

# MOTECK's Motor Professionals

Since being founded in 2000, Moteck has been specializing in any application that would involve small motors. This would include the raising and lowering of beds, adjustable-height desks and motorized chairs. Other examples include motors for automatic doors and also windows that are out of reach and are opened and closed with motors.

But by far the largest portion of their sales (30%) can be attributed to actuator and H-H motors for satellite reception. Gary Wu, President of the company, estimates that MOTECK delivers roughly 35% of the world's supply of satellite antenna motors. This qualifies MOTECK for the title Market Leader.

MOTECK came about from a predecessor company that was founded in 1985. When MOTECK became their own company, they started with 5 employees. "Today MOTECK has 40 employees at their headquarters in Taipei", explains Gary Wu, "40 more employees are at our fabrication plant in Taoyuan in



Gary Wu is MOTECK's President



Sales Director Rita Yu with their most important wholesale partners listed on the board, that offer MOTECK products to their end-users.



In the vast "Far Eastern Plaza" office complex in eastern Taipei you will find MOTECK's headquarters on the first floor in building C, number 79.

south-western Taipei with another 200 at our fabrication plant (founded in 2002) in Suzhou in the Chinese province of Jiansu."

Mass production takes place in the Chinese factory while their R&D (Research and Development) Team as well as production of their high-quality product lines has remained in Taiwan.

"Our best year was 2005", comments Director Gerald Ku, "back then we sold roughly

1,000,000 motors." Since then sales have gone down; in 2006 it was 10% less.

President Gary Wu blames this on the many plagiarized products that have surfaced in the marketplace. He is fighting back with two different strategies: MOTECK's R&D team is constantly at work improving their products, something the plagiarist manufacturers don't invest any time in.

Also, "we have been applying for patents in

all the countries we ship to and not only in those countries where the plagiarist manufacturers are located." In this way MOTECK is able to secure their rights in those countries in which they actually sell their products.

And what countries are these? Director Gerald Ku counts them out: "We ship 30% of our motors to the Middle East, another 30% go the North Africa, 20% go to Europe, 15% to Southeast Asia and 5% to North America. 90% of these sales are made up of actuator motors, with H-H motors making up the remaining 10%." MOTECK is also quite active in all of the important trade shows: "You will find us at ANGA and at CABSAT", explains Gary Wu, "Plus you will also find us twice a year at the show in Guangzhou, China."

By now, curiosity has gotten the better of us: what new products are forthcoming from MOTECK? President Gary Wu enlightens us: "By the end of the year we will have H-H motors that are optimized for smaller sized antennas." The current H-H model, optimized for use on 1.2-meter dishes, will be expanded to include H-H motors for 90cm and 75 cm antennas. "We are also looking into a motor variant for 1.5-meter dishes and are exploring the idea of developing a motor for 1.8-meter antennas."

Director Gerald Ku explains the reasoning behind the motors for smaller antennas: "These motors were conceived for the European and North American markets", the larger models are intended more for the Middle Eastern and North African markets. Through specializing in all the different application locations, President Gary Wu expects an optimized price/performance ratio. "We always have to be better than our plagiarists", states Gary Wu; a feeling shared by all the other market leaders.

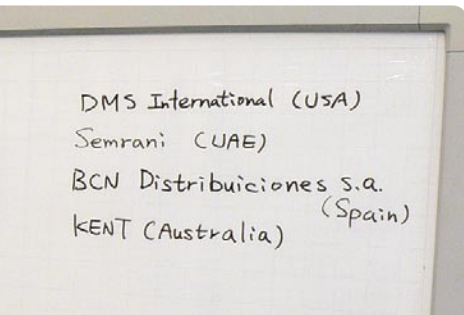
But they will never run out of ideas. The new HDTV satellites might require an entirely new set of solutions; mobile satellite reception is also part of the picture for MOTECK. All of these new requirements are nothing more than an incentive for MOTECK to develop more new solutions.



The R&D team focusing on the development of new products.



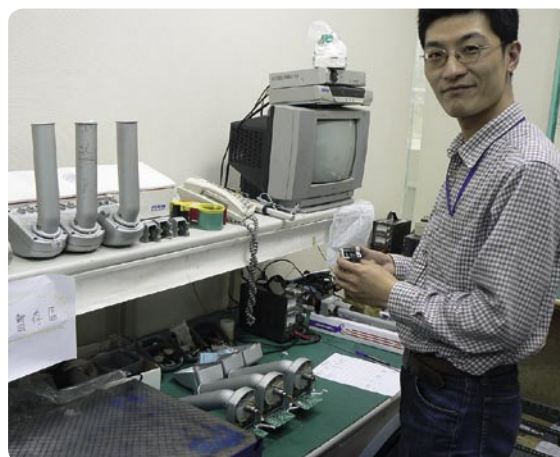
The Sales Team is made up of 12 employees that handle the ordering and worldwide shipping of MOTECK products.



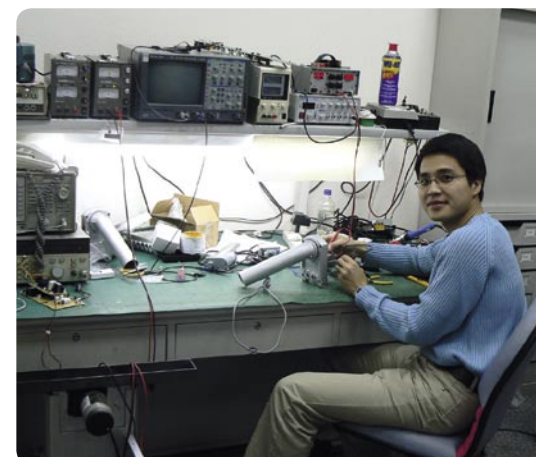
Samples are taken off of the production line and tested in combined hot/cold environmental chambers. Here the oven is heated to 70°C. Tests are conducted from -40° to +90°C.



Director Gerald Ku at work. He watches over the R&D and Product Teams.



Here the mechanical function of a production sample is checked out.



A technician checks a production sample against its technical specifications.