

„Small and Valuable“

- own receiver line ICECRYPT
- 50% of sales outside Great Britain
- Focus on receivers, CAM, SmartCards and LNBS
- 80,000 receivers a year
- produces Dolly Buster TV programming via HOTBIRD



■ TURBOSAT's headquarters in Sittingbourne south east of London

New Receiver from TURBOSAT



■ International Sales Manager Chris Ward in front of small sampling of TURBOSAT's products: ICECRYPT receivers and LNBS. He is the contact for new dealers in Europe and other areas.



It's not the size that matters but rather what's inside. The founder of TURBOSAT, who's called 'Paddy' by everyone, took this motto and simplified it: "Small and Valuable". We wanted to find out what he meant by this and how a motto like this fits in with a satellite wholesaler and manufacturer so we popped in to visit TURBOSAT in Sittingbourne south east of London.

In Sittingbourne's industrial park you'll find one company after the other. Not far from here is the mouth of the Thames and all the ferries to France, Belgium, Holland, etc., dock nearby and even the Chunnel, the tunnel under the English Channel, is only a few miles away. It's a good location for a company that has their receiver series produced in South Ko-

rea with customers not only in Great Britain but also in Europe. Transport distances are relatively short in all directions!

TURBOSAT is a very old company. The company's founder came to London from Macao in the 1980's to study. Then the first satellite TV channels began to appear and 'Paddy' recognized instantly that this was a huge business opportunity. He started by selling satellite systems.

"In our first actual business year 1986 we sold about 500 satellite systems", remembers "Paddy" from the beginning so long ago. The business flourished and consistently expanded until it was necessary to acquire a large warehouse. They moved into a building in 2004 in Sittingbourne that

is their headquarters still today.

A big reason for the move was the enormous success of their own receiver line that was started in 2000 with the ICECRYPT brand name. "We needed much more warehouse space", remembers 'Paddy'. In the meantime though TURBOSAT sold a gigantic number of ICECRYPT receivers: "In 2010 it was 80,000 receivers and for 2011 the numbers will be about the same", reveals Paddy. For 2012 though he's expecting a significant increase: "That's when the analog terrestrial channels in Great Britain will be turned off."

That the analog shutdown would have such an impact on sales figures is clarified by a look at the receiver models: "Our best selling unit is the T5000, a DVB-T receiver." These huge



2

1



TURBOSAT
Wholesaler and Manufacturer, UK
www.turbosat.com/

Company Details

Engineers in Research & Development | Total Number of Employees
0.....12.....25

Average Turnover (Previous, This, Next Year Estimate)
0.....2.5.....5 Mio GB£

Production Certificates
DVB
Production Categories
own brand ICECRYPT
Main Products
Satellite Receiver for DVB-T/T2, DVB-S/S2, LNB, SmartCards

„Small and Valuable“

www.TELE-satellite.com/TELE-cable-1111/eng/turbosat.pdf

3



4



1. The UK sales team: Carol Cannon (left), James Sandison (center) and Sara Stacey (right). Dealers from Great Britain place their orders for ICECRYPT receivers, CAMs, SmartCards and LNBs here.
2. Dealers from outside of Great Britain get in touch with Hana Vejmelkova (left, responsible for eastern Europe) and Manuela Fasano (right, responsible for southern and western Europe).
3. Dawn Showeller keeps the books organized.
4. International Sales Manager Chris Ward is always on the phone talking with dealers in northern and central Europe. His most important customers are in Germany, Austria and Switzerland. He can speak perfect German with them; that's not surprising since he grew up in Germany.

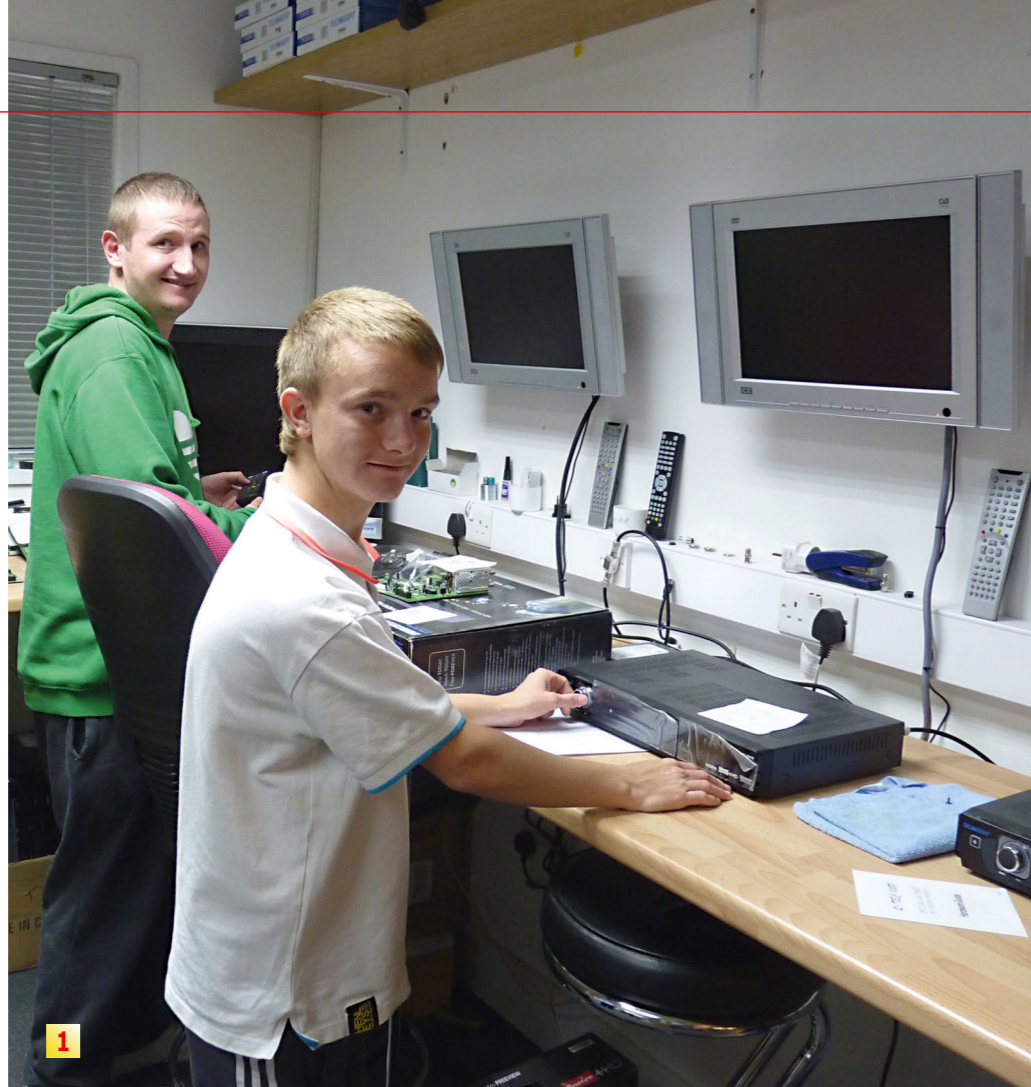
sales figures are supported by another important reason: TURBOSAT receivers are listed with every large chain in Great Britain. "Our receivers can be found in the superstores from TESCO, in the MAPLIN electronics shops, in CPC, Dixons, John Lewis, at Play.com and many others."

