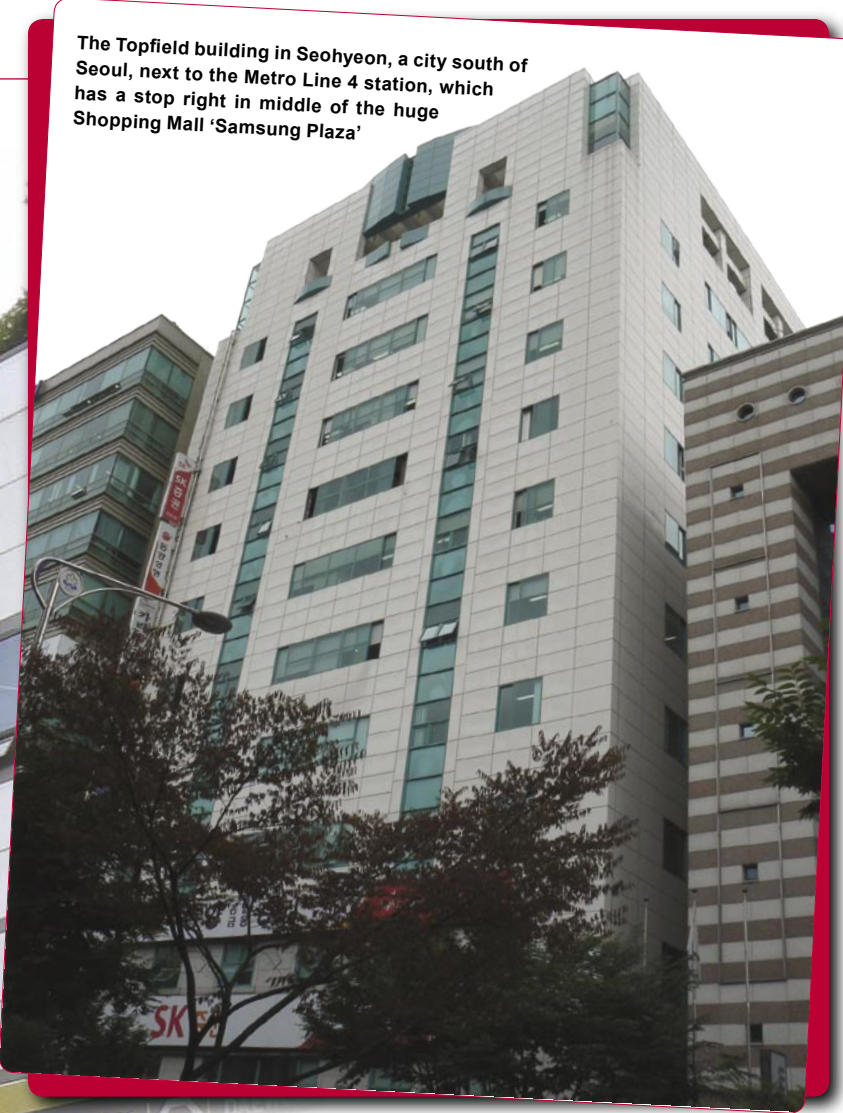


Ready for HD - Topfield Driving Forward

Alexander Wiese



The Topfield building in Seohyeon, a city south of Seoul, next to the Metro Line 4 station, which has a stop right in middle of the huge Shopping Mall 'Samsung Plaza'



David Choi sees a large increase in sales for the upcoming year: "During 2008 Topfield HD receiver sales are expected to increase up to 40%, from the 10% in 2007." David Choi is Topfield's Marketer, and he convinced us that his prediction will come true. "We are in the process of locking in new markets", explains David Choi. He mentioned the markets in Latin America, Southeast Asia, Australia, and all the European markets.

Topfield was founded in 1998 and began exporting products in 2000. Topfield made a name for itself in 2002 with the first twin PVR and again in 2006 with the first WLAN PVR, the TF6000PVR. Sales have steadily been increasing: while in 2003 it was US\$ 49 million, in 2004 it rose to US\$ 80 million and then jumped to US\$ 102 million in 2006. Sales of US\$ 170 million are expected for 2007 and for 2008 they could reach US\$ 270 million.

The largest market for Topfield is in Australia and in all the European markets. "However, sales in Asia, Middle East and Latin America are continuously increasing as well," explains David Choi. In addition to satellite receivers, Topfield also manufactures IPTV systems.

Production takes place in two manufacturing facilities in South Korea and two manufacturing sites in overseas. Explains David Choi: "An additional fabrication plant is located in Thailand."

In Seoul there are 150 employees of which 80 are engineers in R&D, with another 35 engineers in Product Development, plus 25 Sales Team employees and 10 in

management. A branch office in Germany takes care of sales in Europe.

Topfield is actively involved in trade shows although not always with their own booth at the show itself but in a neighboring hotel instead. David Choi explains, "Away from the trade show floor it is more peaceful and this makes it easier to concentrate the talks to our customers."

David Choi informed us that Topfield will be at IBC Holland, ANGA Germany, CabSAT Dubai, IFA Germany, CeBit Turkey, ABTA Brazil, SEMIC Spain, Antennes France and CSTB Russia.

Topfield really is driving forward in every country and continent!



▲ David Choi (right), Topfield's Marketer, with Alexander Wiese (left), TELE-satellite Editor-in-Chief

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David Choi on the roof of the Topfield building. A small antenna can be seen to the left for the reception of SkyLife on KOREASAT along with other antennas



The Sales Team takes care of business



Here engineers work to further develop Topfield satellite receivers.

