such as Smartphones are disassembled and usable components such as the flash memory and the screen are picked out of the pieces. At that Easter meeting the idea to combine the expertise of PowerON with Brian Gohl's satellite firm was discussed.

Sure enough, Brian Gohl packed his things and moved to Sacramento in northern California. Satellite AV took over a portion of the PowerON warehouse and offices with new partner, Brent Kelley as CEO and a short time later brought on Kevin Hardy, CFO. PowerON had something that SatelliteAV was missing: enormous technical expertise and an expansive Call Center infrastructure.

Now SatelliteAV entered a new business sector: the company began offering satellite reception systems for Christian channels under the name GLORystAR. The reality is that all of the different Christian channel operators don't want to or are unable to devote staffing and resources to support the distribution, installation and technical support of FTA systems, but on the other hand are dependent on their future customers successfully setting up and then maintaining a satellite reception system.

Brian Gohl explains the procedure like this: "The Christian channels advertise using every possible local media outlet. These ads direct potential customers to call a specific telephone number to order a satellite system so that these people can watch their TV channel." Since GLORystAR offers this service to nearly every Christian TV provider, all of these telephone calls, regardless of what number is actually dialed by the end-users, end up in SatelliteAV's Call Center. "Depending on the programming operator, our employees answer using that providers name", explains Brian Gohl.

At this point Brian Gohl's hobby activities come fully into play: the customers that want to receive these TV channels get not just a typical satellite receiver system that you can buy almost anywhere, but rather a special system specifically designed for Christian TV channels. "We offer a special satellite receiver that can be operated in two different modes", explains Brian Gohl, "either in normal mode like any other receiver or you activate the GLORystAR programming. In this second mode, the menu is greatly simplified since the Christian channels and transponders are already preprogrammed. The customer really can't do anything wrong."

■ **Nothing functions without bookkeeping. Senior Accountant Hope Lothrop organizes all of the invoices and keeps an eye out on all company expenditures.**



The GEOSATpro receiver was the first FTA product in the USA to introduce automatic receiver programming via satellite. All GEOSATpro receivers are kept up-to-date via two satellite streams: one stream is used to keep the firmware updated while the second stream keeps the channel programming current. "When we started with this system in 2006, we coordinated with 18 channels from 10 different Christian providers. In 2011 it's grown to 67 channels from 45 providers", explains Brian Gohl.

SatelliteAV's success is actually greater if you analyze the situation in the USA a little closer. For satellite viewers in North America there are only three areas where they can watch free TV: the first would be foreign language channels for all the different ethnic groups. For English-language viewers that is irrelevant; all that remains for them are

the religious oriented channels that don't encrypt their programming. The third group of freely receivable channels would be feed transmissions although this is more for satellite enthusiasts who have a motorized antenna as well as some necessary patience. As a satellite enthusiast himself, Brian Gohl is in the process of developing something for that segment, but more on that later.

In just a few years Brian Gohl, with his GLORystAR system and the know-how and organizational expertise of his partner PowerON, has won over a very important group of FTA viewers in North America. "We are working with a partner in Canada and in Mexico our branch office there is run by Jonathan McCallie", comments Brian Gohl on the activities of these groups. Jonathan McCallie came up with the name GLORY-

STAR. "Today we have 15 employees that work for GLORystAR as well as two employees in Mexico", comments Brian Gohl.

