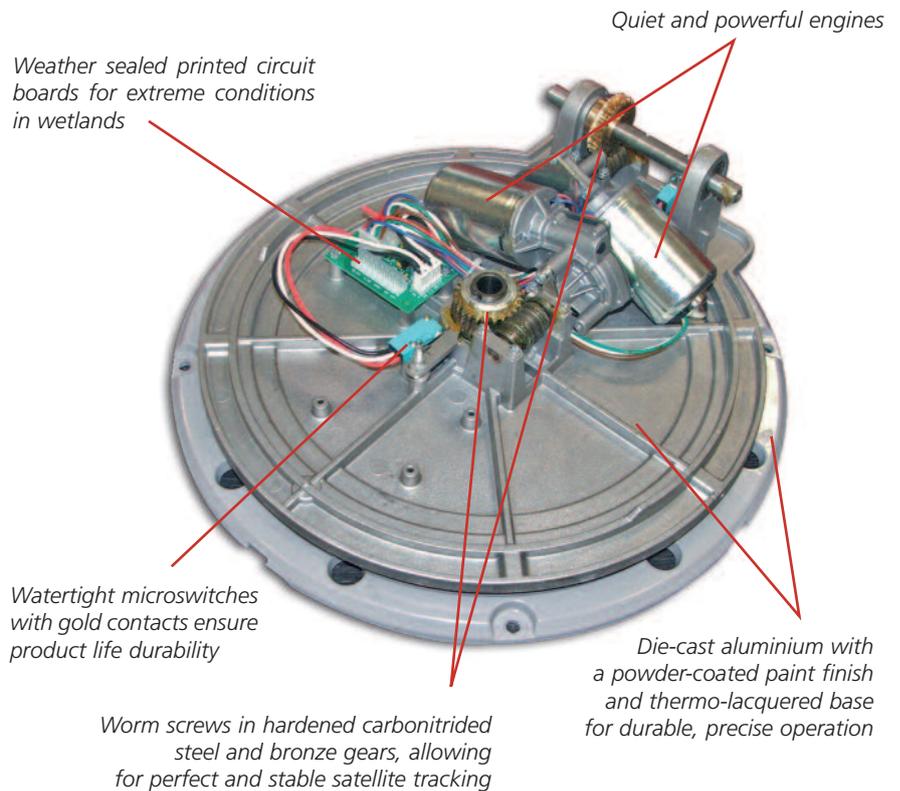


Cost-savings with great performance

SR Mecatronic manufactures technologically advanced, reliable satellite systems. Our carefully planned policy of saving on superfluous production costs allows us to contain prices, so that we can invest in product quality. With a distribution and customer support network that is increasingly widespread throughout Europe, Australia and New Zealand, SR Mecatronic offers its initial installation services to manufacturers of recreational vehicles

SR Mecatronic satellite systems make use of specially designed robust mechanics, featuring die-cast aluminum powder coated casings supported by a powerful motor. Kinematic parts rotate on sturdy roller bearings that are silent and free from friction. The LNB support arm, satellite dish support studs and power card box are built in anodized aluminium. These construction specifications ensure a powerful movement, supported by hardened carbonitrided steel worm screws and bronze gears, allowing for perfect, stable and maintenance-free satellite tracking over time. The electronic card is protected against reverse power polarity, short circuits power overloads by a 5 amp blade fuse. The system's electronics are designed to manage a wide range of errors: maximum strain, in the event that the dish encounters obstacles which prevent its rotation during vertical and horizontal rotations; both horizontal and vertical rotation errors, if the electronics no longer detect the number of motor revolutions; connection RF cable to LNB connection failure errors, low-voltage errors (less than 10V); and current unstable errors. Microswitches are completely watertight and equipped with gold-plated contacts, ensuring guaranteed contacts over time. The electronic card on board the unit is lacquered for protection against moisture, and the circuits in the electronic box are printed on a four-layer circuit. The system is equipped with an alarm that provides a warning if the satellite dish is open or turned on when the motorhome is powered on. The satellite search



function is totally automated, with the possibility of choosing channels using the Dvbs2 tuner. A very important feature is the unit's ability to memorize the last position detected, thereby reducing satellite time searching in

subsequent uses. The control board is designed to function with LEDs or a display, backlit with 2-lines of 16-characters each, providing users with clear information on the status of the satellite system and management of errors.



