



## MISSION STATEMENT

**FATS Digital's** initial activity as a distributor of professional video media rapidly expanded to incorporate the value added services of Broadcast and VHS video duplication followed by the hire of broadcast tape recorders. More recently we expanded the operation to include Multimedia, CD and DVD authoring, CD & DVD Duplication and Replication, graphic design, print and fulfilment services and we are recognised as a leading provider of these services to the Television, Production and Home Video markets in Australia.

The mission is to grow the core businesses of Magnetic Tape distribution, duplication services, broadcast equipment hire, CD & DVD authoring and Replication, and graphic design services whilst continuing to add a range of proven products that have wide appeal in the Production and Television industry.

At all times the mission is to provide a quality product and service which meets or exceeds the customer's expectations.

The mission will be achieved through:

- leadership
- training
- being an active leader in the industry
- identifying market opportunities
- having a fully co-ordinated work plan
- being acknowledged as a leading supplier of both:
  - services (duplication, CD/DVD authoring, graphic design and hire)
  - products (video, CD & DVD and data backup products)
- being at the forefront of new technology.

## CORPORATE PHILOSOPHY

The fool who says it can't be done is apt to be over taken by the fool doing it.

Take the "T" out of "CAN'T"

We use today what we learned yesterday and we will be ahead tomorrow.

## FATS VISION STATEMENT

**FATS Digital** is an Australian company with local representation in each of the East Coast capital cities. The combination of strong customer service, state of the art broadcast, digital & packaging equipment and powerful duplication & replication facilities enable a high standard of value added services to both customers and staff.

The detailed reporting systems currently in place are continually under review and allow complete control of every aspect of the business. The systems provide a platform for **FATS Digital** to expand the core product range offered to its broad client base.

**FATS Digital** is committed to maintaining a company structure that provides outstanding service to all clientele and allows manufacturing efficiencies to be passed on to all customers, large or small.

The **FATS Digital** vision is to sustain growth through maintenance of the current business practices and continually invest in new equipment, products, procedures, training and people. New products will be proven winners, selected on their market appeal to the existing clients and new customers.

## THE LAST MAN STANDING

We at **FATS Digital** recognise that all products and methodologies have a defined life cycle. In the initial stages the investment is high as are the risks; progressively the process is defined, marketed, accepted and becoming the norm is the core for a business. This is the arena taken by high profile public companies.

We at **FATS Digital** have always taken the attitude that we would prefer to be in the midday rather than sunrise segment of our industry.

Our plant has always reflected the latest modifications and is a clean well managed facility.

The larger public companies have moved on to new technology whilst we have continued to refine the delivery of service to the larger section of the public that are locked into existing technology.

The VHS & Broadcast Video formats are here and will continue to be significant for most for many years to come.

It took years for the CD to move from introduction (1982) to market share above audiocassettes 1996.

We are the first to agree that the new developments are the new horizons. We at **FATS Digital** have continued:

- to expand our plants in all segments to allow for niche markets and high quality professional products that segments of the market require;
- to have smaller plants in the cities of Melbourne and Brisbane supported by a major plant in Sydney;
- to develop all the management techniques that maximise quality, performance and delivery;
- to continually upgrade packing, labelling and multi-site delivery mechanisms; and
- sought to expand our source of product from all sources and thus gain the price differentials that do occur

## CORPORATE OVERVIEW

**FATS Digital** is a wholly Australian owned and operated company, with represented offices in Sydney, Melbourne and Brisbane.

Our key staff members comprise of professional men and women who, as past end users of the products and services we supply, understand and without compromise, acknowledge the industry's needs.

The versatility of the core business is clearly shown by the distribution of a diverse range of magnetic media, duplication, DVD authoring, CD authoring, DVD & CD Duplication and Replication, graphic design services and broadcast equipment hire.

## CORPORATE HISTORY

The **FATS Digital** group was founded in 1986 by present Managing Director, Mr Geoff Angell.

As a first-stage towards developing a nationally based, video tape supply organisation, Geoff Angell, joined by his younger brother Robert, established a highly viable, Melbourne based, distribution centre.

The core business of this establishment was targeted at servicing the professional video production market.

On consolidating the Melbourne operation, via substantial sales success and the introduction of a sophisticated software, accounting, stock and sales control program, the Directors in 1988, expanded their business concept into the New South Wales market place.

In 1990 **FATS Digital** established a Brisbane branch.

