

■ Company premises of receiver manufacturer AB-COM in Topolcany, Slovakia. The company has cooperation agreements with TV manufacturer LG and pay TV provider Skylink, which is why their logos also appear prominently on the roof of the building. AB-COM generates 30% of its turnover in the local markets of Slovakia and the Czech Republic, with the remaining 70% share coming from other European markets.

AB-COM: Innovation Guaranteed

Veľkoobchod so satelitnou technikou

LG
Life's Good

Autorizovaný
distribútor LG

skylink

Máte už digitál?

ab-com
www.abcom.sk

- *Particularly successful in Central Europe*
- *Products for different applications such as 3D and pay TV*
- *Focus on cost-efficient product range*
- *Products optimised for individual applications*

Conquering the market with new receivers



Slovakian receiver manufacturer AB-COM has found its firm place in the Central European market within an impressively short time. Based in the little-known town of Topolcany, some 100 km east of the Slovakian capital Bratislava, the company was founded

by Juraj Masaryk in the year 2002. In the beginning the business acted as a wholesaler for satellite components and it was only in the year 2010 that AB-COM Europe was established as an independent receiver manufacturer. AB-COM as a wholesaler continues to prosper

alongside and is the official distributor of all AB-COM Europe products in the company's home markets of Slovakia and the Czech Republic.

Company founder Juraj Masaryk tells us how AB-COM products are supplied to



3D Converter
 1. 2D HD → 3D → 3DTV - Polarised Passive system
 2. 2D HD → 3D → 3DTV - Active system
 3. 2D HD → 3D → 2DTV - Red Cyan
 4. 2D HD → 3D → 2DTV - Red Cyan
 5. 2D HD → 3D → 2DTV - Red Cyan
 6. 2D HD → 3D → 2DTV - Red Cyan

■ Juraj Masaryk is founder and Managing Director of AB-COM. Here he is seen explaining all the features of the 3D converter that is built into the AB 3D boxes.

other markets in Europe: "In the Ukraine we have our own affiliate by the name of AB-COM Ukraine and in many European countries local wholesalers have taken over distribution of AB-COM products." He continues by letting us know that "our products are directly available in neighbouring countries Poland, Hungary and Austria. In addition there is indirect distribution in Hungary, Romania and Bulgaria, where we have a dedicated wholesale partner. In the Baltic states, Finland, Sweden, the Netherlands, Spain, Italy and Greece local distribution of AB-COM products takes place through

regional wholesale channels." Only few dark spots are left on the European map, and Juraj Masaryk emphasises that "we are very open for wholesalers in countries where AB-COM is not yet present." Interested parties are more than welcome to get in touch with him.

The effort could well be worth one's while since AB-COM has an attractive product portfolio in store. For each product range or product segment AB-COM has launched dedicated brands, the names of which already imply what the products are about. "Receivers with

the AB IPBox brand are already widely known," Juraj explains. "These are HD receivers based on Linux." For terrestrial reception AB-COM offers the AB TereBox series with DVB-T receivers for both MPEG-2 and MPEG-4. "In the first quarter of 2012 we will also launch our

■ **The 600 sqm warehouse is filled to the brim with components and finished products. Two warehouse staff members are kept busy shelving newly delivered items and preparing finished products for dispatch to wholesale customers. "The warehouse is filled with items worth almost one million euro," Juraj Masaryk explains and draws our attention to the huge amount of cardboard boxes. This way AB-COM can make sure each customer order is fulfilled in the best possible way.**





■ View to the Assembly line: an employee puts the recently assembled receivers in their gift boxes.

first DVB-T2 receiver," he hints at some interesting plans for the future. The only question that still begs an answer is in which countries DVB-T2 will actually be launched. As a matter of fact, nobody knows at this stage because every country will decide independently whether and how to introduce DVB-T2, and these decisions are not always easy to understand.

