

American Transportation Systems chooses KVH's ultra-low-profile TracVision® to gain a competitive edge by offering travelers affordable luxury

Summary



American Transportation Systems offers over 185 channels of live satellite TV to their customers using KVH's 5" high TracVision.

Dennis Justice, president and owner of American Transportation Systems, has watched passenger entertainment advance from before the existence of radio, to cassette players and VHS, to DVDs. Now, live satellite TV is changing the way people enjoy bus travel again. With KVH's ultra-low-profile antenna systems, travelers don't have to miss their favorite shows, sporting events, or even local news as they cruise to their destination. Based on decades of experience in the industry,

Justice believes that KVH's TracVision satellite TV systems represent a great leap in bus entertainment, revolutionizing the way people travel.

After installing a KVH TracVision antenna in January 2010, American Transportation Systems equipped a second coach in March. Thanks to some inventive advertising and their tradition of providing customers with affordable, luxurious travel, the staff at American Transportation Systems is enjoying increased customer interest for their satellite TV-equipped coaches.

Challenges

American Transportation Systems wanted to set its bus services apart from competitors, while maintaining its customer service commitment of providing affordable and luxurious travel. Knowing that many other bus companies charge for entertainment services, American Transportation Systems knew that satellite TV programming was a valuable feature. "We want all our customers to have the greatest travel experience possible," says Justice.

The Solution: TracVision and DIRECTV Service

After observing a product demonstration, Justice knew American Transportation Systems had to have a TracVision. The system brings a new entertainment experience aboard for bus travelers, thanks to its in-motion reception of DIRECTV® services. This ultra-low-profile antenna provides crystal-clear pictures, even when traveling at high speeds and in wind, rain, or snow.

Since many of his competitors charge for extra services, or lock up VHS/DVD players unless customers pay to use them, Justice decided that American Transportation Systems could offer customers more luxurious and affordable travel (and gain a competitive edge) by avoiding that practice. The decision not to charge customers extra fees meant that the company needed to get the word out about the satellite TV services on their buses. Justice and his partners use just one form of advertising to promote their new satellite TV services: decorating the outside of

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

Company Info

American Transportation Systems

Long Beach, CA

American Transportation Systems is committed to serving its customers with luxurious travel at affordable prices. The company's three principal partners each have decades of experience in all aspects of the charter coach and transportation industry. American Transportation Systems prides itself on the motto "anywhere, anytime," because it will take its customers anywhere they want to go, anytime they want to go, safely, efficiently, and with style.

Additional Resources

The TracVision A7 has been replaced by the new TracVision A9.

About the TracVision A9:
www.kvh.com/busA9

About KVH Industries:
www.kvh.com/about-us

About American Transportation Systems:
www.amtrans.us

About KVH Industries

Middletown, RI-based KVH Industries, Inc., and its subsidiaries are leading providers 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.



TracVision adds value for customers, competitive edge for American Transportation Systems

Case Study

The Solution: TracVision and DIRECTV Service (cont.)

the bus with TracVision logos. This unconventional promotion method has proven successful, generating a huge response from the company's Los Angeles, CA, customer base. Justice says they chose to use the decals to let prospective passengers know that if they want to watch something like sports on their way to their destination, they should choose American Transportation Systems.

Potential customers often call American Transportation Systems after they see buses promoting the satellite TV services available with KVH's TracVision. They usually want to know if these services are really available, and are surprised to find out there are no extra fees associated with enjoying satellite TV aboard a bus during their trip. "We don't charge extra – we installed the TracVision as a feature to see where it takes us," says Justice.

This turned out to be a unique and beneficial decision that keeps the company ahead in the market. The live DIRECTV programming provided by the TracVision gives American Transportation Systems' customers state-of-the-art entertainment that benefits them, as well as the entire bus and travel market, by making this mode of transportation more fun and convenient.

"Over the course of 43 years, we've gone from scratchy, fuzzy background music, to movies, and now live satellite TV programming," Justice says of his experience with entertainment in the bus industry. As a coach driver in the 1970s, he would play music relevant to where the group was traveling. Now, passengers can tune in to a travel network and watch live programming about their destination. "The TracVision has become a powerful marketing tool for us," Justice says.

Installation and Activation

American Transportation Systems' buses provide customers with affordable, high quality service, and also act as moving billboards. Naturally, these buses spend as much time on the road as possible to support advertising and sales efforts, so quick and easy installation is necessary.

"The installation and activation took less than one day, just a few hours," says Justice. The efficient installation process got the buses equipped with live satellite TV and back on the road within hours.

Results/Impact

Customers turn to American Transportation Systems for affordable, luxurious travel, and satellite TV is a luxury that adds fun to any trip. "Sports nuts want to watch live sports while on the highway instead of watching music videos," Justice explains. "KVH's antenna is state of the art technology, and who doesn't want that?" American Transportation Systems operates 12 luxury coaches for long distance travel, and he hopes to install TracVision systems on 10 of them.



Instead of watching the same old DVDs, passengers can enjoy live satellite TV aboard American Transportation Systems' luxury motorcoaches.

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 for details.

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