

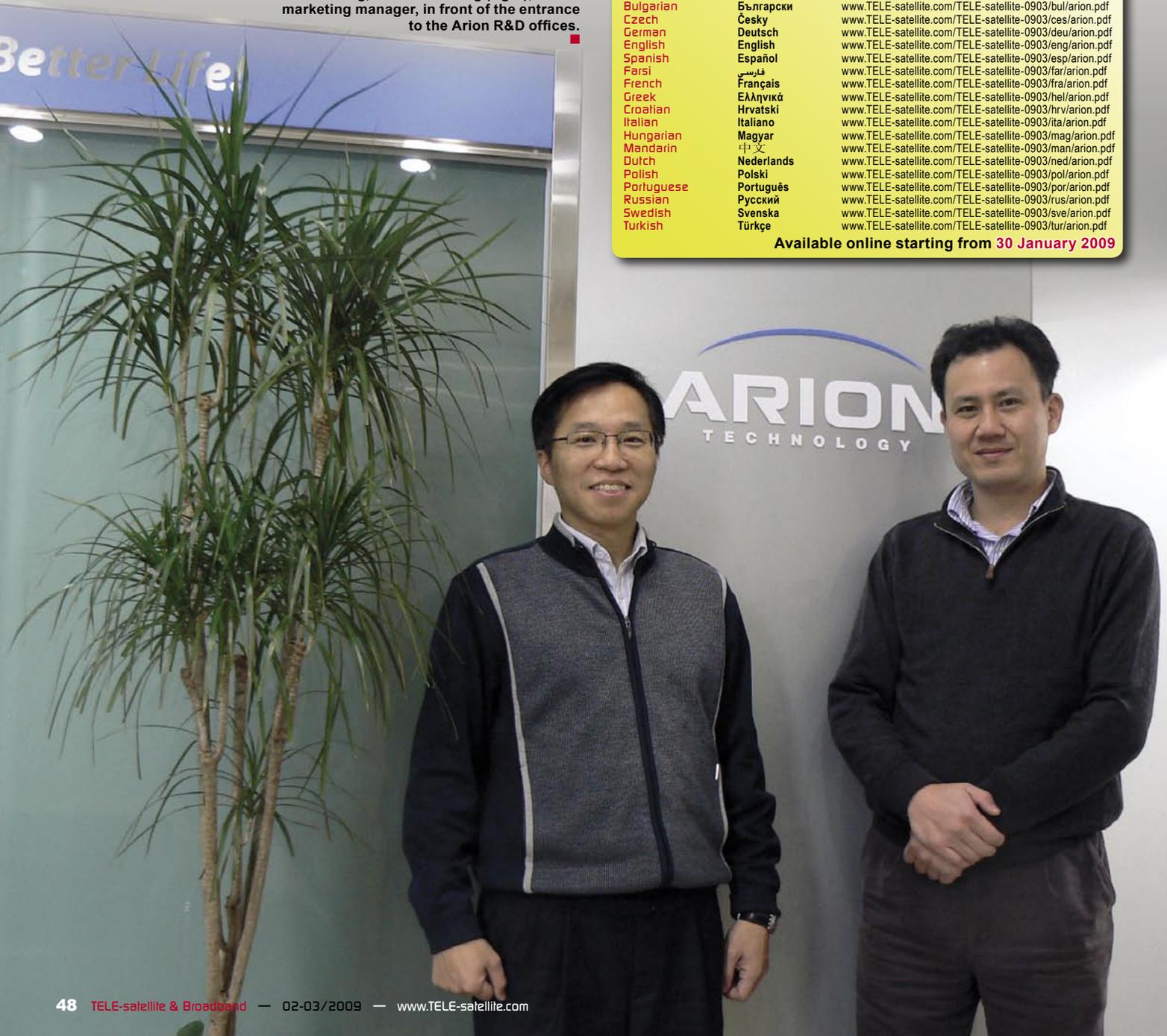
Arion on its way

More than a year ago TELE-satellite published a report highlighting the success of South Korean manufacturer of high-quality receivers Arion with headquarters in Anyang, one of the southern suburbs of Seoul. This time we visited to find out how Arion has managed to sail through the rough seas of last year and which expansion plans are on the road map for 2009.

