

Viewtech & Viewsat

Two names, one company. What's behind the company Viewtech and its Viewsat line of satellite receivers? Viewtech's headquarters is located in Oceanside, California, USA. They can be found in an extremely large industrial park that was constructed in 2007 in which Viewtech leased a large complex and equipped it with the most modern technology.

The first thing visitors will notice is that workers use the newest surround monitors: the large monitor in the middle is framed on both sides by two smaller vertically-mounted monitors. It gives visitors the feeling that they are on the bridge of a spaceship.

There are also no light switches. Motion sensors automatically turn on the ceiling light fixtures. The window shutters also move into place automatically and all of the telephone, Internet and satellite connections are all linked to a central location. If an employee should move from one office to another, he simply has to unplug his phone from the old location and plug it in to the new office; his tele-

■ Viewtech's headquarters in Oceanside, California.

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■ Rob Rhine is Viewtech's President and runs the company together with Jung Kwak.





■ Ethan Morris is Operations Manager and sits in his office in front of a futuristic surround monitor system: Starship Viewsat is ready for blastoff.



■ Viewsat receiver problems? Jonathan Mitsunaga is one of the technical Support employees. Every Viewsat model is on his desk; he can quickly switch from one model to another in order to help customers.



■ A critical area of any company would be Accounting; Lucy Roe manages this department for Viewtech. She also utilizes the 3-D monitor system to organize all the incoming and outgoing invoices.

■ Donna Elder is Viewsat's receptionist; she greets every visitor. The display case can be seen in the background with all of Viewsat's satellite receiver models.



phone number would follow him to the new office. Sophisticated!

It's not surprising that Viewtech is so sophisticated. It is made up of 12 employ-

ees, all of which are young. In the large president's office on the first floor we find Rob Rhine, President of Viewtech, Inc. He explains to us how it all started: "Jung Kwak founded the company in May of

2005." Jung Kwak is originally from South Korea but has since become a US citizen.

Rob Rhine and Jung Kwak were colleagues years before in a computer company. Rob thinks back: "Back then I was Vice President of this company and Jung Kwak was a Sales Account Executive." Rob could see back then already that there was a lot more to Jung Kwak and that he came up with many different ideas. Jung Kwak eventually left that company and their paths separated for several years.

Early in 2005, Jung Kwak came to Rob Rhine looking for help in starting a company that dealt with satellite reception, particularly with the sale of satellite systems to the Korean population in California. For Rob that could have been the end of it, but towards the end of 2005 he got a call from Jung Kwak: his business was expanding so fast that he needed help. Rob explains, "That call couldn't have come at a better time; I had been at that company for 11 years and was beginning to look into other opportunities."

Without any hesitation, Rob Rhine jumped on board in January 2006 as Viewtech's President and took over running the company. In the meantime Jung Kwak for the most part backed away from day-to-day operations and now dedicates himself to coming up with new ideas for the company. "Hence the company name Viewtech", explains Rob pointing out that their receiver product line is marketed under the brand name Viewsat: "We wanted to leave open the possibility that we might market products other than those related to satellite reception."

Viewtech has had quite a bit of growth over the past few years: "On average



■ A view of only a small portion of the warehouse. The pallets in the background are stacked with 250 receivers.



■ Repairs, even with the best quality products, cannot be avoided. For Heung Kuk Choi, who comes from South Korea, it's not a problem. He can handle any problem in Viewtech's fully equipped repair shop.



■ His colleague Sejong Kim, also from South Korea, can handle repairs just as effectively.

we've had about US\$ 35 million in sales each year", comments Rob, "for 2009 we're expecting the same result."

The largest market for Viewtech is the USA although sales in Latin America are strongly increasing. "We are working with a distributor in Mexico and also one in Panama that covers all of the remaining South American region." Rob is convinced that the expansion into South America should in the future more than make up for the economic downturn in the USA.

We asked Operations Manager Ethan Morris what the HD situation is: "In 2009 10% of our receivers will be HD models but in 2010 we expect that number to increase to 25%." A test report for the brand new HD MAX model is planned for the next issue of TELE-satellite. "In just a few months we will be introducing our first Twin HD PVR to the market", added Ethan. This upcoming model is also planned for a test in a future issue of TELE-satellite. We can't wait to see what quality products will carry the Viewsat label!

Viewtech is growth-oriented. Their large headquarters has plenty of room, and not just for increased storage space.

Viewtech is clearly on an expansion course!



■ Is Viewtech really a satellite company? A peek on the roof would tell us without a doubt. Sure enough, there's Heung Kuk Choi aligning one of their six satellite dishes. The sixth antenna is on the other side of the roof and is a multifeed dish.



■ All satellite cables meet here...

...and are then redistributed to individual offices. If an employee moves from one office to another, he just needs to reconnect his cable in the new office where he will then have the same reception as before.

