



**Product & Service Guide**

## About

*"A welcoming, friendly, informative experience. I will certainly use you again"*

The Satellite Shop was established in 1989 with the launch of Sky and increase in demand for satellite TV systems. Since then we have grown in size to offer a much larger range of products and services to our valued customers. We only cover the local area so we can provide a prompt and reliable assessment, installation and backup service.

We have served thousands of customers who come back regularly over the years as technology changes. We pride ourselves on the service we give and most of our business comes from existing customers and referrals. We have over 700 hundred positive customer comments on our website some of which are featured in this guide.

Our service has the convenience of dealing with all your needs in one place and we give our own 2 year parts and labour warranty with all of our installations for your peace of mind.

**We take care of everything for you - call to arrange a **FREE** local survey.**

### Mr Serls TN4



Showroom

56a London Road, Southborough TN4 0PT

Open

Mon - Sat 9 till 5.30

Call

0800 999 0080 -mobiles 01892 548468

Web

[www.satshop.co.uk](http://www.satshop.co.uk)

Email

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**2 year parts and labour warranty with installs**

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# Sky Television

We are authorised Sky agents and arrange everything for you including the subscription, box & fitting etc. We explain all about Sky packages in our shop or on the phone

Sky have over 10 million subscribers in the UK and offer the widest choice of TV channels including nearly 70 in HD. You get access to Sky's award winning broadband and talk services. On demand and catchup services can all be accessed with the new Sky box and Sky Go allows you to watch on the move. Sky apps now add real value to the Sky proposition.

To receive Sky you need a dish and a Sky receiver. All receivers are now High Definition.

## Box options

Sky HD box



Sky + HD 500GB



Sky + HD 2TB



*“Very helpful, not patronising (which I have found Sky engineers to be) and left very helpful and clear guide notes.”*

**Mrs Osbourne TN2**

## Dish options

The standard Sky dish comes with 4 feeds, Sky + boxes need 2 feeds. We offer an 8 feed option if more receiver feeds are needed.

If you don't want a dish or live in a listed building we offer a flat panel dish called the Sqish. We can produce a skin to help the Sqish blend into its surroundings.



## Installation

We pride ourselves on quality of workmanship and we are not as restricted by time or regulations as Sky engineers are (working at heights, loft access etc). We offer flexibility in our installations and our engineers always discuss and agree costs prior to beginning work.



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**we explain we deliver & install**

# Sky Television

*"I would recommend you to anyone. I found your staff to be very friendly and helpful. I am very pleased with my TV"*

**Mr Angel TN4**

Subscription to Sky varies depending on what channels and extras are required. Sky do some great deals that include broadband and talk packages. For the latest prices please see our website or ask instore. These are the current main subscription options

## Sky Bundle choice =

**Sky HD** - Channels will depend on your package

**Multiroom** - There is an extra monthly charge per box

**Stand alone channels:** MUTV, Chelsea TV, MGM Movies

**Sky F1** - All quali and race coverage

**Sky Broadband** - Free (2GB download)

**Sky Broadband** - Unlimited download

**Sky Fibre** - Unlimited download

**Sky 3D** - Free with Sky entertainment +

**Sky Go** - Free to all subscribers

**Sky Go Plus** - Download content to your device

**On Demand** - Free to all subscribers based on package

## Monthly Cost


## Sky apps add extra value to your subscription....



### Remote record

Set your box to record remotely, view your planner and even control your box functions via your network - all from your PC or mobile device



### Sky Go

Watch programmes on the go on up to 2 devices FREE. Sky Go + enables you to download content to your device where there is no wifi connection (train, plane etc).



# Sky Television

“I have no knowledge on technical things and everything was explained very well to me in easy terms without being patronising”

**Mrs Ledlie RH10**

## On Demand

On demand services are now available when the sky box is connected to your internet router. BBC iPlayer, ITV player, Demand 5 and Sky players are all included. Sky Movies subscribers get access to hundreds of movies via on demand.

Connect your box to your router directly or we can install an ethernet cable, ethernet over power adaptors or a wireless dongle to connect to your wireless internet signal.



## Sky Multiroom

Most Sky subscribers now want to be able to watch channels in different rooms. There are several ways to do this.

**Watching different channels** - You can use Sky go to watch some channels on your PC or mobile device. Extra Sky boxes are required if you want to watch different channels on different TVs,

**Watching the same channels** - You can split the signal from one sky box to multiple TVs. There are options to split the signal using coaxial cable or we can split the HD signal using HDMI splitter and adapters.



## Sky Accessories

We sell a large range of accessories for Sky including magic eyes, spare remotes, distribution amplifiers and all the cables and connectors you will ever need !

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**See our website for products and prices**

# Freesat

Freesat broadcast over 150 channels via satellite. These are basically the same free channels that are broadcast by Sky but Freesat have their own electronic programme guide to keep the channels neatly organised.



## How to receive Freesat

You need a receiver connected to a satellite dish (or sqish). There are various receiver options:

### Receiver options

**Freesat SD** Standard definition receiver

**Freesat HD** High definition receiver

**Freesat +** Hi def with recorder

**Freesat +** with Freetime

**Integrated** into selected TVs



*"We would recommend you to others"*



**Mr E Wood TN13**



### Freetime

Freetime is the on demand service from Freesat. It utilises different catch-up services and enables you to scroll back up to 7 days in the tv guide. The box has to be connected wired or wirelessly to your internet router.

