

# SmartWi Distributor ATLANTA in Dubai

Dubai

*This report was written because of SmartWi, the Card Sharing Module that lets you watch every channel in every room in your house using just one PayTV card.*

*SmartWi in Denmark distributes their products all over the world and this includes The Middle East. SmartWi's ever increasing sales figures in this region are due in large part to the non-stop efforts of local distributor ATLANTA headquartered in Sharjah in the United Arab Emirates.*

While having lunch at an Indian restaurant on Sheikh Khalifa Bin Zayed street across from the glistening Burjuman Shopping Center, Sanjeev Jain told us the story of ATLANTA. Just like with most of the other shops in Dubai, ATLANTA is also run by an Indian family. "My father Rajmal Jain came to Dubai in 1968", explains Sanjeev. "He began selling satellite products in 1992. He had contact with a manufacturer in India that produced electronic cables. One day he received a sample of a black cable: it was a coax cable."

But what to do with it? The cable manufacturer explained to him that this cable



■ The ATLANTA store on Naif Street in the satellite Souk in Dubai's Deira district. The store is open every day except Friday from 09:30 to 14:00 and then again from 16:30 to 21:30. ATLANTA is a wholesaler and therefore doesn't sell to the general public.

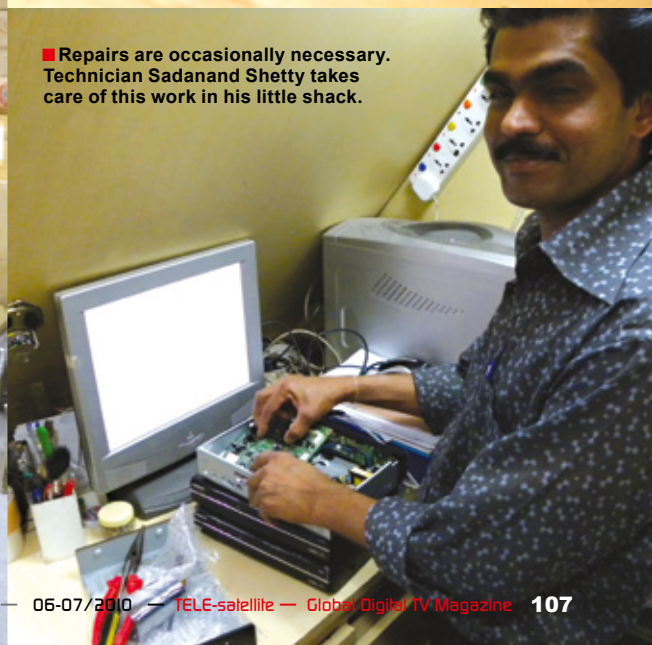




■ Inside the store can be found Sales Representatives Vishal Malviya (left) and Sunil Jain (right).



■ Above the store is a storeroom stocked with smaller amounts of every product. Larger quantities are shipped from ATLANTA's main warehouse in Sharjah.



■ Repairs are occasionally necessary. Technician Sadanand Shetty takes care of this work in his little shack.

was designed to be used with antennas and satellite dishes.

It didn't take long for him to realize that coax cable could be a profitable business; his first coax cable delivery quickly sold out so he had to order more. His local customer in Dubai asked him if he could also acquire satellite receivers. One thing led to another and satellite wholesaler ATLANTA was born.

"In the first year my father sold 3000 analog receivers for US\$ 25.00 a piece", remembers Sanjeev Jain, the first generation of his family born in Dubai.

The age of digital receivers began in 1998 at which time ATLANTA started marketing receivers under its own label.

"In 2010 we see a new future with HDTV for our satellite business", believes Sanjeev Jain.

SmartWi was introduced as part of their business in 2005. A mutual friend brought Rajmal Jain and Kurt Olesen, SmartWi's President, together.

ATLANTA managed to sell 500 SmartWi's in the first year they were offered and by 2009 that number increased to 2000. "For 2010 our goal is to double this number", explains Sanjeev Jain.

These numbers only represent domestic sales. "We also export just as many pieces to North Africa, the remaining Middle Eastern countries and eastern Europe", comments Sanjeev Jain. He

estimates that SmartWi makes up about 5% of their total sales. That's quite a large number for a single product.

Even more interesting is what Kurt Olesen told us: "We are expecting to receive approval from one of the largest operators in Middle East, named ART."

Once that happens, large scale expansion of their SmartWi business will be possible!

A new generation of SmartWi units will be marketed soon. We here at TELE-satellite are waiting for the first sample unit for a test report that would appear in one of the upcoming issues.



■ Group shot in Dubai (from left to right): Alexander Wiese, TELE-satellite Editor-in-Chief, Kurt Olesen, SmartWi's President, Rajmal Jain, ATLANTA's founder and Sanjeev Jain, his son and Director of ATLANTA.