

Satellite Business in Winnipeg, Manitoba

21st Century Entertainment Inc, Winnipeg

21st Century Entertainment, which calls Vancouver its home, is made up of four branch offices. In addition to loudspeakers and other home entertainment products, this company is also one of Canada's satellite wholesalers. One of these branch offices can be found in Winnipeg and covers the Canadian provinces of Manitoba, Saskatchewan and Ontario. Heather Pullen, manager of the Winnipeg branch office, explains, "I took over here back in June of 2006." The most sought after product is their 60 cm dish antenna for reception of the satellite positions at 91° west (269° east), 110° west (250° east) and 119° west (241° east), of which they sell about 50 per month. Also popular is the 90 cm dish while the 100 and 120 cm antennas are used primarily for motorized systems for which Heather offers the customers a Moteck motor.

"Our best selling receiver is the Coolsat followed closely by the Mercury box from

Fortecstar," explains Heather about her business. An interesting portion of her business are 4DTV receivers of which she sells about 15 per month – and that at a retail price of about CAN\$ 1000.00! Those who buy this

Heather's current special offer: for only CAN\$ 29.99 you get a 60 cm dish along with a dual output LNB with rectangular mount.



In one of Winnipeg's industrial zones you will find one of 21st Century Entertainment's branch offices.

receiver usually are owners of older C-band antennas. With this box they can now receive all the 4DTV digital C-band signals.

In Winnipeg there are three similar satellite wholesalers. 21st Century only sells to retail dealers and not to end users. "50% of our customers come directly to our offices while the remaining have their products delivered to them", comments Heather. We asked her about the sale of HDTV receivers: "At the beginning it was 2-3 boxes a month; today we are at 15 per month."



Here is an LNB with a "D" type mount. The coax cables from the LNBs are typically routed through the feedarm here in North America. For this purpose there are two different mounts: rectangular and "D". The use of an LNB with the correct type of feedarm or multifeed holder will help protect the cable connections from the weather.

Satman, Winnipeg

Jerry Fisher is a newcomer in the satellite industry but at the same time he has many years of experience in the world of satellite reception. After retiring in 2006, he started his new business together with his long-time friend Frank Apperley. Jerry erected his very first satellite system back in 1981. He worked for 30 years for Nestlé in their technical branch but he was already using his free time back then to install satellite systems for some extra money. "Today I work with three sub con-



Jerry in his home office on the outskirts of Winnipeg. He has placed quite a bit of emphasis on his website (www.satmancanada.com) with which he describes all the technical possibilities to future customers. "Many of my customers are young with PC experience." He was quite happy to find Jamil Ahsan, a PC pro who helped professionalize his website.

Heather Pullen in her nicely organized stockroom loaded with everything from "F" connectors to DiSEqC switches; everything an installer would need.



tractors", explains Jerry, "they construct the antenna systems for me." When he started his business a year ago, he was installing 10-15 systems every month. One year later it has become 30 per month. But it is components, not the sale of complete antenna systems that makes up the majority of his sales. 80% of his sales he attributes to the Viewsat receiver for which his customers pay around CAN\$ 200.00. Second in line would be satellite dishes. "75% of our dish sales are for the 60 cm dish. The 90 cm antenna makes up 15% of our dish sales with the 100 cm dish taking up the rear." The larger antennas are used in motorized systems.

We asked Jerry where he came up with the name Satman. "For quite some time I contributed to the Canadian edition of the satellite programming guide Onsat. They used to produce a satellite radio show that dealt with the topic of satellite reception. It was while doing this that I came up with the nickname Satman." Onsat ceased operations in 1993.

Jerry seems quite optimistic with the development of HDTV and made an interesting observation: "Many people bought themselves an HDTV monitor for Christmas last year to view the HDTV channels available via cable. But they were disappointed with the poor picture quality supplied by the cable systems." While looking for a different HDTV source so that they could take full advantage of their HDTV monitor, they discovered satellite TV. Jerry sees this as an opportunity to convert the unhappy cable customers to satellite customers. He sees a very optimistic future: "HDTV will soon become big business!"



At 60 years old, Jerry is only just getting started. He is standing here in his yard in front of his 3.6-meter dish. He only just replaced the wire mesh in this dish last year. He has a C/Ku-band feed/LNB assembly installed with an actuator from the American firm VonWeise in St. Louis. His favorite satellites are SatMex 5, G3, AMC1 and Galaxy 4. The 100 cm antenna with motor he has on the roof of his house he uses to receive the satellites from

148° west (212° east) to 55.5° west (304.5° east). Two adjacent 80 cm antennas with dual LNBs are used to receive the standard definition Bell ExpressVu channels on 91° west (269° east) and the high definition channels on 82° west (278° east).



Even when there's bright sunshine, it is still bitterly cold in Winnipeg. Here John Wallace shows off one of his homemade multi-LNB solutions.

Antique Car Restorer John, Stonewall

John Wallace has been repairing cars for 20 years. When he has extra time, he searches for real rarities. A farmer may have forgotten that years ago he placed his non-running old clunker in some back field. This is how John stumbled across an old 1949 Chrysler complete with its original interior. He restores these cars in his shop and can then easily resell these in Toronto.

But his love for building things also includes satellite reception. "The extreme climate here in Canada requires specific building materials", explains John. Not too long ago the extreme temperatures damaged his plastic LNB holders. "The plastic piece simply cracked." He sketched on paper exactly how manufacturers make

LNB holders resistant to arctic temperatures: "A simple hose clamp made out of metal did the trick." Obviously, any suggestions that this type of solution could interfere with the overall design are not valid to him.

But he has also tinkered with multifeed solutions; he constructed a holder from materials in his workshop with which multiple LNBs can be attached. John, who comes from an engineering family, comments, "Finding solutions is fun for me!"



A 1949 Chrysler is waiting to be restored by John.