We find senior marketing manager, Sam Chang in a new building, not far from the old company headquarters. He gives an update of what has happened: "We relocated to this place because here we can offer our employees better working conditions." Arion currently has a total staff level of 80, 50 of which are working as engineers in R&D center in Anyang city, Korea. "The main manufacturing of Arion receivers takes place in southern China." Sam Chang explains.

Marketing manager Joey Lee adds some geographical information: "30 percent of our products go to India, another 30 percent are dispatched to South America and the remaining 40 percent are distributed

Thomas Roh (left), director of sales & marketing, and Sam Chang (right), senior marketing manager, in front of the entrance to the Arion R&D offices.



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■ Isn't it obvious? A company with so many dishes on the roof must have something to do with satellite receivers. Jeong Woo Lee is one of Arion's engineers and is seen here aligning a LNB. In the background you can see the skyline of Anyang, one of Seoul's southern suburbs.

in Europe." Sam Chang adds, "Our own sales office in Argentina has been actively operational since the early of 2007" and continues by revealing that "in 2009 we are planning to keep growing in Western Europe, in particular."

Thomas Roh is the director of sales & marketing and provides some details regarding the major markets for Arion: "Since 2006, Arion has been focusing more on TV operator markets in Latin America, India and other emerging markets and

contracted with leading cable and satellite TV operators. But soon, we are coming back to Europe, one of our main STB markets, with enhanced new HD platforms such as ST7101 based HD, HD PVR-ready and Broadcom based dual HD PVR." It is there that Arion makes a special point in

setting up cooperation with various satellite and cable providers.

What about Arion's product range? "Clearly, the HD market currently is in Europe," Sam Chang suggests and continues by listing the products that will be introduced to the European market in 2009: "In the first quarter of 2009, we have scheduled to launch a PVR-ready HDTV receiver, which means that an external hard disk can be connected to the box. This will be followed by a receiver with integrated

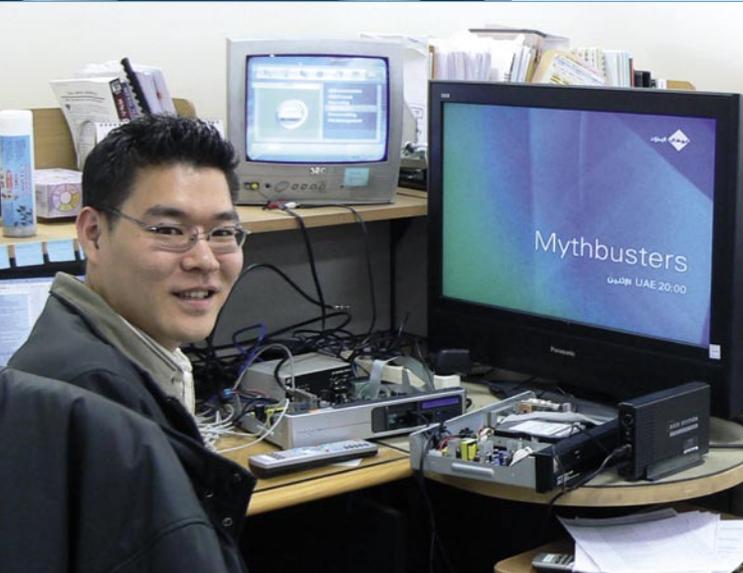
■ The Arion sales team at work.



■ Joey Lee, marketing manager in the Arion marketing team.



■ H.M. Park is Arion's senior managing director and leads the 50 hardware and software engineers in the R&D team.



■ Do not disturb! The circuit design of a new receiver is discussed by a team of engineers.

■ One of the software engineers fine-tuning the software for the new HD PVR receiver that will be launched soon.

hard disk in the second quarter and for the end of 2009 you may even expect some IPTV boxes." Joey Lee adds "as soon the first pilot receivers become available we will ship a sample to TELE-satellite for doing a test report." We at TELE-satellite and of course our readers as well look forward to these new MPEG-4 HDTV receivers, not least because Arion products have always led the pack in terms of quality.

If you prefer to meet Arion representatives in person you can mark two exhibitions in your schedule for 2009: "We will have stands at ANGA and at IBC," Sam Chang confirms.

Arion is as active as ever and we can't wait to see the new Arion quality receivers!

■ A quality receiver must undergo the most stringent quality checks: Eun-Ju Choi is a testing engineer in the quality team and is seen here checking how a new Arion receiver line behaves in the heat chamber.