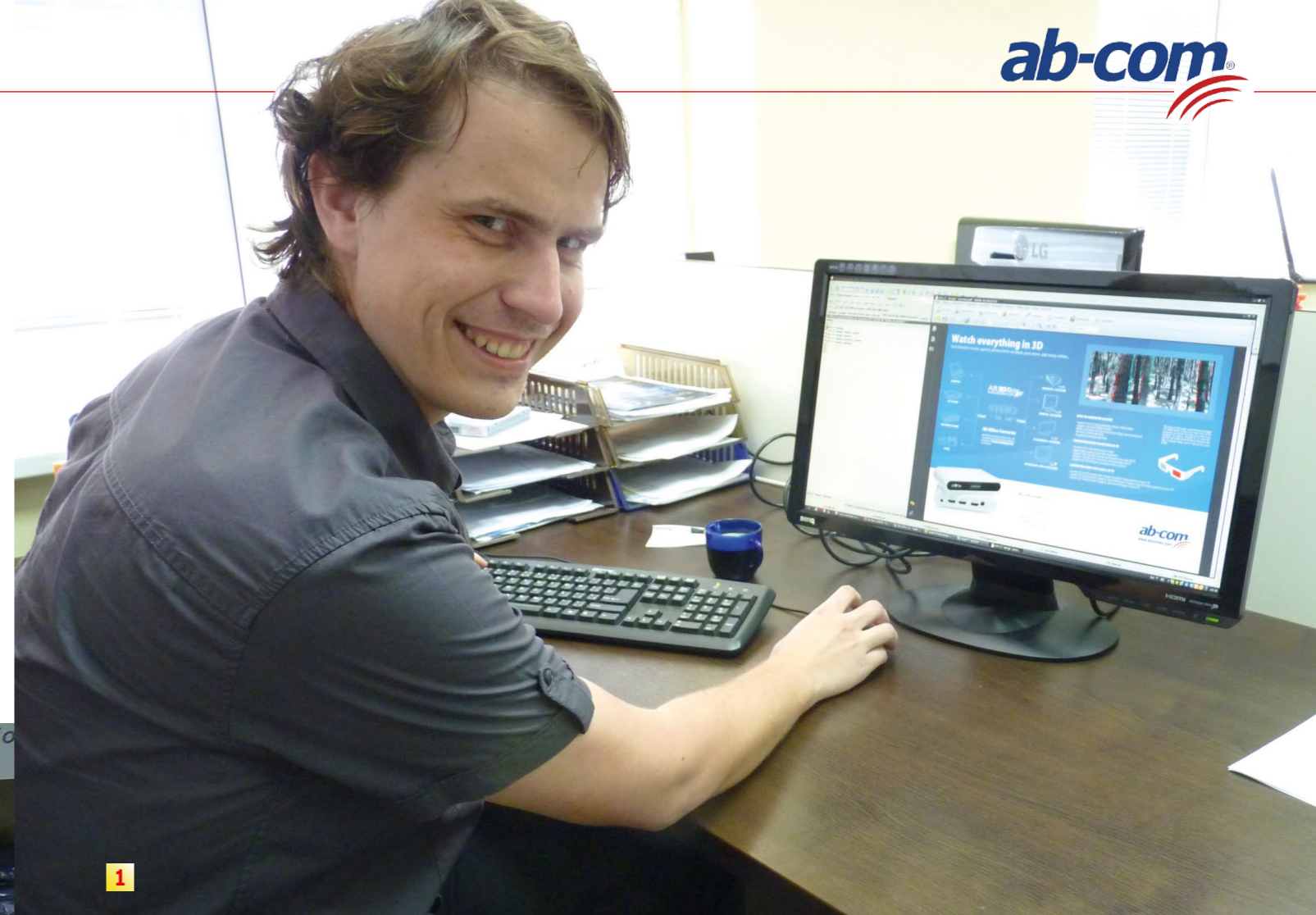
The LinkBox series features another range of receivers: "Here we are talking about boxes we produce for Czech pay TV provider Skylink, which uses the Irdeto encryption system." These receivers are particularly inexpensive, Juraj says and adds "we'd be ready to offer this box to other content providers using Irdeto as well." If you need further proof for AB-COM's orientation towards future

consumer applications you need not look further than to the brand new AB 3DBox receiver line which features HD receivers with integrated 3D TV converter. The newly developed 3D boxes are scheduled to hit the market in the first quarter of 2012. In the previous issue of TELE-satellite we presented the stand-alone 3D converter, whose software will also be used in the AB 3DBox receivers.

The recently introduced AB-COM CryptoBox receiver line from AB-COM has a very special treat in store: As extremely good-value receivers targeted towards the pay TV market, all receivers from this line include CA and a CI module. The truly special feature, however, is a USB interface which can be used to connect a WiFi dongle, Juraj Masaryk explains. He knows that fully cabled Ether-

net networks are gradually disappearing and that almost every household these days has set up a WiFi network. So why not add WiFi capability to satellite receivers? "These boxes are based on the Ali 3606 chipset which is particularly fast," Juraj adds.

