

# Home2US Communications

*Gateway for International Broadcasters into the Americas*

[www.home2usa.com](http://www.home2usa.com)



## Company Profile

Home2US Communications Inc. is an ethnic pay TV Company that has built and launched a premier platform enabling broadcasters around the world to distribute their video and audio channels to ethnic audiences within the United States. Working with one of the world's largest space segment providers, SES AMERICOM, Home2US has built prime programming neighborhoods on its platform with a broad array of international channels for the red-hot ethnic market in the US. Home2US is currently the fastest growing DTH platform in North America. Home2US DTH platform is also available to Free-to-Air programmers.

We work hand-in-hand with International broadcasters and content providers to offer flexible programming solutions for subscribers who can subscribe to single channels as well as bundled-

bouquets of language channels. Our services also cover broadcasting occasional use programming, special events like sports, pay-per-view to DTH customers well as CATV headends.

Home2US has an established state-of-the-art fiber optic and satellite transatlantic broadcast infrastructure that can carry signals from any European and most Asian satellite locations to the North American continent. Our strategic partner teleport facilities, located in Europe, Asia and the Middle East can downlink analog and/or digital signals from many European and Asian satellites. All the D/L-U/L, digitizing and multiplexing equipment is operated by professionals and have redundant back-up units available via 24-hr / 365 day monitoring.

## Service Offerings

We provide end-to-end as well as a-la-carte services to broadcasters covering the entire value-chain. Our services include:

### Signal Transmission

Our distributed infrastructure:

- Fiber/Space segment provisioning (contribution and distribution)
- Encoding & standards conversion
- Encryption, support for simulcrypt environment (Viaccess & Irdeto)
- Full time uplinking
- Play-out services
- System integration



### Subscriber Hardware

We provision the most advanced receive equipment at extremely competitive prices:

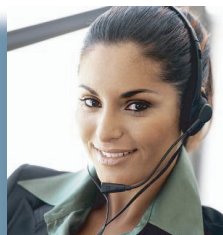
- Digital STBs, antennas, LNBs, smart cards
- Complete supply chain solution and management
- Warranty, servicing and packaging
- Flexible shipping options
- Liberal R&M policies



### Installation & Dealer Network

Through our 50,000 + dealers and installers:

- Professional installation backed by a one year guarantee
- Lowest turnaround time in industry for order fulfillment
- Expertise in SMATV installation for hard-to-penetrate DTH neighborhoods
- Specialize in "neighborhood" services



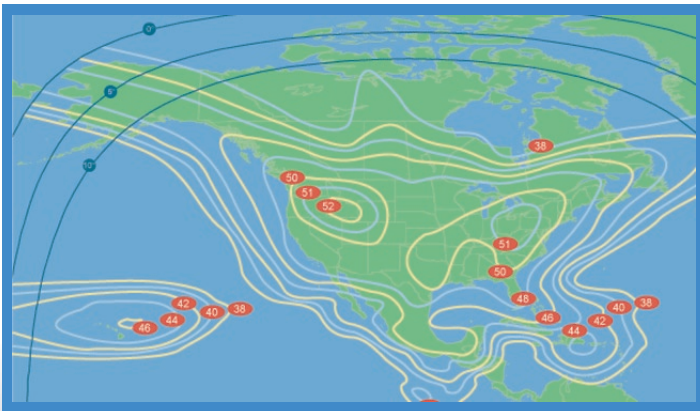
### Subscriber Management & Fulfillment

Our advanced proprietary SMS serves as a nerve center for:

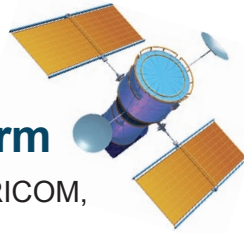
- Subscriber management services
- Customer Fulfillment
- Billing & Collection
- Call Center
- Signal Activation and Management

***Home2US connects broadcasters from all over the world to their subscribers in multiple markets and provides access to the best DTH and cable neighborhoods***





## North America DTH Platform



Our DTH platform is located on SES AMERICOM, AMC-4 at 101 degrees West to offer:

- Best possible location for coverage of North America
- Best elevation angle for East and West coast of the US
- Small dish requirement for signal reception (30 – 36")
- Rich language specific cultural channel neighborhoods

## Home2US Marketing Services

Our strength in marketing and sales promotion enables us to:

- Launch a comprehensive marketing campaign for broadcasters
- Establish distributor/dealer networks to increase points of sales (POS) for selling subscriptions
- Promote channels through community networks
- Monitor marketing efforts to achieve desired results



***We work hand-in-hand with broadcasters to market their channels in the US, increase subscriptions and achieve the fastest possible return on investment.***

## International Profile

Our network spans multiple geographies around the world. We are connected globally via fiber links, teleports and satellites to carry your signal to and from any continent. No matter how complex the path, our network specialists will architect an optimum and cost effective solution to deliver your signal through single or multiple satellite hops, fiber or a hybrid network.

We have established credentials with almost all of the major satellite vendors and through our relationships we are in an enviable position to serve you globally.

International Network

International Partnerships

International Broadcasters

International Audiences





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