Sure enough, three receiver models make up nearly 75% of all receiver sales: "For the national market in Great Britain it's the T5000 for DVB-T and it's brother the T2400 with PVR for DVB-T2 as well as the ICECRYPT 3000 for the European market." The latter receiver we already introduced to you in our TELE-satellite 08-09/2011 issue with a detailed test report. "The T2400 even comes with a 2.0 terabyte hard drive!" says 'Paddy'. Normally, such high-capacity hard drives can't be connected. "A special chip makes it possible."

Sales at TURBOSAT are divided into two regions: "Half of our sales are domestically here in Great Britain; the other half is to Europe." International Sales Manager Chris Ward tells us more: "Our ICECRYPT receivers make up about 50% of our sales with our CAM's accounting for about 20%. SmartCards follow with 15% with the rest consisting of other satellite components such as our own LNB series." The quantity of LNBs may be considerable but because of their low sales value they don't have much of an impact on overall sales.

The high SmartCard sales figures comes from another TURBOSAT business branch. "We have the exclusive rights for the Dolly Buster adult-oriented TV service", reveals Chris Ward. "We have five channels on HOTBIRD and we sell our Dolly Buster SmartCards to any country where HOTBIRD can be received."

And now we come back to the motto that we highlighted earlier, "Small and Valuable". TURBOSAT has placed its entire focus on small products since they are easier to ship. "For this reason we don't deal with larger and heavier products", explains Paddy. TURBOSAT concentrates on valuable products such as receivers, small



1

1. A look in the Technical Department. Defective units are quickly repaired here..
2. Technical Director is Ray Gargiulo. One of his main tasks is to check production samples from the manufacturer in Korea. "TURBOSAT is an ODM (Original Design Manufacturer)", he explains, "Our own Manufacturing Engineers design the receivers; the receivers are then manufactured based on these designs."



2

products like SmartCards and CAMs and keeps its distance from larger and heavier products. TURBOSAT has allowed itself one exception: LNBs. Yes, they are small, but thanks to the overall drop in price, they aren't all that valuable anymore. But since they are easy to ship, TURBOSAT has included them in their product assortment.

Chris Ward tells us how many employees TURBOSAT has: "Four employees are in the domestic sales team for Great Britain with another four for European and Middle eastern sales." Administration and technical have another six employees. "Then there are our manufacturing engineers that develop our receivers; some are here and others are at the manufacturer in

Korea." And, last but not least, we wanted to know what new products we can expect to see from TURBOSAT in the near future. According to 'Paddy', a number of new receivers are coming down the line: "Currently we're working on a Linux based DVB-S2 receiver with MPEG4, CI+, SmartCard, SCR support and Internet browsing. A DVB-S2 model with MHEG for Great Britain will appear at the end of 2011 that will supplement our DVB-T2 model. We're also working on a combo receiver with DVB-S2 and DVB-T and for early 2012 we're working on a combo DVB-S2 and DVB-T2 receiver."

'Paddy' got it right with his "Small and Valuable" company motto. TURBOSAT concentrates on high-value

products like receivers and equips them with more and more outstanding features.

In this way the company will continue to grow and sales will continue to increase - and this not only at home in Great Britain but also in Europe and beyond!

1. Customer Support is an integral part of a manufacturer. James Evans is in charge here; he gets the calls from customers when there are any problems.
2. Warehouse Manager Nick Deleslie transformed his office into a small showroom. He keeps an eye on incoming and outgoing shipments.
3. Luke Titshall keeps everything organized in the storeroom. He brings the pallets of receivers ordered by their dealer customers out for transport.

