

# Good Choice Better Life!



# ARION's Path to the Top

## Alexander Wiese

We already reported on ARION a year ago; they are a high-quality manufacturer based in South Korea that has in the meantime adopted the slogan above in their marketing campaign. We wanted to know what ARION has been up to in the past year. Back then the first HD receiver appeared on the market. Today, ARION has a new HD box that we are introducing in this issue of TELE-satellite.

Thomas Roh, Director of Sales and Marketing, explained to us, "Here in Seoul we have 20% more employees than we did a year ago." ARION is a brain company, that is, more than half of their employees – currently 70 – work in Research and Development.

Satellite receiver production takes place now mainly in DongGuan, China where there are 200 employees. Thomas is quite optimistic about the future: "For 2007 we expect sales of US\$ 80 million and for 2008 we are confident that we will break the US\$ 100 million barrier."

According to Thomas Roh, "50% of our income come from Europe, 20% from India, 20% from the Middle East and North Africa and 10% from South America and Australia." Thomas explained these numbers: "We are involved not only with the high-end business, but also actively engaged in conquering the Emerging Markets field as well."



▲ Thomas Roh, Director Sales & Marketing Department, in his office. TELE-satellite magazine is always within his reach

The two lower floors of the ARION building are rented out; this would be space for future expansion. All the remaining floors are fully occupied by ARION. Management is on the third floor while the engineers and programmers with all their PCs and analyzers take up the fourth, fifth and sixth floors.

He managed to surprise us with this little tidbit: "We recently opened a sales office in Buenos Aires, Argentina." And that's not all: "We are planning to open offices in South Africa and India." ARION also considers the CIS countries to be an interesting market.

We asked Casey Joo, the Managing Director AV R&D Laboratory, what boxes are providing ARION with this success: "50% of the satellite receivers are CAS embedded while 30% are FTA units."

Thomas Roh told us more, "Even though PVR boxes only make up 20%, they account for 40% of our income." PVR's are becoming more and more important especially those models with external hard drives and a SATA link to the receiver. The data transfer rate to the hard drive needs to be fast in particular when dealing with HD signals. The SATA interface is best suited for this.

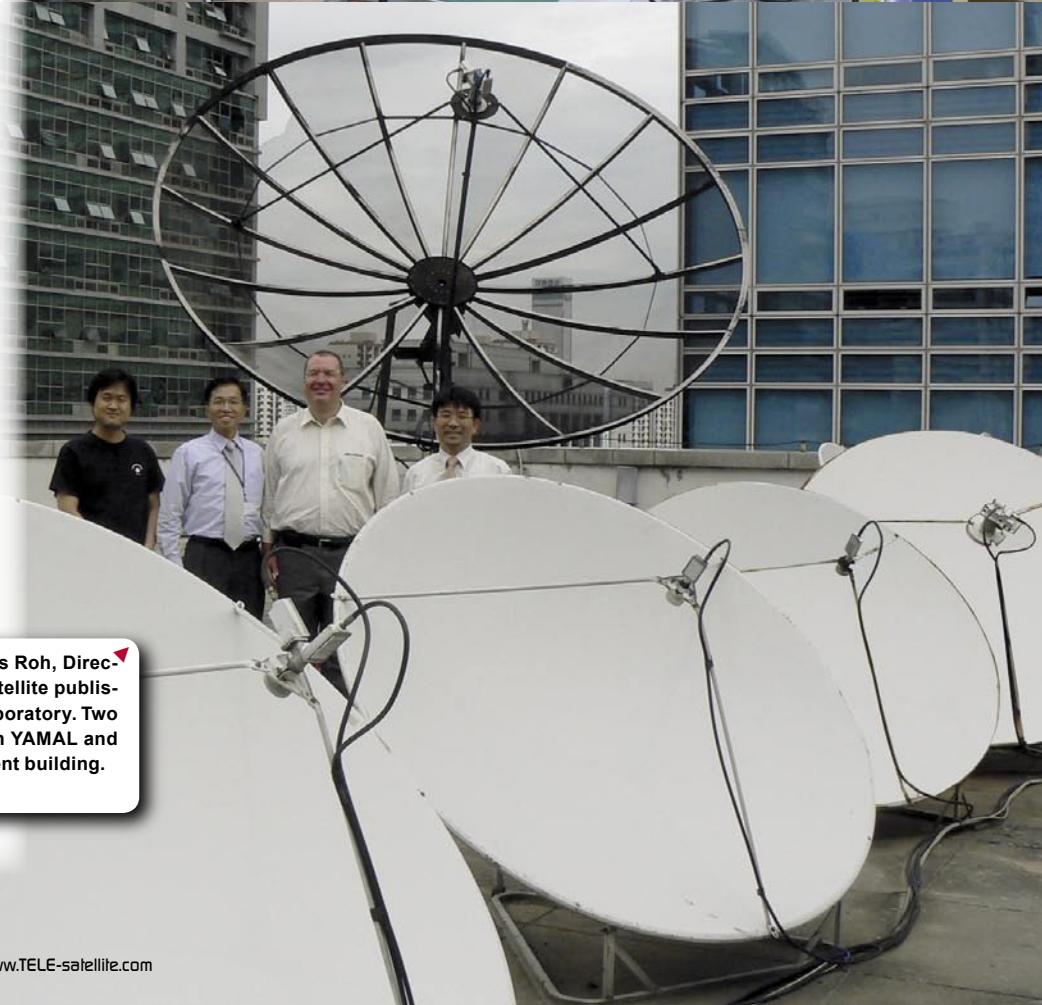
ARION is also busy developing new products. Included would be an ENTAVIO receiver for the German market and an Irdeto embedded Combo for Australian market. Many large cable and satellite TV operators are also customers of ARION, in Ireland, Slovakia, Argentina and India. "We are also working on a HD PVR", explained Casey Joo.