In 1993, the 3M Company made a landmark decision in streamlining its Australian operation and appointing **FATS**, their largest and longest running Master Distributor, as the National Importer and Distributor of 3M's full range of Audio and Video products. The products were technically supported here in Australia by a fully qualified and highly skilled representative from 3M. This representative trained **FATS Digital** personnel, clientele and assisted Broadcasters with technical aspects of the 3M products

## PRODUCT AND SERVICE OVERVIEW

It is of great importance to both your organisation and ours that we assist you in all facets of the products and services that we offer in order to obtain your business both now and for many years to come, and to develop a long term partnership.

In order for us to keep your business we must be able to offer and demonstrate total customer commitment, Account management, Efficiency and a commitment to keeping up with new technologies.

**FATS Digital** offers a genuine 24 hour, 7 day service in all states.

We believe we offer a complete solution for your organisations requirements.

Accounts are available to approved applicants.

Payments can be made by most Major Credit Cards.

**FATS Digital** offers a broad range of services as follows:

### VIDEO TAPE and DATA RECORDING MEDIA

**FATS Digital** is the largest independent supplier of Video & CD/DVD media in Australia representing SONY, FUJI, Panasonic, TDK, Verbatim and Taiyo Yuden as well a range of our own products.

Our range includes:

- Professional Video tape from HDCAM, Digital Betacam, and SP Betacam, 1" to VHS.
- Computer backup media - from, data cartridges, recordable CD's & DVD's, magneto optical disks and diskettes.
- All relevant accessories related to our product range.
- Personalised printed CD-R's, DVD-R's and VHS cassettes

### BROADCAST VIDEO, VHS, CD, & DVD DUPLICATION SERVICES

**FATS Digital** offers you a personalised service and a total duplication package. We cater to all your needs, supplying Broadcast Video Duplication and Standards Conversion, VHS Duplication, CD & DVD Duplication, colour printing and packaging.

We are one of the leading Video and DVD/CD duplicators in Australia, and the only one with facilities in Sydney, Melbourne and Brisbane.

Despite our size, **FATS** believes in maintaining a high degree of personalised service to all our customers, and a duplication job of 200 units is just as important as one for 20,000 units.

Our position as a major tape & media distributor as well as a major user qualifies us to assist customers with the product choice best suited to their particular application.

Our duplication facility is not only designed for high end critical jobs including Pal & NTSC Standard Conversions, High Definition, Digital and SP Betacam mastering and compilations but also for producing multiple PAL & NTSC VHS cassettes, CD-Rom's and DVD's.

Our facilities are equipped with the following equipment:

- PAL HDCAM
- PAL Digital Betacam
- PAL SP Betacam
- PAL 1" C format
- PAL SP U-matic
- PAL D2
- PAL U-matic
- Digital 8
- PAL Hi-8
- PAL S-VHS
- PAL VHS
- HDV High Definition DV
- DVCAM
- DVC PRO 25 & 50
- Snell & Wilcox Standards Converters
- Snell & Wilcox ARC's
- Hi-Fi VHS machines
- NTSC HDCAM
- NTSC Digital Betacam
- NTSC SP Betacam
- NTSC 1"
- NTSC BVU
- NTSC D2
- NTSC U-matic Hi-8
- NTSC VHS
- NTSC Hi-8
- NTSC S-VHS

This room is operated at all times by highly experienced tape operators to ensure that a quality product is delivered to meet your specified deadline.

This equipment is complimented by our automatic packaging equipment including VHS labellers, Shrink & Cellowrappers, VHS packaging equipment and our GIMA DVD automated packaging line and cellowrapper.

We have many years experience at providing the following services:

- QC of Broadcast masters.
- Standards Conversion.
- Broadcast compiles
- Multi VHS Duplication (both PAL and NTSC).
- CD & DVD Master creation, Duplication and printing
- Graphic Design of all print components
- Printing of all paper parts
- Specialised Packaging requirements
- Laser and thermal printed spine and face labels.

- Storage of master in our computerised library facility.
- Personalised Printed CD's, DVD's and VHS cassettes.
- Cello & Shrink-wrapping.
- Packaging CD, DVD and Video products.
- Despatch and distribution of goods.

**FATS Digital** is highly competitive, and we would be pleased to assist you with the detail of your next project.

**FATS Digital** can provide you with access to specialist staff & facilities to assist with your technical difficulties.