### Multiroom

You can connect multiple receivers to a dish or split the signal from the box is RF analogue or in HD using HDMI splitters and adaptors in the same way as explained on the Sky page.



### Installation

Freesat uses the same dish as Sky and it is possible to combine Freesat and sky on one dish or run multiple receivers using a quad LNB, octo LNB or an IRS multi-switch.

## Foreign TV

*"Very good and won't go anywhere else.  
Bought 3 complete systems already"*

### Mr J Shoesmith TN35

There are hundreds of TV and radio channels broadcasting via satellite. Some channels are free and some are encrypted as part of a broadcaster's subscription package like Sky in the UK for example. It is possible to receive the free channels on any FTA receiver and there are also plenty of HD channels if you go for a receiver with a high definition tuner. It is sometimes possible to obtain an official subscription for some channel packages depending on availability and there are a few unofficial ways too.

The receiver connects to a satellite dish and there are three main dish system types as follows



**Fixed dish**



**Multifeed dish**



**Motorised dish**

A fixed dish faces one satellite. A multifeed dish receives multiple satellites that are close together in the satellite ARC and a motorised dish moves between satellites in the arc. Dishes need a clear line of sight to the satellite(s) you want to receive. Most of the satellites are high in the Satellite arc but some are lower down. If you're a serious enthusiast you can use the Satpointer virtual reality app to locate satellite positions and check for clear line of sight.

Receiving foreign channels is fairly straightforward and we have a solution for most languages. Motorised dish systems are great fun for the enthusiast and a valuable addition to any home entertainment pack.



## Installation

We have lots of experience in installing satellite dishes for all needs. We have installed hundreds of motorised dishes over the years.

# Foreign TV



We have been selling satellite systems for foreign tv channel since 1989

## Satellite receivers

The receiver required will depend on your requirements but they basically fall into the following categories:

### Dedicated

Broadcasters like Sky and Freesat produce their own receivers that only receive their channels. They may require a viewing card to work and have specific features or functions. We sell various foreign channel receivers that are dedicated to one language channel package including Tivusat for Italian and Fransat for French channels.



### FTA (Free to Air)

All receivers other than dedicated models can receive free channels. There are standard and high definition models available. Higher end models may allow you to connect an external hard drive via the USB connection to record.



### FTA with CI

Some receivers have slots for cards and/or CAMs that enable a compatible official viewing card to be used to unscramble the relevant channels.



### PVR (personal video recorder)

The majority of PVR receiver only come with HD tuners now and are generally more top end in terms of general features i.e more card slots, cams and front panel displays, etc.

### PCI PC cards

Receiver cards can be installed in a PC and enable recording onto the hard drive. Some cards enable over 20 channels to be recorded simultaneously. We have a large range of options on our website.



*"It was obvious the installer was knowledgeable and we will use his recommendations regarding our dish"*

**Mr Pratt TN2**

Good shop with sound advice especially with motorised sat systems. Most shops don't want to know motorised systems.

## Streaming boxes

Streaming channels via the internet is growing steadily in popularity as internet speeds increase and compression techniques improve. There are various options available and most streaming boxes will work with broadband bandwidths of 2MB or more, many in HD quality. Some offer FTA channels and some require a subscription. As it is relatively easy to stream channels via a server to multiple boxes there are also illegal systems available on the black market.

We have the latest range of official streaming boxes for Arabic, Turkish, Greek, Russian and even one dedicated to Adult entertainment on our website. Streaming boxes are compatible with any TV and generally link to a wireless internet network. They also have remote controls.

## Mr Figg RH11



## Official subscriptions

Some foreign broadcasters offer subscriptions abroad but most (including Sky) are unable to due to broadcasting copyright. That doesn't stop people from registering a subscription in the country of origin and using it elsewhere or even selling it on at a profit. We have access to various foreign language subscription packages. Some require a dedicated box and some provide a card and/or cam to insert into a compatible receiver. See our site for the latest offers.



## “Unofficial” methods

There have been unofficial methods of obtaining official channels without paying a subscription since the early 90s. Broadcasters regularly upgrade their security methods but the pirates always seem find a way round the security. The current most popular method is called “card sharing” where official card details are shared from a server via the internet. It is possible to pay to link to a card sharing server or some receivers can be patched with software to link to a specific service. Its worth considering that this practise is actually illegal and although we sell compatible receivers we cannot offer any support. There are also internet streaming boxes on the market that stream card sharing channel feeds too.



## Flat screens

There is so much choice when it comes to deciding on what flat screen to go for. These are some of the basics to help you:

We sell most makes of TVs including Samsung, LG and Toshiba

### Plasma

Plasma offered the best in terms of colour reproduction especially in darker tones. Up until a few years ago Pioneer's top model sold at just under £4000. Panasonic built a factory to produce millions of screens a year expecting an increase in demand that never really came. The fact is Plasma screens are bulky, heavy, and use more energy compared to LCD and LED screens. Panasonic's latest range of plasmas are however, smaller and lighter than ever before and have superb picture quality but most manufacturers are moving away from Plasma in favour of LED.

### Mrs Boscawen TN12



### LCD



LCD (Liquid Crystal Display) screens have been around for a while now and tend to be cheaper compared to Plasma and LEDs and run on less power. It is accepted that the picture quality isn't as good as Plasma or LED unless you go for a higher end model. Most manufacturers have a limited range of LCD screens other than Sharp who specialise in very large LCD screens.