ARION is also working on IPTV. Casey believes the primary market to be internal cable networks. He lists what this would include: "Hotels, hospitals, schools and universities." Another important target is cable TV operators who want triple play service or TPS (CATV, Internet, VoIP) and ARION is responding to the demand with a hybrid IPTV which is scheduled to be on the market in 3rd quarter 2008.

When will the big HD boom finally arrive? We asked Thomas Roh this question and he had a quick answer: "That will be in the 4th Quarter of 2008", just in time for the Christmas season. ARION should know - they produce HD receivers.

#### A good choice for a better life!

From the left: Philip Lee, Senior engineer, Thomas Roh, Director Sales & Marketing, Alexander Wiese, TELE-satellite publisher and Casey Joo, Managing Director AV R&D Laboratory. Two additional dishes for the reception of the Russian YAMAL and AM EXPRESS satellites are mounted on an adjacent building.





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**Sam Chang, Senior Marketing Manager, shows us their impressive collection of certificates and awards for some of ARION's outstanding products. He also organizes ARION's trade show visits. He explained, "In 2008 we will be at ANGA and IBC."**



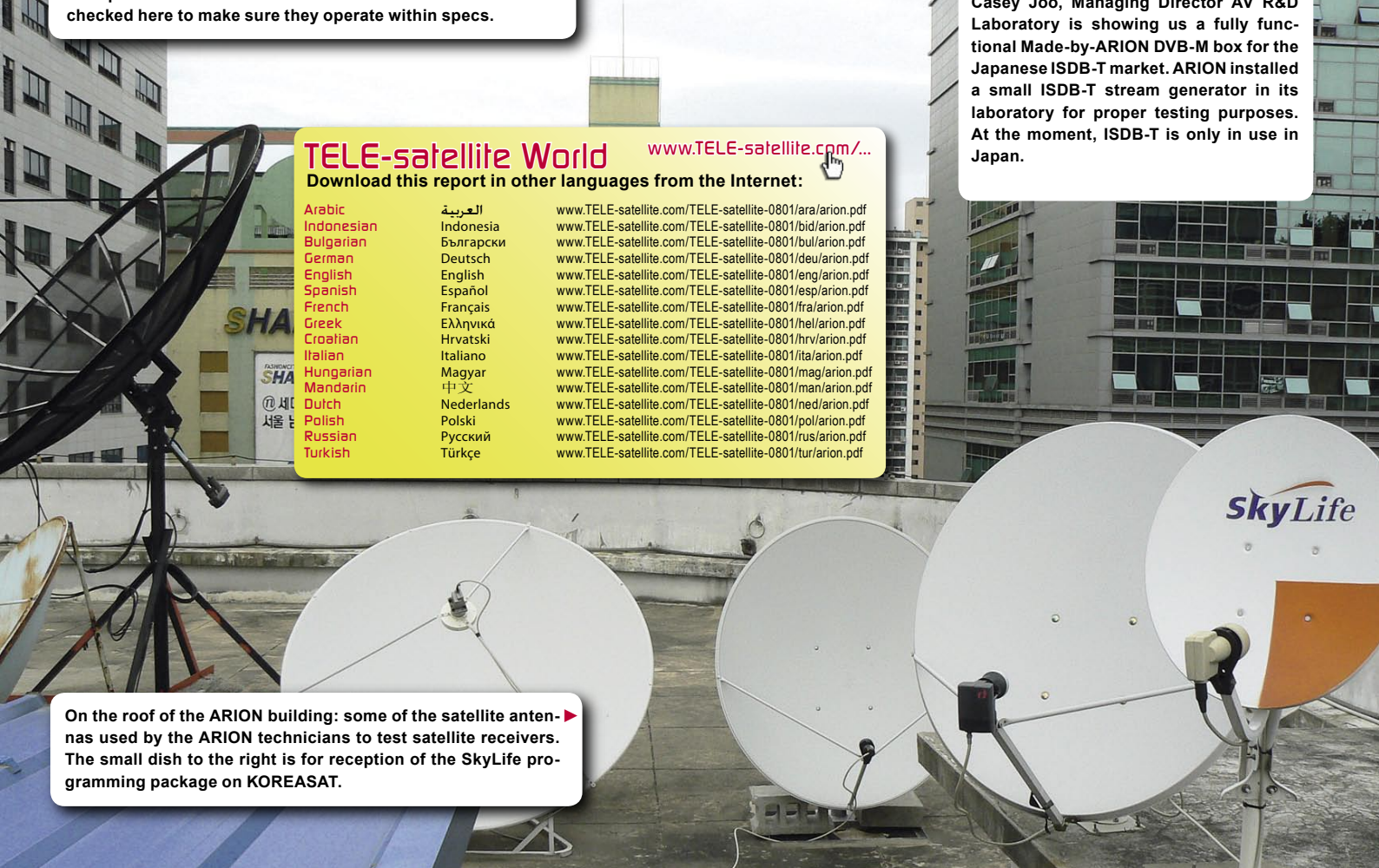
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**Mr. Han is the HD 4000 development manager. The HD 4000 High Definition satellite receiver is introduced in this issue of TELE-satellite.**



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**New products are tested here. Production receivers are also checked here to make sure they operate within specs.**



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**Casey Joo, Managing Director AV R&D Laboratory is showing us a fully functional Made-by-ARION DVB-M box for the Japanese ISDB-T market. ARION installed a small ISDB-T stream generator in its laboratory for proper testing purposes. At the moment, ISDB-T is only in use in Japan.**



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**On the roof of the ARION building: some of the satellite antennas used by the ARION technicians to test satellite receivers. The small dish to the right is for reception of the SkyLife programming package on KOREASAT.**