## **DVD AUTHORIZING, CD ROM CREATION & VIDEO ENCODING**

**FATS Digital** offer complete DVD & CD-Rom authoring services. We run the world acclaim Sony Vizaro and Scenarist encoders and exclusively use Professional Scenarist authoring packages. Couple this with our Video mastering experience and our enthusiastic creative team and the results are DVD's & CD-Rom's that you will be proud of.

## **DVD & CD Replication**

**FATS Digital** offers complete CD & DVD duplication & replication services. We have invested in the latest duplication, replication and disc printing equipment. The mixture of burning and pressing discs gives us the flexibility to copy smaller volumes overnight while pressing larger orders cost effectively. These are professionally completed with 5 color on disc print from your artwork.

Having trouble with your artwork? We can help here too!

## **Graphic Design Services**

**FATS Digital** have a dynamic, artistic team using the latest software packages. This is all in an effort to produce creative cost effective artwork to make your next project an outstanding success.

## **Fulfilment Services**

**FATS Digital** provide a complete pick and packaging service for some of our customers. Our staff are well versed at handling complex and varying packaging and distribution demands. Ask your representative how we can assist you with your logistic requirements.

## HIRE

**FATS Digital** have an extensive range of professional video equipment available for hire for both short or long terms. Our equipment list includes:

- Pal & NTSC Digital  
Betacam
- Pal & NTSC SP  
Betacam
- HDV & DVCam Cameras
- Pal & NTSC SP Umatic
- Pal & NTSC Hi-8
- PAL & NTSC VHS
- Sony Plasma, Video &  
Data Projectors
- Sony Video projectors
- Frame Stores & TBCs

All equipment is provided with rugged flight cases to ensure safe freight for both short and long haul needs.

Should you require, we can provide both freight and insurance cover at highly competitive rates.

## SOUNDS OF SUCCESS

Since its inception in 1986, **Fats Digital** has enjoyed continuing success due to heavily investing in its people, internal business systems and marketing programs.

All key personnel have considerable experience and proven expertise within the industry they service. This provides us with a unique combination of market knowledge with a strong base to achieve our planned expansion.

**FATS Digital** has established and led with “Industry Firsts” in customer service programs.

- We provide an authentic 24 hour, 7 day a week customer sales and service facility for duplication, hire and the supply of all product lines.
- We are the only distributor who is also an end user of the products we supply.
- We provide the most comprehensive in-house production facilities.

We provide the most comprehensive range of the following services:

- Video, and Data products including all relevant accessories and the “hard to get” items.

- Video, CD & DVD duplication with customised packaging.
- Broadcast video duplication and Standards Conversion.
- In-house and technical back-up support from the manufacturers.

## **CURRENT STATUS**

Over the last few years, the group has developed detailed procedural manuals and software systems so that all staff have detailed information for servicing their regular customer base, which is spread throughout Australia.

## **FATS SENIOR PERSONNEL**

Geoff Angell - Managing Director: originally involved with production and audio with Clarion Enterprises and HSV Channel 7. Geoff has also been in the production and television industry for nearly twenty years.

Robert Angell - Sales & Marketing Director: Graduate of Mechanical Engineering (RMIT) and Graduate of Business (SUT), prior to joining FATS was involved in design and financial control of large engineering projects as a consulting Engineer.

Mike Solomons – Technical Operations Manager – Michael's background is Civil Engineering and joined FATS 11 years ago. His eagerness and dedication has seen him promoted from Senior Tape Operator to his present position of Technical Operations Manager.

Matt Freeman – Financial Controller: MBA, MPA (Accting), currently studying CPA. Matt joined FATS 2 years ago as Financial Controller and is also responsible for purchasing for the company.

Rose Beckett - NSW Sales Manager – Rose has been in sales management roles within the Video Industry for 25 years and brings a wealth of knowledge to the organisation.

Jason Wheeler – Victoria Branch & Sales Manager – Jason joined FATS in 1995. He worked his way through most departments including the warehouse and packaging areas. He took on the senior role of Customer Service Manager, relocated to Queensland in a sales role and then took up the position of Victorian Branch & Sales Manager. His knowledge of FATS is extensive.

Louise Jolly. - Queensland Branch Manager: Bachelor of Arts degree at University of Melbourne. Louise has over 10 years experience in office administration and 8 years in the industry. Started in customer service/administration then moved to sales support and was promoted to Branch Manager in 2006.



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