### LED

LED (Light Emitting Diode) screens are now the best selling screen. Edge-lit LED screens tend to be slimmer than back-lit LCD screens that give a much brighter image. They use less power and are lighter in weight. LED screens are the best selling and fastest growing in the flat screen market. Samsung are currently the best selling LED screen manufacturer in the world and LG are not far behind, Watch out for ultra thin OLED screens in the future,



## Flat screens

Very happy with the service. Installer was quick and efficient and we are very pleased.

**Mr Wright TN14**

There are some common features and some brand specific features. These are some of the most relevant to help you understand in basic terms.



HD ready screens have around 1 million pixels and most entry level low cost screens will only be HD ready.



Full HD screens have around 2 million pixels and the majority of screens now sold are full HD models. There are ultra high resolution 4K and 8K screens on the way..



All screens have Freeview and some have Freeview HD tuners.



Some screens have Freesat tuners built in. Panasonic, Samsung and Sony have freesat enabled models.



Some screens connect to the internet (wired or wirelessly) and enable features like on demand tv (iPlayer etc), You tube, web browsing plus lots of other apps.



Many screens are now compatible with 3D transmissions. Some require active (powered) glasses but most now use cheaper passive glasses like the ones you get at the cinema. Sky has a 3D channel and you can get bluray movies and some games with 3D modes.



Some top end screens have inbuilt cameras and others can have cameras connected via the USB socket for connecting via Skype.

## Flat screens

Super Large 85" screens are now available from Samsung and LG



The faster the screen can process the signal the smoother the motion of the moving image will be. Generally speaking the higher the Hz rate the better but this depends on how the signal is measured. Top end models tend to have faster processing by default and less motion blur.



Manufacturers are under pressure to be eco friendly and most screens will switch off automatically when not being used. Some reduce the brightness depending on the ambient light thus reducing power. LED screens are the most economical in terms of power use.



Connections vary by screen but in general most screens now have multiple HDMI inputs and less in the way of scart or composite inputs. Most screens have USB sockets that can be used for devices like cameras, external hard drives or a keyboard (useful with smart TV). Some screens can also accept memory sticks or SD cards.



Most screens will have either an optical or phono audio output to connect to an external amplifier or soundbar.



Top of the range screens have smaller bezels and are generally the thinnest on the market.

**Deciding on what size screen to buy is very much down to personal preference. We have put a basic distance guide together to help you.**

Size	Min Distance	Max Distance	Size	Min Distance	Max Distance
19"	4ft	7ft	40"	5ft	10ft
23"	4ft	7ft	42"	6ft	12ft
26"	4ft	7ft	46"	6ft	12ft
28"	4ft	7ft	50"	6ft	12ft
32"	5ft	8ft	55"	7ft	14ft
37"	5ft	10ft	65"	8ft	16ft

## Flat screens

We sell a large range of stands and brackets from Btech, Sanus, Alphason & Techlink

### Installation options

Screens are usually mounted on a stand or on a wall bracket. Most screens come with pedestal mounts so they can be positioned on a stand or flat surface. Most screens use the VESA (Video electronic standards association) standard so that mounting holes at the rear of the screen are ready to accept the correct mount. There is a large range of universal wall mounts that fit the vast majority of screens.

Types of mount include stands with shelves, Wood effect units. Flat to wall, articulated & ceiling mounts. There are special mounts for external use and motorised mounts too.



### Wall mounting

A flat screen TV looks great mounted on a wall. The wall needs to be solid enough to mount a bracket, especially if its articulated. If you want the floating look then the cabling can be chased into the wall or you can use plastic trunking to conceal it.

If feasible we suggest leaving a conduit in the wall to enable cabling to be run retrospectively. Power the screen from a fused spur rather than a power socket as the bulky mains plug can inhibit getting the screen mounted closer to the wall.

Our engineers can survey your property and discuss the available options with you.



We sell waterproof screens for bathrooms and housings to mount screens outside

# Aerials

A terrestrial tv aerial is required to receive Freeview digital channels. BT vision and Youview receivers work with a TV aerial. The digital switchover happened in 2012 so the signal is much stronger than before in most areas. It is very important to ensure that an aerial is properly aligned as it can be an issue where too much signal can bring signals from other transmitters. Too much signal can cause the same symptoms as too little.

## New aerial installs

Includes a new aerial, pole and bracket. We use high gain aerials in poor signal areas and log periodic aerials where the signal is strong and interference might come from neighbouring transmitters.

## Upgrades

If the existing pole and bracket is suitable we can upgrade the old aerial to a new wideband version.

## Extra TV points

We can distribute the aerial signal to multiple tv points using an internal or external splitter or powered distribution amplifier.

## DAB aerials

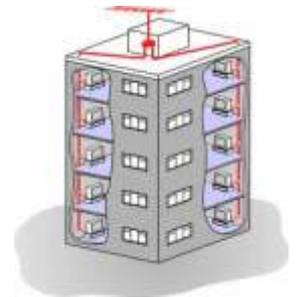
DAB radios offer hundreds of digital channels but a DAB aerial is usually required to guarantee reception..

## Communal systems

We design and install communal systems that provide feeds for Sky/freesat and Freeview into flats etc. We install low loss fibre optic IRS systems on larger communal systems or where there are very long cable runs.

