

Premium Brand Topfield

Alexander Wiese

Topfield has been an established player in the high-end satellite receiver market for many years. The new TMS super box will further strengthen Topfield's foothold in the top-quality market. TELE-satellite wanted to learn more about the company's future strategy and spoke with Dong Hoon Suk of the Topfield marketing team.

Marketing manager Dong Hoon Suk ■ standing in front of a show wall featuring Topfield receivers.

TOPFIELD

170 members of staff are employed by Topfield in this seven-storey office building in southern Seoul. 100 employees work in the software and hardware department, while 70 people take care of administration, sales and marketing. The actual production facilities are based outside Seoul. Many satellite antennas are installed on the roof of the building, which is owned by Topfield. ■



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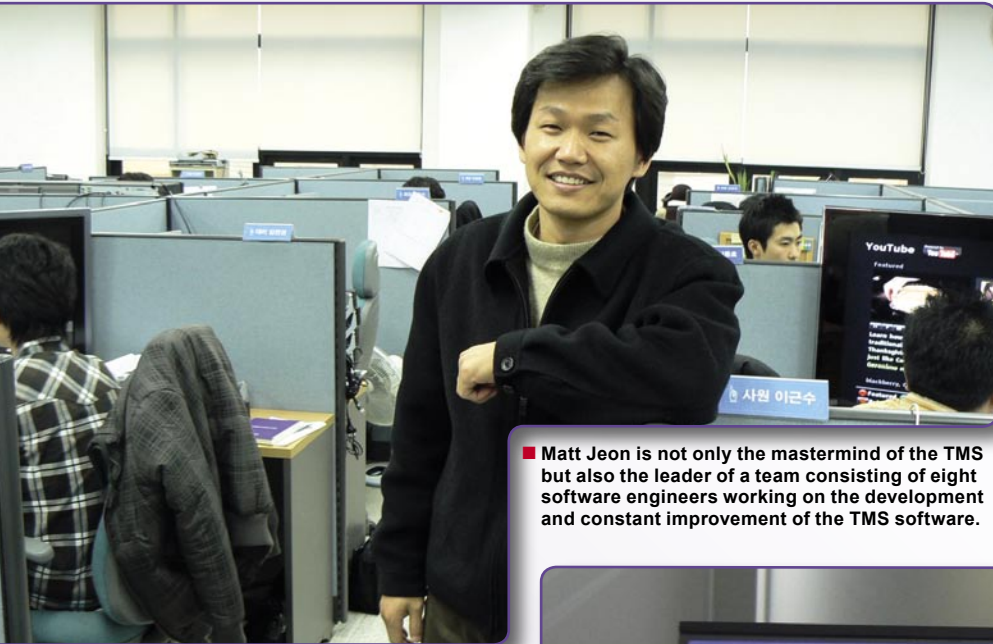
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All in all Topfield has a range of more than 200 different satellite receivers tailored to the requirements of individual markets. But of course the company's executives know only too well that the sheer number of different receiver types is no indicator for success. "We must prove that we are capable of achieving top performance," Dong Hoon Suk explains Topfield's strategy. "With the new TMS we cannot only demonstrate the technical quality we are able to



■ TMS product manager Jimmy Lee illustrating the connectivity of the innovative TMS.



■ Matt Jeon is not only the mastermind of the TMS but also the leader of a team consisting of eight software engineers working on the development and constant improvement of the TMS software.

achieve, but also a new level of usability." This will be an extremely high level with possibilities that have so far only existed in our imagination. "The TMS may also be used for commercial services," Dong Hoon Suk emphasises, "and connecting it to the Internet allows using totally new applications and thus enhancing the sphere of use for a satellite receiver in a truly dramatic way." As the TMS is a top-notch product Topfield will only launch it in selected markets at first. "Germany is one of these initial markets, together with the Netherlands, Belgium and Switzerland," Dong Hoon Suk continues. "Customers in these markets are particularly demanding." What we find surprising is that Topfield will also offer the TMS in Russia: "We believe the demand for the TMS will be very strong there," Dong Hoon Suk argues.

Jimmy Lee is the product manager responsible for the TMS. His job is to coordinate the software engineers with the hardware and production engineers and to discuss the required features of the new super receiver with the marketing department. He reveals some scheduled production details: "We will enter the market with an initial volume of 3000 TMS receivers," Jimmy Lee explains, "so that we can evalu-



■ TELE-satellite editor-in-chief Alexander Wiese being expected by Topfield for the presentation of the TMS.

ate market reactions."

Different markets will even see different varieties of the TMS. "The nature of pre-installed games will differ, for example," Jimmy Lee goes on. "The web browser that comes pre-installed in the TMS and can be used to access only certain services at first will become a fully-fledged browser in the second quarter of 2009," Jimmy Lee reveals some more details regarding the next stages of software development for the TMS.

Finally, we wanted to find out how the TMS idea was born in the first place. It all goes back to software engineer Matt Jeon, who came up with the concept for this new multimedia receiver back in February 2008. He set up a team of eight software engineers who went on to create the first prototype by August 2008. The TMS team

was completely 'quarantined' from the rest of the company and went about their business with top secrecy. Once the first prototypes had been assembled they were introduced to insiders and large-scale distributors. The general public will be able to get their hands on the TMS for this first time at this year's ANGA.

The TMS is manufactured in Korea and is a showcase for Topfield to demonstrate what state-of-the-art satellite receivers are capable of. Once again Topfield offers living proof that their 'Leader of Multimedia Home' slogan is hard earned and well deserved and shows that Topfield is every day working towards the perfection of technology.