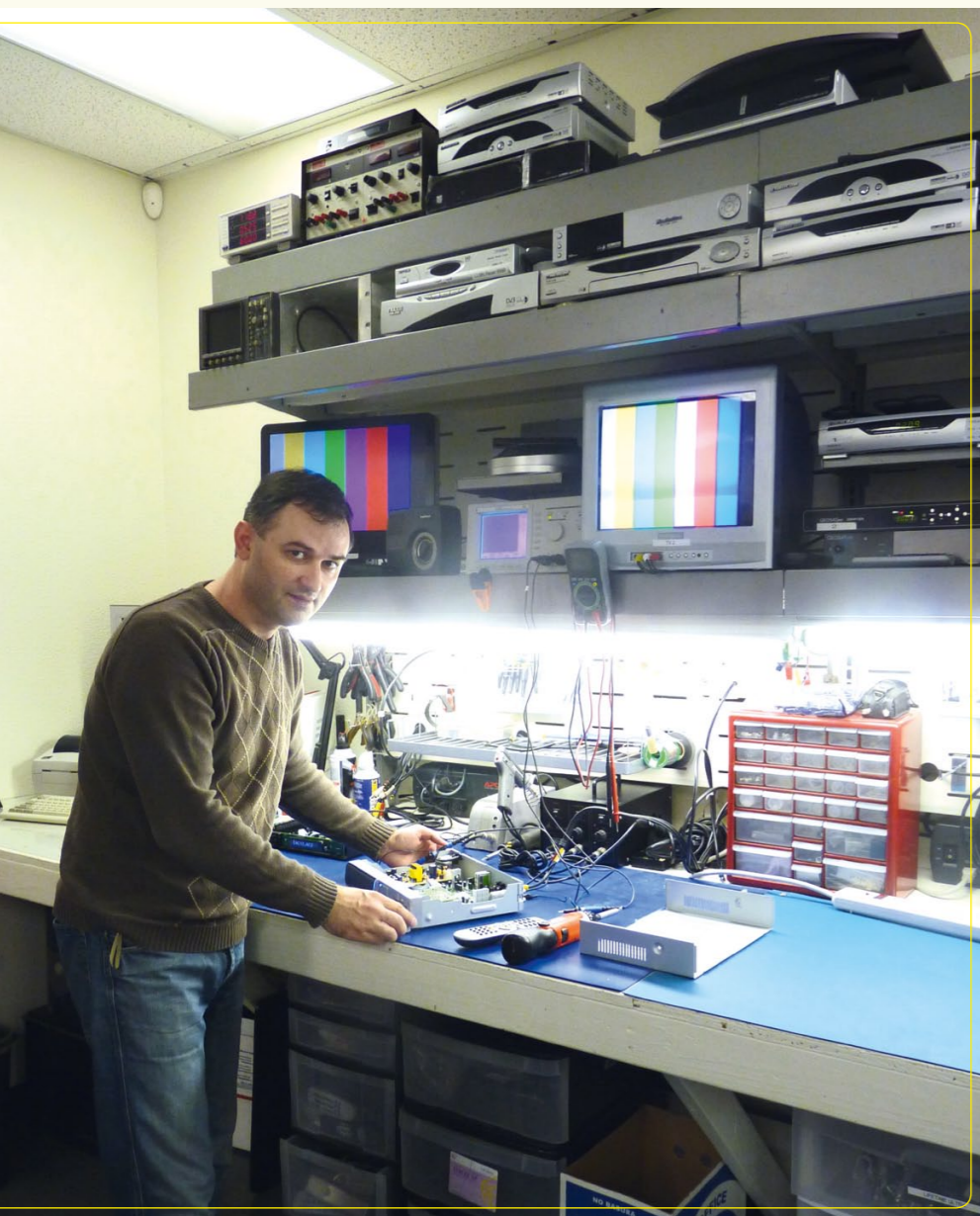
How successful is GLORystAR in the sales of their satellite systems? "In 2005 we sold roughly 5,500 complete systems. That number increased to 10,000 in 2011 and for 2012 we're expecting a further increase of 15%", reveals Brian Gohl and then continues, "SatelliteAV, as a manufacturer and wholesaler, sold an additional 1000 complete systems, 5000 receivers and 20,000 LNBFs through their reseller network in 2005. Those numbers remained relatively constant over the years and for 2012 we're expecting an increase."

Let's turn away from GLORystAR's activities and have a look at what wholesaler and manufacturer SatelliteAV has to offer: "In 2005 we founded a new brandname, GEOSATpro, under which we offer C-band, Ku-band and C/Ku-band LNBFs, installation kits and satellite dishes ranging in size from 90cm to 2.4 meters." In 2007 SatelliteAV expanded its receiver production. "In 2007 we introduced the first PVR SD receiver to the North American market that in 2009 was expanded to include automatic programming via satellite. This was also a first for the North American market", reports Brian Gohl proudly on his company's innovations.

Other innovative creations from Brian Gohl, the satellite enthusiast that consistently works on new ideas, include a mast insert with built-in bubble level, a Ku-band LNB bracket for two LNBFs offset by 4° that is so flexible that it can be used anywhere in the USA plus an especially interesting highlight: "We offer the world's smallest LNB!" explains Brian Gohl referring to the 40mm narrow LNB that is the same size as the LNB bracket thus allowing two of these LNBFs to be mounted right next to each other. "They are not only extremely small, but also extremely sensitive across the entire frequency spectrum", comments Brian Gohl.

With this LNB he has locked himself into a small but nice market segment. "These LNBFs are ideally matched to our 90cm dish; the built-in feed of the LNB

■ Customer reported problems can be dealt with here as can the testing of new software versions. Technical Manager Eugene Zaikin is seen here testing the correct function of a receiver.