## 4G interference

A 4g filter will stop interference from 4G mobile phone masts. These have to be installed at the aerial or prior to amplification. 4G can affect transmissions at 800mhz (ch 60) in the form of signal loss or distortion.



“Mike was very efficient. Installation was exactly as required and all TV’s work perfectly. I would have no hesitation in recommending”

**Ms Williams TN2**

# Aerials

“Very professional company. I would recommend without hesitation”

**Mr Aldred TN11**

## Freeview receiver options

Now that analogue has gone Freeview is the only TV service available using a terrestrial aerial. Even though you may have Sky or Freesat its worth having Freeview as a backup or to allow alternative channels on other TVs.



Freeview is built into all new TVs now although many older screens don't have digital tuners and require a stand alone Freeview receiver. A set top box is required for each TV set and they are available at a very low cost. There are Freeview adaptors for PCs and iPads too.



There are a small number of HD channels on Freeview although more are expected in time. Some TVs and set top boxes have HD tuners. Look out for the logo above to benefit from the improved picture quality.



Lots of manufactures offer Freeview recording set top boxes similar to Sky + and Freesat +. Set top boxes from BT vision and Youview have catch-up and on-demand services when connected to the internet.

We give a 2 year warranty on all equipment we supply and install



## Home AV

“Very good, salesman talked through all alternatives and we were very pleased with the chosen option”

### Mr Sumpter TN2

Home Audio Visual encompasses a wide range of products and services. We talk about popular current technology in this section. The trend is now in controlling equipment via a smartphone or tablet with the convergence of internet streaming and home networking.

### Sonos

Sonos is a system that enables streaming of audio to single or multiple speaker zones. The Sonos controller is used to select music via the device, PCs in the network, music services like Spotify and Napster and radio using the embedded Tunein radio app. Tunein gives access to thousands of streaming radio channels from across the globe. The Sonos app is available on a smart phone, tablet or PC. There are various components available from Sonos depending on your requirements. Basically each Sonos zone can be named and controlled independently or zones can be linked and controlled Globally.



The **Sonos amp** can be connected directly to a pair of stereo speakers (free standing, in ceiling in or on wall). You can connect more speakers to a single zone via a speaker switch.

The **Sonos connect** plugs in to a separate amp as an auxiliary input. Global volume level is adjusted on the amp with separate volume via the controller app.

The **Sonos Play 3 or 5** are powered speaker zones. Two units can be combined to create a very powerful stereo speaker system.

The **Sonos Sub** is a separate powered wireless subwoofer to supplement the sound in the zone it is allocated to.

The **Sonos Playbar** is a powerful speaker designed to supplement the audio from a TV and creates an effective surround sound effect.

The **Sonos Bridge** enables a wireless connection from the internet router.



## Home AV

So far, so good! Nice to received some 'good old fashioned service' and honesty - would not hesitate to recommend to others (in fact I already have!)

### APPLE Airplay

APPLE have developed a system that enables audio and video to be played on airplay enabled products via an iPhone, iPad, iPod or via itunes on a PC. There are Airplay enabled portable units and also integrated AV home cinema receivers. APPLE have a device called an Airport express that can be connected to any amplifiers auxiliary input so you can use it with existing hifi kit.



### Mr Aldred TN11

APPLE TV also takes video via a HDMI cable to a TV or an AV receiver. You can ping pictures and video from your iPad or iPhone library and also via compatible websites like Youtube. Use the mirror function on an iPad or latest iPhone 5 to see whatever is displayed on your device on your TV, Apple tv also gives access to hundreds of programmes and movies that are charged to your apple account in the same way as iTunes.

Once installed you can use and control any number of zones individually or link for global control of volume,



### Apple TV Box and Airport Express



Play music wirelessly from any iOS device. There are Airplay enabled speaker systems from Sony, Boston, Pioneer, and B&W to name a few.



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2 year parts and labour warranty with installs

# Home AV

“I would not consider going anywhere else”

## Home cinema

A home cinema system offers great family entertainment with superb surround sound effects. HD and 3D adds extra entertainment value.

A surround system consists of an AV amplifier, a centre speaker, left and right surround speakers and a subwoofer for the deep bass effects. Top end systems can use extra speakers for even more effects.

### What does it cost?

There are integrated systems with an amp and speakers for a few hundred pounds. To get anything of any real quality you really need a separate AV amplifier and speaker pack. Again these can range from around £500 to thousands of pounds. The AV amplifier is the hub of the system that everything connects to and the latest amps have features like internet radio and music services like Spotify and Napster. Some have apps to enable control from a phone/tablet



AV amplifiers vary in cost depending on inputs, power output and general features. We sell Onkyo and Yamaha plus other makes to cover most budgets

## Home cinema Speakers

Speakers come in all shapes and sizes but fall broadly into the following categories:

**Satellite** - these are very small and usually wall mounted

**Bookshelf** - larger speakers either wall mounted on or stands

**Floor mounted** - large speakers with more drivers for the serious enthusiast

**In ceiling** - Speakers can be mounted in the ceiling although its best to have speakers at ear height for full effect.

