

# Brilliant Transportation chooses KVH's ultra-low-profile TracVision<sup>®</sup> to gain a competitive edge by offering travelers affordable luxury

## Summary



KVH's TracVision A7s provide live DIRECTV programming on Brilliant Transportation's 7- and 14-passenger Mercedes-Benz Sprinter vans and minibuses.

Richard Fertig, Founder and President of Brilliant Transportation, created his company to redefine ground transportation with passion and purpose. Inspired by his own insight from years as a business traveler, Fertig created an extraordinary, new travel experience for Brilliant's clientele. His seven- and fourteen-passenger Mercedes-Benz Sprinters offer an array of digital and wireless communications devices and formats, including live DIRECTV<sup>®</sup> programming via KVH's TracVision<sup>®</sup> A7 satellite TV system.\*

With the addition of the TracVision, Brilliant Transportation's Sprinter vehicles provide up to

185 channels of DIRECTV programming on the move. The TracVision allows passengers to feel at home on the road, and also enables them to enjoy live satellite TV entertainment or view news programs as they travel.

## Challenges

Brilliant Transportation wanted to create an in-motion entertainment experience synonymous with its brand of top-of-the-line travel, known as Private Motoring,<sup>®</sup> and Fertig knew that live satellite TV programming had to be part of the package.

"Satellite TV is one of the onboard technologies that allows our clients to keep up with the world in real time, suspending the sense of being en route, which is often regarded as wasted time," says Fertig. "Having the go-to comforts of one's own living room or office while in transit is a valued aspect of the Brilliant experience."

Fertig wanted to ensure an outstanding onboard satellite TV experience for his customers by using a leading, world-class product. He also needed a product that would fit in with the stylish interior and exterior design of Brilliant's vehicles.

## The Solution: TracVision and DIRECTV Service

With no budget restrictions, Fertig was free to choose the best satellite TV system for 10 of his luxurious Mercedes-Benz Sprinter vans and minibuses. He chose KVH's ultra-low-profile TracVision A7 for its in-motion reception of DIRECTV services and the sleek, ultra-low-profile antenna, which provides crystal-clear reception even in bad weather.

"Brilliant's clients expect the best and the TracVision provides it," says Fertig. "Our clientele include professional athletes, entertainers, government officials, and business executives, who demand a comfortable, connected way to travel. These busy clients need to stay informed on the road, while also taking advantage of opportunities for downtime. The TracVision allows our passengers to use their travel

\*In January 2015, KVH discontinued the TracVision A7 and introduced their new model, the TracVision A9 ultra-low-profile satellite TV antenna.

## Company Info

### Brilliant Transportation Systems

Based in New York City and Los Angeles, Brilliant Transportation is a luxury transportation company that proudly introduced the concept of Private Motoring, offering the most elegantly appointed and technologically advanced fleet of custom, chauffeured Mercedes-Benz Sprinter multi-passenger vans and minibuses in the country. Catering to a unique roster of celebrated and influential clientele, Brilliant has outfitted their 7-passenger flagship vans with a comprehensive and unparalleled array of digital and wireless communications devices and formats, all designed to enable a seamless transition from location to location.



TracVision brings live DIRECTV programming to Brilliant Transportation vehicles as part of the company's goal to provide a luxurious travel experience.

## Additional Resources

In January 2015, the TracVision A7 was replaced with KVH's new model, the TracVision A9.

About the TracVision A9:  
<http://www.kvh.com/a9>

About Brilliant Transportation:  
<http://www.go-brilliant.com/>

## About KVH Industries

KVH Industries, Inc. is a leading provider of in-motion satellite TV and communications systems, having designed, manufactured, and sold more than 175,000 mobile satellite antennas for applications on vessels, vehicles, and aircraft. KVH's mission is to connect mobile customers around the globe with the same digital television entertainment, communications, and Internet services that they enjoy in their homes and offices.

# KVH's TracVision is one of the most-used features on Brilliant Transportation vehicles

## Case Study

### (cont.) The Solution: TracVision and DIRECTV Service

time to catch up on current events or watch their favorite TV shows," he explains.

TracVision A7 provides crystal-clear, digital programming, including local channels, and is compatible with virtually all standard, factory-installed, and aftermarket video systems. It is also easy to control with on-screen messaging and a backlit RF remote control that allows viewers to change the channel even if they cannot see the receiver. This means the receiver can be installed anywhere inside the vehicle, complementing its design.

### Installation and Activation

Fertig was pleased with the TracVision A7's quick and easy installation. The system components include the antenna, receiver, remote control, and RF converter, all of which were installed in just a few hours by an experienced, KVH-authorized technician. Knowing that KVH performs meticulous quality checks on all of its products, including highly accelerated life cycle testing, environmental tests that meet rigorous military specifications, shock and vibration testing, and in-depth functional evaluations, Fertig was confident that this state-of-the-art, reliable system would provide the outstanding experience his customers demand.

### Results/Impact

Travelers rely on Brilliant Transportation to get them from one location to the next with many amenities, including Internet access, phone, and television. Each of Brilliant's Mercedes-Benz Sprinters include wireless Internet, two 36" HD TVs, a DVD and CD player, and live DIRECTV service via KVH's TracVision. Ultra-quiet and equipped with advanced tracking software that enables the reception of local channels, the TracVision features rapid satellite acquisition, crystal-clear pictures and sound, and the outstanding reliability that KVH is known for worldwide. Fertig explains, "DIRECTV is one of the most-used features in our vehicles. Our customers appreciate the vast channel selection and screen size available in our deluxe vans and minibuses."

### More About TracVision A7

The compact TracVision A7 uses KVH's patented, phased-array antenna technology to deliver superior performance. The 5" high dome provides inconspicuous access to high-quality entertainment. Inside the rugged housing is a flat panel antenna capable of tracking DIRECTV's satellites 22,500 miles above the equator, even while cruising down the highway. KVH's TracVision products have been recognized by Automotive News, General Motors, and the Consumer Electronics Association for design excellence.

### TracVision A7 & A9



The award-winning TracVision A7 and the newest model, TracVision A9 are ultra-low-profile, in-motion satellite TV systems that offer 185+ channels of live DIRECTV programming and over 70 music channels to passengers, even while cruising down the highway. While the 5" high design preserves the streamlined appearance of the vehicle's exterior, the ease of use, and variety of programming, make it the star of the party inside.

### TracVision A9 System Diagram



\* DISH Network or DIRECTV U.S. receiver sent separately; requires pre-activation of service. DIRECTV and DISH Network subscription sold separately. See [www.kvh.com/tvreceiver](http://www.kvh.com/tvreceiver) for details.

### For TracVision sales and technical inquiries, contact:

**Mr. Ken Lokey**  
National Sales Manager,  
Land Mobile Products  
KVH Industries, Inc.  
[klokey@kvh.com](mailto:klokey@kvh.com)  
+1 401 845-2417



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