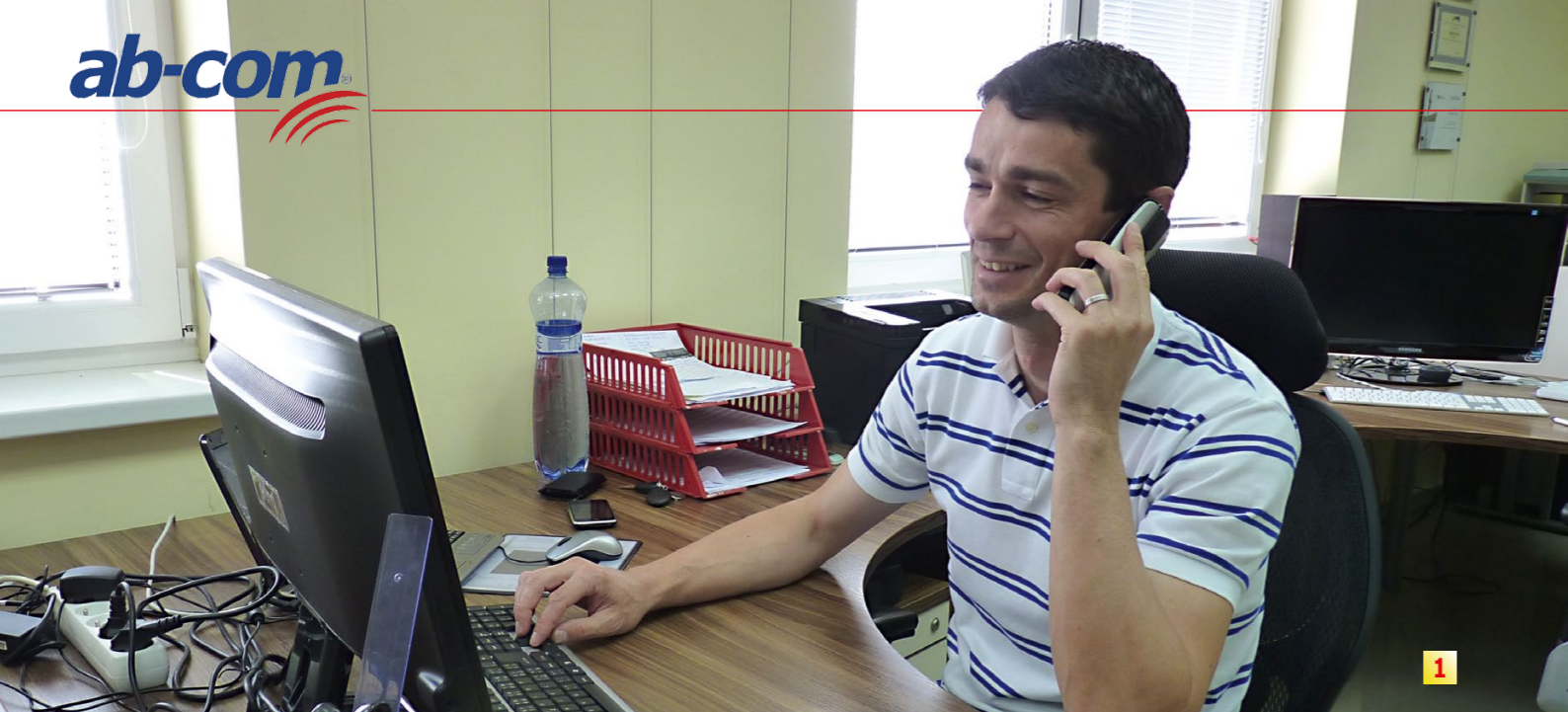
Thanks to all these achievements AB-COM Europe has taken only two years to become a significant player that is actively tapping into various product segments. For Juraj Masaryk, innovation is the key to success and a cornerstone for a successful expansion path. Even the company name has turned out to be wisely chosen: The acronym AB appears on all new brand names whenever a new products series is launched. This way AB-COM is able to grow and prosper for a long time to come!



1. Meet Marketing Manager Michal Grezo. What's that on his screen? It's the advertisement of the AB 3DBox as it appeared in TELE-satellite.
2. Pavol Blaho is Sales Manager



1. Michal Krajcik's passion is all about photography. It should be, as he is the head of design and looks after the website of AB-COM.



Sales Managers Slovakia

- 1. Daniel Lukacovic and...
- 2. ... Pavol Grznar and ...
- 3. ... Juraj Babula take care of customers in Slovakia.



1



2



Technical Service

1. Customers requiring technical assistance turn to Peter Valo.
2. In case of problems Service Manager Martin Durinsky handles all requests and coordinates the repair process.
3. Hardware problems? No problem for Hardware Engineer Daniel Herda who will open the box, address any malfunction and put everything together again.