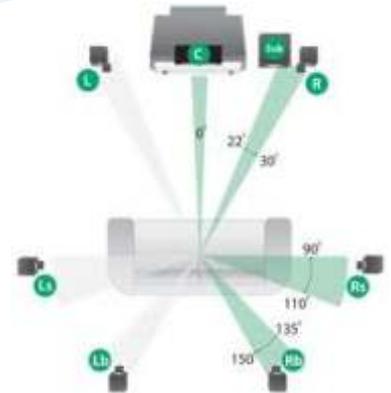
**In wall** - speakers can be mounted in the wall if space allows,

**Hidden** - there are speakers that can be plastered over or hidden in picture frames,

## Installation

We install lots of cinema systems in living rooms, snugs or dedicated rooms Its important to plan the system carefully to get the best results depending on location. We can help plan and install a system for most budgets.

## Mr Goodfellow TN3



## Projectors & Projection screens

Projectors have reduced in price considerably over the past few years and performance has improved. A projector system gives a stunning big screen experience at home. Many new generation projectors are also 3D compatible. There are 2 main types of projector:



LCD



DLP

### DLP (digital light processing)

This type of projector is used mainly for video as the image isn't as affected by the chicken wire effect that some LCD projectors suffer. They tend to be smaller as they contain less components and the optics are sealed so are not as affected by dust,

### LCD (liquid crystal display)

This type of projector tends to be used for use with PC for data and presentations etc. Images are brighter with the new 3LCD model giving super colour reproduction. Units are generally more bulky so not as popular for portable use.

Projectors mount on a shelf on the ceiling or in a motorised drop (Space permitting)



Basic features to compare

**Brightness** - Measured in lumens. The more lumens the brighter the image.

**Resolution** - Projectors for business tend to be SVGA or XGA. We tend to sell projectors for home entertainment use that are 720p or 1080p and project native 16:9 ratio.

**Contrast** - The higher the ratio the deeper the dark tones especially blacks.

**Lamp life** - Consider that lamps can cost hundreds of pounds to replace.

**Inputs** - Most projectors have a good selection of inputs including PC and HDMI

## Home AV

“Very positive overall impression. I would recommend The Satellite Shop”

### Projection screens

Screens come in 4:3 (PC) or 16:9 (Home cinema) formats up to about 9ft diagonal.

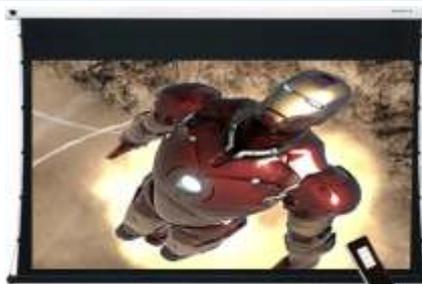
Types of screens as follows:

**Manual pull down** - ceiling mounted or for portable use

**Motorised** - ceiling mounted with remote control or triggered with projector power. They can also be concealed in the ceiling (space permitting)

**Fixed frame** - these are fixed to a wall or frame. Acoustic screens allow speakers to be concealed behind the screen.

We sell Cyber and Draper projection screens



### Soundbars

As TV screens become slimmer with thin bezels there is little room for good quality built in speakers. Home cinema is the ideal solution but where that is not practical a Soundbar offers superior sound. They have multiple drivers and usually accompanied by a sub woofer (wired & wireless) to supplement bass tones.



Most manufactures now offer a range or Soundbars inc Boston, Yamaha and Pioneer

## HDMI

HDMI has now all but taken the place of the humble “scart” and is evolving into a multifaceted AV and Networking connection. HDMI takes native standard or high definition video and 2 way digital audio between devices. Many manufacturers incorporate 2 way communication enabling global control between compatible kit. HDMI is used with set top boxes, TVs, PCs, BluRay, AV amps and projectors etc.

HDMI cables come in lengths of up to 20 or so metres. HDMI can be extended to much greater lengths using data (cat6) cable. We have seen the demand for HD distribution increase over the past year and there is now a large range of products to take care of your needs.



**HDMI Splitters** - distributes the signal from one device to multiple HDMI devices.

**HDMI Switches** - enables multi devices to connect to one HDMI input.

**HDMI Baluns** - Adapts HDMI to Cat5/6 or coaxial cable for longer cable runs. We also have Baluns that work over IP via a network switch or hub.

**HDMI Matrix** - HDMI matrixes are used where multiple sources are feeding multiple screens, projectors and AV amplifiers in pubs, clubs and offices for example.

**HDMI Senders** - Sends the HDMI signal wirelessly between devices.

**HDMI Leads and adaptors** - leads up to 20m and various adaptors are also available.

**HDbaseT** HD Anywhere, Wyrestorm, CYP and Triax already have HDbaseT products

HDbaseT will be the next big thing in AV networked systems. It uses cat6 cable to interface between products taking HD video and digital audio up to 800m. With the demand on manufacturers to reduce power consumption HDbaseT could even power a TV screen. Imagine paper thin screens with little space for connectors with mains power, internet, network, audio and video all being run from one RJ45 connector.

# Home AV

“Thoughtful, knowledgeable and not greedy or over priced. Very thorough. No undue demands about negotiating a difficult roof.”

## Other AV Stuff

### Cinema seats



We can supply cinema seats from several manufacturers including Cineak and Elite

### Speaker hoods



It is a legal requirement to install fire hoods with ceiling speakers. We sell the Hoody range.

### Mrs Brown TN5 Equipment racks



We can tailor a rack for your AV and network system.

### All in one control



All in one infra red, RF or IP controllers to control all your devices.

### Transducers



Enhance the cinema experience by fitting to seating and literally feel the sound!

### Underwater speakers



These ingenious speakers use water as a sound conductor. Incredible!!

