

## Spotlight Interview with **Gary Hatch**

ATCi, CEO



***Gary, you have been in the satellite communications business for a long time, talk a little bit about your background, how you became involved in the industry and what prompted you to make the move to ATCi.***

After working for and gaining experience at TCI/Liberty Media, Motorola, and ESPN, I was looking for a new opportunity to build a business that would provide digital satellite services for broadcast, cable, telecommunications and radio broadcast applications. Originally, I went to work for ATCi representing European investors. I looked at the digitization of the communications markets as opportunistic. I believed at that time that there would be a tremendous growth curve and an eventual very competitive landscape in which Simulsat would be extremely beneficial for so many applications. A few years later I made an offer to buy the Company that at that time I was managing with a partner, we were able to close a successful transaction which became the foundation for the ATCi Company that we have today. A few years after that, I bought out my partner and became the sole owner of ATCi, and 5 years after that transaction, I brought in two investment groups to enable the Company to compete and grow at a greater level. Fortunately we have been able to sustain continuous profitable growth and continue to involve ourselves with leading edge satellite communication projects worldwide. Throughout our journey thus far I have enjoyed, I can say without question, seeing the development of our employees, and the many wonderful interactions with customers all over the world. We feel that the world has evolved greatly through the advent of satellite communications and we have been honored to be a part of that evolution.

***You briefly mentioned Simulsat, can you explain a little more about the Simulsat, its technology, evolution and information regarding current users.***

We've been involved with systems integration for uplink systems and of course our proprietary product, Simulsat for over 20 years. Simulsat is the world's only true full arc multiple satellite antenna that is capable of receiving satellite transmissions from 35+ satellites concurrently without adjustment or degradation in performance from one satellite to the next. We've worked with broadcasters, cable operators, military/government, universities and large corporations customizing our technologies to a variety of applications over that time period. Simulsat currently is available in 3 size and performance variations, we offer the original Simulsat 5, our most universally installed antenna worldwide, Simulsat 7 which is designed for larger broadcasters and teleports, and Simulsat C/Ku was introduced in 2002 as an enhanced version of the Simulsat 5. Because the Simulsat sees 35+ signals, it allows our customers the ability to cherry pick between 20,000+ programs. With the ever-changing world of satellite communications, it is crucial to possess this type of processing power to be a player in the highly competitive satellite communications world.

***We recently read news of your Warrior system for voice, video, data and RF spectrum monitoring, can you expand on this new system, and how it came about?***

The ability to enable surveillance of 70 satellites on approximately 2 parking spaces has created an incredible tool for the U.S. Department of Defense and other like agencies worldwide. About 15 years ago, we started working with various agencies to create a solution that enables them to monitor voice, video, data and audio carriers from all of the viewable satellites simultaneously. The Simulsat was a natural fit for those requirements in that it couples together monitoring with RF Spectrum surveillance interdiction and automated geo- location of full arc carriers worldwide, packaged together with some of today's best analytical software solutions, the Warrior System was born. Within the Defense Department and other like agencies, it is obvious that providing the best information allows those who make decisions to make the most informed decisions that can create both prevention and security at the highest levels. Through the Warrior offering we can monitor and triangulate thousands of carriers simultaneously, and with our Sentry technology, we are able to archive, retrieve and catalog voice, data and video with a Google-like search engine. Moreover, this system is completely integrated to bring relationship to satellite, voice, data and video throughout the satellite arc. This automation and storage ability creates incredible information gathering capability which provides U.S government, military and foreign applications the knowledge base so vital to the security of our nation.

***What areas has the DoD (that can be discussed) used Warrior? How is Warrior protected from hostile intentions? And how are communications protected from jamming? Does ATCi also offer security software or a black box to prevent unauthorized access?***

The U.S. DoD has used different forms of the Warrior in a myriad of classified applications. In basic terms, unlimited access to all of the satellite frequencies and their carriers simultaneously provides access to information that collectively can be analyzed and acted upon immediately from networked sites all over the world. These systems and their foundation have improved consistently over many years. Open architecture allows incredible processes to bring forth analysis that can proactively reach department of defense objectives.

***So Gary, it sounds like you're talking about a repurpose technology for military and government applications. What will be the financial impact for your company with this new integrated surveillance system offering?***

We have been involved with several defense programs over many years that allows us to intersect our knowledge from Broadcasters, Cable, Telephone, Data and general satellite monitoring into these critical satellite surveillance programs. This program is contained within the worldwide satellite services program and allows for fast track purchasing at feasible cost levels for these different defense applications. These are exciting projects – meaningful in every way. We are honored to bring our best technologies to these important entities.

***In the commercial world, how has ATCi's Warrior been used? Or, has it? I note repurposement for government and military — any considerations for entering the commercial environs, if not already involved in that arena?***

*The foundation of Warrior's features, advantages and benefits have been created through cost effective broadcast, cable, telephone and audio applications. These applications have similar requirements from an analytical nature which allow commercial operators to analyze usage algorithms of their communications revenue. This is commonly packaged into quality of service data information and reporting systems which in many cases set forth patterns for pricing, advertising, bandwidth usage, and voice multiplexing techniques.*

*Describe the simultaneous monitoring capabilities and why such is important. What sort of training is required to fully install and operate a Warrior system? When you state “limitless bits of information”, that’s sort of open-ended... what range is realistic with Warrior?*

Simultaneous monitoring capabilities from one central location has proven to be extremely important because the US Department of Defense has to understand everything that’s going on within the communication satellite viewable arc. This information is virtually limitless but can be quantified by virtue of current digital communication analytical devices. The only realistic limitation that we will have with the Warrior would be focused in and around the occupied bandwidth in the viewable satellite arc and the software analytical tools that we have integrated within the system. In similar terms, this is much like discussing the limits of today’s current search engine capabilities. Higher order mathematics enables digital voice, data, video, and audio to both flow and associate into meaningful applications.

## Simulsat Testimonials

### **CNBC, Steve Fastook**

“The Simulsat Multibeam will be used as the primary source for our most critical broadcast applications. With its full-time simultaneous receive capabilities on a large number of satellites, the Simulsat C/Ku will be instrumental in our broadcast operations by reducing the satellite traffic scheduling problems that we experienced before with multiple parabolics.”

### **SBS Korea, Youngsoo Park**

“We are very pleased with the performance of the Simulsat C/Ku Multibeam antenna in this mission critical position at the center of our new headquarters and digital broadcast center. For SBS, the Simulsat C/Ku was the best solution for receiving multiple satellites in the limited space on the roof of our new building. We received outstanding technical support from both ATCi engineering staff and their Korean distributor ProtecAsia.”



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