ASR 680 and 800 updated

The established ASR 680 and ASR 800 series models will also benefit from the technology featured in the ASR Flat range, while maintaining their design unaltered, evolving towards the second generation identified by the initials V2. Mechanical parts feature an improved gear transmission ratio, with bronze toothed wheels that allow for faster movements. The motors are now all 12 Volt with related control cards providing improved technical specifications: a more compact design in height (just 2 cm compared to 4.5 cm for previous versions) thanks to the adoption of lowered electronic components, with appreciable advantages in terms of installation. What's more, the typical relay switching ticking has now disappeared. Updated electronics include an advanced DVB S2 MP4 Full HD tuner, now offering even higher performances with the latest software evolution providing guaranteed signal quality on 100% of pointings.

Interview with Marco Santoli, CEO of SR Mecatronic

What are the strengths of SR Mecatronic satellite systems?

"Without a doubt, it's our excellent quality/price ratio and value for money. Compared to other satellite systems on the market considered top of their range, our price is surely better and we offer technologically more advanced products. For instance, we're the only manufacturers to make use of the DVBS2 tuner, so our units are already ready for full HD. We have an after-market return of less than 1%, which allows us to extend our product warranty and provide extremely reliable products. We offer a wide range of products for camper and caravan manufacturers, starting from basic models that are highly advanced in terms of technology, to satellite systems with excellent performance levels and functions: the best on the market. By way of example: in Belgium and Holland people experience difficulties in satellite reception due to the fact that some channels use transponders that require a higher signal quality of at least 82/83%. We can achieve signal levels of 90%, and we offer a vision quality that our competitors can only dream of".

Concerning global markets, what is your strategy for expanding in Europe and in other areas?

"We're already present in Australia, New Zealand and in much of Europe: France, Spain, Belgium, Luxembourg, Holland, Switzerland, Austria, Germany, the U.K. and Sweden. In these countries, we've selected exclusive, well organized distributors capable of supplying customers within 24 hours. We're market leaders in Belgium, and in 2014 we're expecting to be first in Holland as well. This year, in Belgium alone we sold around 600 systems: in a market that registers a little over 2500 motorhome a year, that's certainly a significant result. We've created an after-sales service network in Europe, Australia and New Zealand, with a customer support team that we personally train ourselves. There are currently around a dozen service centers in the Netherlands, about twenty in France which we're in the process of training, and we're now dealing with the German market. In addition, we've

opened offices in Strasbourg, with a decentralized warehouse supplying spare parts, and a telephone support service available ten hours a day including Saturdays, providing technical information to our service centers in any language".

What are the strengths of your production strategy?

"Our company developed based on my managerial experience. I spent twenty-five years working for major European appliance manufacturers as a project manager, heading dedicated product development teams. I've always interfaced with many divisions within the company, from marketing to purchasing and sales, in order to create products whose prices and specifications are attuned with market needs. Today, I can make use of this wealth of experience in my own business, organizing production following the logic of multinational corporations, but with the structure and costs of a small to mid-sized business. First and foremost, at SR Mecatronic we try to minimize costs in order to be able to invest in product quality instead. Our satellite systems are made in Italy, manufactured using components from selected local suppliers, situated close to our factory. Our production department is well staffed, but we remain a lean organization, allowing us to invest in the quality of our satellite systems, and avoiding economic losses in terms of additional costs other than those required for production, thus keeping the cost of the final product contained. Our competitors with much larger organizations are forced to shift over their production to China or Turkey in order to maintain competitive market prices. And more often than not, their quality suffers".

How did the idea of building satellite systems for recreational vehicles come about?

"As so often happens, the idea came from personal necessity. I'm an avid caravanning fan, and I'd noticed that the market for satellite systems proposed products at very high costs. Analyzing the potential for this market, I came to the conclusion that the numbers were very interesting, since a satellite



system is an indispensable accessory for tourists traveling outside the borders of their country in recreational vehicles. At that time, roughly six years ago, there were few products available and they were very expensive. We started out in 2008, targeting the Italian market and building a distribution network with agents throughout the territory. Today, we have around 250 dealers in Italy, with 30 customer support centers, and we're probably market leaders, even though we don't have exact figures on our competitors".

What added value can you offer manufacturers of caravans and motor homes who want to install your satellite dishes on their vehicles?

"We have a B2B relationship with manufacturers, i.e. we don't go through a distributor, since the latter only provide a support role. We're already working with various European RV manufacturers. And we're in a position to satisfy specific OEM installation needs, providing pre-sized wiring for applications, with customized printed circuits, and if the logistics allow it we also provide pre-assembled system that reduce installation costs and time for manufacturers. We have an unlimited production capacity, and we can deliver throughout Europe in just a few days, whereas we ship out to Australia and New Zealand by air within a week".



Booth at Düsseldorf Caravan Salon 2013



Booth at Salone del Camper 2013