### In wall hidden speakers

Minimalism and clean lines are features of today's designer homes, These speakers are installed in the wall and can be plastered over so they are completely hidden. Sound quality is amazing...



See our website for products and prices

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Very good, both from the initial advice and completion of work. Reinforces my belief that it is always best to use a specialist company”

## CCTV

**Mr French TN3**

According to statistics you are recorded on CCTV up to 300 times a day in most major cities. A CCTV camera systems not only offers extra security but enables you to monitor activity at your property from a PC or smart device via the internet. Technology has improved massively over the past few years and prices have come down .

## DVR and analogue cameras

The DVR (Digital video recorder) is a recorder unit where the cameras connect. The DVR has a Hard drive built in and camera management software on board, This is the easiest system to use. Our standard DVRs accept any analogue camera and have 4 to 32 camera inputs. Coaxial or data cable (with adaptors) can be used to connect the cameras to the DVR.

HD-SDI systems record in High Def and are similar in terms of quality with IP camera systems but at a higher cost than analogue cameras.



## NVR and digital IP cameras

The NVR (network video recorder) works in a similar way to a DVR but gets the signal from IP cameras that are connected by data cable. Some cameras are also available wireless. The signal is digital in HD resolution. A standard PC can be used with management software to control individual or a few cameras but an NVR is required if using lots of cameras. Data cable is used to connect the cameras and the NVR to a standard computer network switch.



There are analogue, HD and IP camera systems available

In basic terms deciding on which CCTV system depends on your needs, budget and if there is existing wiring in place. There are pros and cons with all types of system and technology is always evolving. There are solutions for domestic and commercial applications with all types of system but if your need is for dozens of cameras then IP is probably the best option. It does all depend somewhat on the quality of the actual camera though.....

# CCTV

“Very good - prompt knowledgeable advice and installation at what seemed to be a very good price”

## Cameras

**Mr Marchant TN13**

There are internal and external models in most types of camera depending on your needs.

**Standard** - Mainly used externally where they can also act as a deterrent.

**Dome** - Mainly used inside where they look more discreet.

**Covert** - Hidden in clocks, alarm sensors and smoke detectors etc.

**PTZ** - Pan tilt zoom enabling full motorised control of the camera.



Cameras are available in Analogue, HD and IP format

## Camera features

These are the main basic features of CCTV cameras to compare.

**Resolution** - the higher the resolution the larger the image can be viewed and in more detail.

**Variable zoom** - variable zoom enables you to adjust the cameras viewing angle to suit.

**I/R** - infrared illuminators light up the image even in total darkness. More IRs mean you can see images brighter and from further away.

**Chipset** - most manufacturers cameras come with different quality processors. The better ones will give a higher quality image.

## Online monitoring

Once installed cameras can be monitored online using a PC, smart phone or tablet from anywhere in the world via the internet. A fixed IP or DDNS address is required and once set up the cameras are monitored via a web browser or via a specific app. Motion detection can alert you to activity with simple retrieval. Footage can be stored onto an external USB hard drive or onto a local hard drive if monitoring online. PTZ cameras can be controlled remotely too. Two way audio can be added to most systems.



Cameras shown as used in our shop

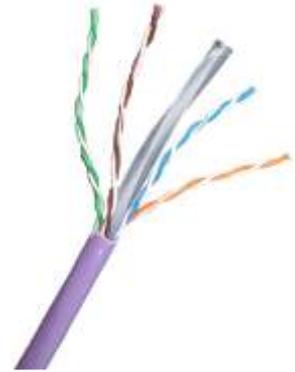
free local surveys

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# Networks

## Structured Cabling

Structured cabling aka cat5 or cat 6 has traditionally been used for computer networks (LAN) in offices and schools etc. Demand for home networking is increasing dramatically with more and more products needing a connection to the internet and between each other in a network. The popularity of Structured cabling is growing and it can now be adapted for other applications.



## Cat5/6 Applications include

**CCTV cameras**

**Phone**

**Door entry systems**

**HD distribution**

**HDBaseT**

**Access points**



**VGA**

**Component video**

**Composite video**

**Video**

**USB**

**Computers**



We only use Cat 6 cables in our installations

Cat 6 is available for internal or external use and in different colours

## What are the benefits of Cat6 cable?

We only use cat 6 cables in our installations now as it is the industry standard. Cat 6 can be run over longer distances (100M) with low losses and high bandwidth. It is also inexpensive compared to alternative cabling. Cat 6 cables are usually terminated in a patch panel where the points are organised and labelled. Patch leads are then used to connect to the adaptor or a network switch if distributing via IP.



## What about wireless?



We get asked everyday “won’t everything be wireless”. Whilst more devices are coming wifi enabled there are many that are not and some that have to be wired. A wired connection will give a faster and more reliable signal than wireless. We also see lots of issues with modern well insulated or very large homes where wireless signal coverage is poor. There is a question mark over the safety of wireless internet signals as we may find out in the future. A well designed system has provision for both wired and wireless points.

# Networks

"Friendly, professional and flexible. Would recommend to anyone."

## Network products

There is a large range of wired and wireless network related products now available to meet the demands of the "connected" home.

**Mr Androsov TN9**

## Ethernet over power

Ethernet over power adaptors take the ethernet signal from a router, hub or network switch via the mains using adaptors at both ends. Used for products that have no wireless or where the wireless signal is weak.