SATELLITEAV
Wholesaler and Manufacturer, USA
www.satelliteav.com

Company Details

Engineers in Research & Development | Total Number of Employees
0.....10.....20
Average Turnover (Previous, This, Next Year Estimates)
0.....2.5.....5 Mio USD

Production Certificates
DVB
Production Categories
own brands GEOSATpro, GLORYSTAR
Main Products
Complete Satellite Systems GLORYSTAR, accessories, LNBS,
19" satellite receivers

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was specifically designed without the traditional external scalars and thereby optimally illuminates our dish."

Brian Gohl's love for detail and his self-proclamation as a satellite enthusiast has brought about another product series: semi-professional satellite receivers for 19-inch racks. They can each receive only one channel that is not only very stable but with audio and video outputs that professionals demand such as symmetrical audio jacks. His heart for the third group of freely receivable channels, the feed hunters that we mentioned earlier, will be happy with Brian Gohl's latest development for his line of rack mounted receivers: "Our newest rack model will come with not only an ASI output but also a USB port for PVR and an HDMI output. Above all, we also offer MPEG 4:2:2 with this rack model for feed reception as well as Blind Scan and an extremely wide range of symbolrates from less than 1.0 Ms/sec all the way up to 45.000 Ms/sec." Brian Gohl saved the best for last: "This rack model will sell for less than US\$ 500.00."

Yet, Brian Gohl still hasn't reached his creative limit: "We are currently in the process of developing an Android based hybrid box that will be set up for HDTV reception via satellite and IPTV." Brian Gohl believes that Internet TV is the future for the long term and he is very enthusiastic about the Android operating system. "There are so many applications already available for this operating system and because of this it will be the leader." The fact that Android has not prevailed as of yet lies up until now, according to Brian, with the slow processor speeds. "With new chips



and the new Android 2.3 version there's no longer anything standing in the way of their use in receivers", Brian Gohl is convinced.

Brian Gohl started off with a small company but turned it into a large firm with a wide assortment of services. With his new product creativity he's able to look into the future and expand his operation to customers outside of North America. SatelliteAV is on the road to becoming a global player.

1. Satellite Receivers as far as the eye can see: pallet after pallet in SatelliteAV's large warehouse.
2. This is how a dish with all of its mounting hardware is packed. "I need roughly 1:30 minutes to pack a dish with all of its components", explains Armando Roco. 1200 of these complete systems are currently being shipped every month.
3. Brian Gohl thought of everything when he put together the dish antenna package. In addition to the necessary parts that come with each package, such as prefabricated coax cable, you'll also find things like a compass and grounding clips. He even thought of including a sealing kit for the cable connections. Also included is a customized printout of azimuth and elevation values (left side of picture) based on the customer's zip code or postal code.
4. Armando Aorooco works in the warehouse and is also responsible for packaging the dish antennas; all of the dish components are delivered to SatelliteAV separately. "It's more cost effective than having the manufacturer in Asia package them completely and ship them", says SatelliteAV Founder Brian Gohl.
5. Shipping Manager Rupi Khangura keeps an eye on things in the warehouse. He not only oversees and organizes shipping within the USA but also incoming shipments from production facilities in Asia. "One pallet contains 138 90cm dishes", he says.



Innovative Products from SatelliteAV



1. A Brian Gohl invention: an antenna mount with fully adjustable mast leveling on all axis plus built-in spirit level. "If the bubble is directly in the middle, the mast is perfectly vertical", comments Brian Gohl regarding his invention that is flexible up to 30° in every direction. The antenna mount can therefore be installed on uneven or slightly angled surfaces.

2. The smallest LNB in the world! At 40mm they are the same size as the mounting bracket and can therefore be mounted right next to each other as can be seen here in a Brian Gohl designed mount for two satellites with a 4° offset (installed on a 90cm dish). The multi-satellite rotating LNB clamp is designed in such a way that LNBs can be independently positioned as much as necessary in order to optimize each LNB for the antenna's focal point for each satellite. The LNBs to the left are narrow but normal in length while the LNB to the upper right is shorter and thus the smallest consumer Ku band LNB in the world. A universal version of this LNB is currently sold in several European Markets and is available for OEM production.

3. Although normally very hard to get, at SatelliteAV they are part of the standard product line: Ku-band LNBs for prime focus dishes. They would be used, for example, with an existing C-band dish that is being converted to Ku-band use. Normal Ku-band LNBs are designed for offset dishes and are therefore not meant for prime focus antennas.

4. Semi-professional 19-inch rack mounted satellite receivers are supplied by SatelliteAV under the brand name GEOSATpro. They come with audio and video outputs desired by professionals but are far less expensive than professional rack mounted receivers.

