

Millionaire in 4 Years – Maybe Even 3! SonicView, USA

SonicView can still be found in this industrial park. Two units have been leased by SonicView. "But in just a few months we will move into our own building", says Steve Falvey, SonicView CFO, "The warehouse here is just too small for our strongly growing sales." ■



If you manage to sell more satellite receivers than you ever dreamed in the first year of business, then there should be no problems at all reaching the million mark in four years – who knows, maybe even in three years! SonicView, based in California, was only founded at the end of 2006. Bobby Sanz took ownership in summer 2007 and sales have increased dramatically ever since. That's quite a success story, one that Tony Lively, SonicView's Sales Manager, has to explain to us in more detail.

In summer 2007 Bobby Sanz acquired Start-up company SonicView. That's when the action began. Tony explains, "SonicView was a start up Satellite receiver company going up against some pretty heavy hitters in the North American market. The company started with just three employees. It was a small operation in the beginning. With a superior product line and knowledge of the North American market Bobby acquired the exclusive American & worldwide distribution rights for a Korean receiver manufacturer."

Bobby pulled together a team of first-rate professionals to grow his company. Steve Falvey, who worked for a large American bank as Vice President, came on board. After retiring, he started as SonicView's CFO and since then has been running daily operations. The decision to jump on board with SonicView was actually quite easy: Bobby Sanz is his son.

Steve's experience as a bank manager opened the financial doors to SonicView and allowed them to build up their receiver business in grand style.

In 2008, SonicView's sales doubled since Bobby first acquired the business. Expectations for 2009 have already increased over what were originally targeted.

Where is this optimism coming from? "The FTA market in North America is still in its infancy", explains Tony, "The numerous immigrants here are only now figuring out that they can watch TV from home via satellite at no charge." SonicView's satellite receivers were conceived exactly for this market.

"There's a second market of viewers who up until now have been paying for their TV and are slowly but surely discovering that there's a large number of free channels that can be received." With the current economic downturn, many are asking themselves why they should fork over money to a Pay-TV provider.

SonicView is opening up a third market for themselves with their expansion into South America. "This is a large and untapped market", Tony is convinced, "We call it 'white space'."

The professionalism of SonicView can readily be seen: first all of the shipping and transport issues are worked out before any local dealers are sought out. "We reduce our risk in that we mostly only ship to the border; everything else is taken care of by our local partners." Crime and corruption are things that a company like SonicView must keep a distance from. Tony continues, "We always require payment in advance to keep our risk to a minimum."

A look at their product palette shows us that an organized hand is at work here. The receivers are exactly configured for the market. There is the upper class model HD8000 for HDTV reception via satellite as well as terrestrially, then there's the SV360 Elite that TELE-satellite only recently introduced and comes with dual satellite tuners, and the SV360 in a single-tuner version.

By the time SonicView arrives at the CES show in Las Vegas in January 2009, they will have three more receivers to show the world: an HDTV version of the SV360 with one or two tuners and a light version for the South American market with a single tuner and UHF modulator instead of an HDMI output.

Tony provided us with a look at their business: "We sell about the same number from each of the three models, in other words, 30% each."

SonicView currently has 11 employees and ships only to wholesalers. "Our customers are made up of eight regional distributors in the USA, Canada and Mexico", explains Tony and then continues, "These distributors in turn deliver to roughly 130 dealers."

SonicView's product palette is expected to be expanded. Tony explains, "In 2008



■ CFO, Steve Falvey, is a former banker. Steve knows how to successfully finance a company and how to quickly drive it to the top.



■ SonicView's Sales Manager Tony Lively reading the TELE-satellite issue with the SonicView test report. "I've learned quite a lot from TELE-satellite", reveals Tony, "I especially enjoy the reports from all the different countries."



■ The native Brazilian Patricia Moreira Renco is their International Business Consultant and is working at building up the South American dealer network.

TELE-satellite World

[www.TELE-satellite.com/...](http://www.TELE-satellite.com/)

Download this report in other languages from the Internet:

- | | | |
|------------|------------|--|
| Arabic | العربية | www.TELE-satellite.com/TELE-satellite-0903/ara/sonicview.pdf |
| Indonesian | Indonesia | www.TELE-satellite.com/TELE-satellite-0903/bid/sonicview.pdf |
| Bulgarian | Български | www.TELE-satellite.com/TELE-satellite-0903/bul/sonicview.pdf |
| Czech | Česky | www.TELE-satellite.com/TELE-satellite-0903/ces/sonicview.pdf |
| German | Deutsch | www.TELE-satellite.com/TELE-satellite-0903/deu/sonicview.pdf |
| English | English | www.TELE-satellite.com/TELE-satellite-0903/eng/sonicview.pdf |
| Spanish | Español | www.TELE-satellite.com/TELE-satellite-0903/esp/sonicview.pdf |
| Farsi | فارسی | www.TELE-satellite.com/TELE-satellite-0903/far/sonicview.pdf |
| French | Français | www.TELE-satellite.com/TELE-satellite-0903/fra/sonicview.pdf |
| Greek | Ελληνικά | www.TELE-satellite.com/TELE-satellite-0903/hel/sonicview.pdf |
| Croatian | Hrvatski | www.TELE-satellite.com/TELE-satellite-0903/hrv/sonicview.pdf |
| Italian | Italiano | www.TELE-satellite.com/TELE-satellite-0903/ita/sonicview.pdf |
| Hungarian | Magyar | www.TELE-satellite.com/TELE-satellite-0903/mag/sonicview.pdf |
| Mandarin | 中文 | www.TELE-satellite.com/TELE-satellite-0903/man/sonicview.pdf |
| Dutch | Nederlands | www.TELE-satellite.com/TELE-satellite-0903/ned/sonicview.pdf |
| Polish | Polski | www.TELE-satellite.com/TELE-satellite-0903/pol/sonicview.pdf |
| Portuguese | Português | www.TELE-satellite.com/TELE-satellite-0903/por/sonicview.pdf |
| Russian | Русский | www.TELE-satellite.com/TELE-satellite-0903/rus/sonicview.pdf |
| Swedish | Svenska | www.TELE-satellite.com/TELE-satellite-0903/sve/sonicview.pdf |
| Turkish | Türkçe | www.TELE-satellite.com/TELE-satellite-0903/tur/sonicview.pdf |

Available online starting from 30 January 2009

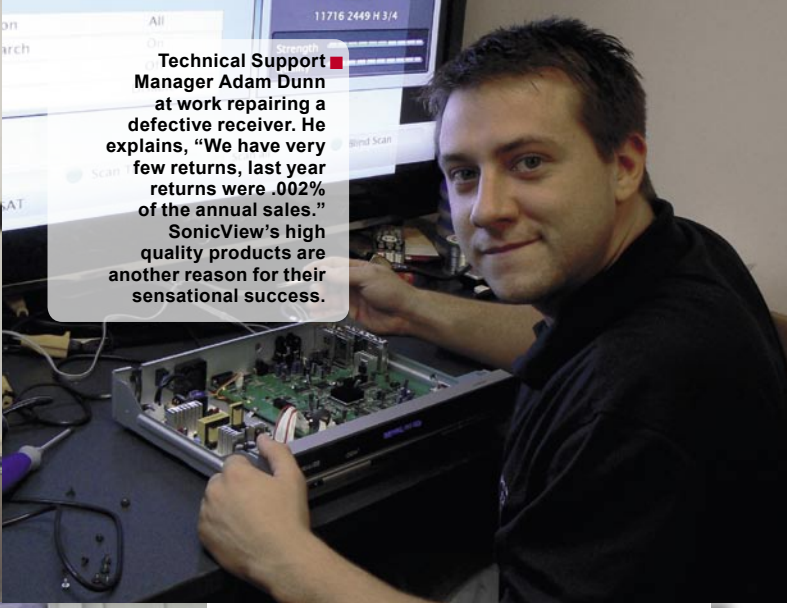


This is warehouse manager Chris Witcomb. He explains, "One box contains five receivers and 1000 of these boxes fit in one container for a total of 5000 receivers." That is the minimum number a distributor must buy but for many of them that is not nearly enough. "No sooner does a delivery arrive, it is completely reshipped by the next day", comments Chris.

Ken Cherry is Inventory Control Specialist and not only regulates the shipping to the distributors but also handles all of the import formalities related to the deliveries from South Korea. "The overseas transport takes about one week plus one day to clear customs", explains Ken.



Technical Support Manager Adam Dunn at work repairing a defective receiver. He explains, "We have very few returns, last year returns were .002% of the annual sales." SonicView's high quality products are another reason for their sensational success.



SonicView Tech Support is Dick and Julie Sweeney from Michigan, and Rick Caylor (picture) from the vicinity of Kansas City, Missouri. He is SonicView's specialist when it comes to difficult problems and helps customers solve satellite reception problems and especially those from motorized systems. Rick refers to his dishes and says, "I have six antennas with 13 receivers. A 3.0-meter solid dish, a 2.5-meter aluminum dish, each with motors, plus a 90cm dish for DirecTV, a 75cm dish for Galaxy 25 and two motorized 75cm antennas." Rick is an avid feedhunter and is particularly interested in auto racing for which he also operates a satellite forum on which he lists auto racing feeds: www.websitetoolbox.com/mb/rickcaylor

only 10% of our sales were of accessories but we expect to sharply increase this number in 2009, in fact, accessories could make up half of our sales in the future." This would mostly include multiswitches and HDMI cables but also LNBs and USB sticks for PVRs.

Bobby Sanz has quite a few plans for the future and is properly prepared to make this all happen: professional financing, perfectly thought-out products ideally suited for the market and optimal timing.

Who knows, maybe SonicView will succeed in becoming receiver millionaire in just three years!

These seals are used by SonicView to show end-users the trust they have placed in their dealers. They only get these seals after being checked out by SonicView; the dealers in turn place these seals on their homepage.