## Ethernet over coax

Generally used where there is existing coaxial cable in place. It can be used without affecting the existing coaxial system. Compatible with systems that also use IR magic eyes.



## Wireless bridge/Dongles

If the wireless signal is strong but your device has no wireless adaptor you can use a wireless bridge to connect to your wireless network.



## Wireless access point

If you have a wired network point but weak or no wireless access at all you can install a wireless access point. The unit can be programmed with your SSID and security password to connect automatically.



## Wireless repeater

A wireless repeater is used where the signal is strong in one area and needs to be extended into a weak signal area.



## Cable

Cable is available in different colours. Internal, external and armoured versions available. Terminated cables from 0.3M to 30m



We sell everything you need for a cat 6 network in your home including Patch Panels, Network switches, Cabinets, cables and connectors. We can also design and install to your requirements.

**2 year parts and labour warranty with installs**

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# Networks

Internet via satellite is an ideal solution where internet speeds are slow, especially in rural locations. Packages available to suit homes and businesses.

## Internet via Satellite

Many of our customers live in rural areas where internet services are usually slow and unreliable. Overhead copper lines and the expense of installing high speed fibre networks means it is highly unlikely that the situation will improve any time soon. There is now a reliable and cost effective solution that uses a satellite dish to access the internet.

## Tooway , SES and Avanti

We deal with Tooway, SES and Avanti each with their own range of services. There are various packages available from £9.99 per month for 4GB broadband to £79.99 for 20GB with specific and unlimited data download options. Packages can be specially tailored for homes and businesses depending on the requirements. Once installed the signal can be routed to multiple wired and wireless points via a network switch so can be shared with other homes or businesses.

Equipment can be purchased outright or rented monthly. A minimum contract term with cancellation period is also required.

## Installation



tooway™  
Fast internet for everyone



A small satellite dish is installed that faces the satellite which connects to a modem. The modem then connects to a router where you can connect devices wired or wirelessly. The dish can usually be discreetly installed as long as it can get clear line of sight to the satellite. We offer free local site surveys to discuss dish siting and cable runs etc.

# Installation

“Clear, impartial advice and information from a professional engineer who gave me confidence”

## Installation

One major benefit of using The Satellite Shop is that we supply and also install. All of our installations carry a **2 year parts and labour warranty**. That is more than you will get from most companies including Sky. Our customers say they like the convenience of having all their audio visual needs taken care of in one place.

We only work within a relatively small radius of our shop so we can not only offer free local surveys and quotes but we are also nearby to provide a prompt and reliable backup service.

## Our Process

We discuss your needs in your home or our shop. We then provide a detailed breakdown that includes a description of your requirements with equipment and labour costs.

## New Builds and Refurbs

We take care of first fix wiring, second and final fix or work with your electrician on the first fix phase although we do charge a consultation fee on larger projects. That includes design and follow up site visits to check on progress. We insist on cables being clearly labelled as toning out retrospectively is time consuming and costly.

We work in conjunction with several electricians in the area that we are happy to recommend.

## Miss J Tuffin TN3



We can be flexible in our installs unlike national companies that can be restricted by their own H&S policies. Our engineers are trained and we are fully insured.

We use long ladders or cherry pickers for awkward access jobs

## Custom installation

Our systems are always designed with the user in mind. You could argue that all our installations are custom installs but for the purpose of this guide we explain the generalised industry meaning.

Usually a custom installation system is installed in new builds or during refurbishment . A custom install usually consists of the following (although no two are ever the same) :



### Multiroom Audio Video

A centralised AV system distributes audio and sometimes video from a central source to different rooms. Speakers are usually installed in the ceiling, walls or even outside. Most systems allow control from a wallplate position as well as via a smartphone or tablet. Systemline, Nuvo and Opus are some of the most popular systems on the market.

### Home Cinema or Snugs

Lots of our customers now have specific entertainment rooms or “snugs”. A flat screen TV or projector system is installed with a home cinema amplifier and speakers along with a set top box, bluray and games consoles etc.



### Concealed flat screens

We install lots of flat screen TVs on walls or create a recess in a wall for a really stylish look and feel. Equipment is usually hidden in a cupboard with in wall wiring feeding the screen.



### Bathrooms

Waterproof TV screens can be installed in bathrooms either recessed or within the tiling system with audio fed to ceiling mounted speakers

### Outdoor

There are waterproof housings for screens that can be installed outside or in indoor pool areas. Speaker systems can be installed in patio areas. There are speakers that are designed to look like rocks that can be hidden in undergrowth.



# Digital Lifestyle

"Good standard of customer care. Knowledgeable when wanted info on phone. Good bunch of lads!"

## Home Automation

Home automation systems not only allow for control of multiroom audio and video but also household appliances and services such as security, lighting, heating and air conditioning. Benefits of this kind of system include convenience, comfort, energy efficiency and security. Some lighting systems such as Lutron for example automatically alter light levels based on the amount of natural light available thus using less electricity when more natural ambient light is available. Mood lighting allows preset scenes to be programmed and selected at the touch of a button.

Home automation systems can integrate security on and off premises, CCTV, control of blinds and curtains, plant and even pet feeding.

Traditionally these types of system have been for the super rich but there are more affordable systems now coming onto the market. We see home automation demand growing considerably in the mainstream with the emphasis on convenience and energy efficiency.

## Mr Court TN2



## Control

Most applications now enable system control from a smartphone or tablet device like an iPad or iPhone from on or off the premises.

## Consultation

Home automation systems can only really be installed in new builds or during property refurbishment. The process usually starts with an initial consultation outlining some of the features and benefits of a system along with some example costs based on requirements.

## Liaise

We liaise with you, your interior designer, architect, developer or consultant. We work in conjunction with specialists in our industry who can help design and program home automation systems using Crestron, AMX, Control 4 and KNX control interfaces to create a useable and reliable system solution that works seamlessly,



# Glossary of terms

<b>Bezel</b>	The term used for the frame that surrounds a TV.
<b>Broadband</b>	Of or using signals over a wide range of frequencies in high-capacity telecommunications, esp. as used for access to the Internet.
<b>CAM</b>	Conditional Access Module. A device that inserts into a CI slot on a TV or receiver that accepts a viewing card to unscramble channels.
<b>CCTV</b>	Closed Circuit TV. The term used for all security camera systems.
<b>Coaxial</b>	Coaxial is the standard cable used to connect aerials, satellite and TV points.
<b>DAB</b>	Digital Audio Broadcast. The term used for digital radio in Europe.
<b>DVI</b>	Digital Video Interface. Is a video display interface developed by the Digital Display Working Group (DDWG). The digital interface is used to connect a video source to a display device, such as a computer monitor.
<b>Dongle</b>	The term used for an accessory that connects to a device usually via USB to enable wifi internet reception.
<b>Encryption</b>	A signal may be encrypted to stop unauthorised users viewing the transmissions. A subscription card may be required to unscramble encrypted broadcasts.
<b>Ethernet</b>	A system used to connect a number of computer or compatible devices to form a local network using Cat 5 or Cat 6 data cable.
<b>Fibre Optics</b>	Fiber-optic communication is a method of transmitting information from one place to another by sending pulses of light through an optical fiber. The benefit is that fibre optic cable is relatively cheap and very low loss for distribution systems especially over long distances.
<b>FTA</b>	Free to air. The term used for TV channels that are not encrypted.

# Glossary of terms

<b>HD</b>	High Definition. Means equipment is compatible with high definition broadcasts and a higher resolution picture.
<b>HDCP</b>	High definition content protection. Is a form of digital copy protection developed by Intel Corporation to prevent copying of digital audio and video content as it travels across DVI & HDMI connections.
<b>HDMI</b>	High Definition Media Interface. The connection that takes HD content and digital audio between compatible equipment.
<b>Hi-Fi</b>	High Fidelity. The term used for audio systems in general.
<b>IOS</b>	iOS (previously iPhone OS) is a mobile operating system developed and distributed by Apple Inc. Originally unveiled in 2007 for the iPhone, it has been extended to support other Apple devices such as the iPod Touch (September 2007), iPad (January 2010) and second-generation Apple TV (September 2010)
<b>IP</b>	Internet protocol. The method used to connect devices via the internet or within a network.
<b>IPTV</b>	Internet Protocol TV. A system through which television services are delivered using the Internet protocol suite over a packet-switched network such as the Internet, instead of being delivered through traditional terrestrial, satellite signal, and cable television formats.
<b>IRS</b>	Integrated Reception System. A system that uses fibre optic or coaxial cable to distribute TV and satellite to multiple points.
<b>LCD</b>	Liquid Crystal Display. A liquid-crystal display (LCD) is a flat panel display, electronic visual display, or video display that uses the light modulating properties of liquid crystals. Liquid crystals do not emit light directly.
<b>LED</b>	Light emitting diode. An LED display is a flat panel display, which uses light-emitting diodes as a video display. An LED panel is a small display, or a component of a larger display.
<b>LNB</b>	Low Noise Block. Takes the focused signal from a dish to the satellite for processing. Different models enable more receiver to be connected or multiple satellites to be received.
<b>Magic eye</b>	These are used to control infra-red functions where equipment is hidden in a cupboard or in another room for example.

# Glossary of terms

<b>PCI</b>	Personal Computer Interface. The standard used to connect peripherals inside a desktop PC.
<b>Pixel</b>	A minute dot of illumination on a display screen, one of many from which an image is composed.
<b>Plasma</b>	Plasma TV. They are called "plasma" displays because the technology utilizes small cells containing electrically charged ionized gases, or what are in essence chambers more commonly known as fluorescent lamps.
<b>PVR</b>	Personal Video Recorder. The term used for set top boxes with built in hard drive for recording.
<b>RF</b>	Radio Frequency. This is the analogue frequency used to distribute the signal from a set top box for example to a TV.
<b>Router</b>	The device that distributes internet via ethernet cable or via wireless.
<b>SCART</b>	A scart connection takes audio and video between compatible kit. It is used less now that HDMI is the most common connection.
<b>SD card</b>	Secure digital. A non volatile memory card used to store information in portable devices such as cameras and mobile phones.
<b>Streaming</b>	The term used for TV and video broadcasts made over the internet.
<b>UHF</b>	Ultra High Frequency. The frequency range 0.3 to 3 GHz uses include TV, radio and Mobile phone for example.
<b>USB</b>	Universal Serial Bus. Used to connect device to equipment including hard drives, keyboards, mice and WiFi dongles.
<b>WiFi</b>	indicates wireless reception of internet from an internet router.

# Notes



**0800 999 0080**

**[www.satshop.co.uk](http://www.satshop.co.uk)**