

A Leading Company

Alexander Wiese



Mr. Jason Lee, ARION's President and CEO

In just a few short years the South Korean company ARION has managed to make quite a name for itself as a manufacturer of high-quality Digital Set-Top Boxes. Founded in 1999, ARION began exporting digital receivers the very next year. ARION gained fame in 2004 by introducing the first twin-tuner receiver with PVR.

In 2005 they committed to expanding and promoting the name ARION. The move to the larger ARION building in An-Yang City in the Gyeonggi-Do district was completed in early 2006. Located in one of the most southern of the 25 districts of Seoul, it is easily reachable via Metro line #4.

Today more than 100 employees work in their headquarters of which 60 of them are dedicated to research and development (R&D). Four employees can also be found in their branch offices in Frankfurt and Dubai. 60 additional employees are busy in their manufacturing center in DanYang and thanks to a Joint Venture agreement signed in 2005, 200 more employees are now keeping busy in the Chinese city of DongGuan (ShenZhen province). ARION extended its business from this year in cooperation with broadcasters such as Canal Digitaal in Holland and managed a turnover of roughly US\$ 55 million in 2005. For 2006 ARION expects a somewhat lower turnover due primarily to overall price reductions, but for 2007 an increase in turnover to more than US\$ 80 million is forecasted.

This optimism in large part is based on the new HDTV technology. "We believe that HDTV will have an impact to the market much like

the introduction of color TV had all those years ago", Sam Chang, Marketing Manager is convinced. He adds, "Once you've seen the picture quality of HDTV, you'll never want to go back to standard or analog TV". ARION will shortly be introducing their first HDTV receiver to the market. The AF-8000HDCI will be presented by TELE-satellite in a test report in the next issue. The first HDTV receiver with PVR will follow shortly thereafter towards the end of the 1st quarter of 2007.

"The current popularity of flat screen TV's with end users is accelerating this development", says Sam Chang, "since we are seeing increased demand for regular standard receivers with HDMI outputs and Multi-Room PVR". Mr. Chang is also very proud of the quality assurance of his company: "ARION receivers have been designed to work properly in almost any geographical environment". The quality assurance team helps to prevent any defective receivers from ever leaving their facility.

ARION has the entire world within their field of view. Their receivers are exported to every corner of the world and are matched to local requirements. In the early days, the incredibly tiny receiver that carried the model number AF-1000 was a bestseller. Today, they are mainly focusing on sales of newly developed HD, PVR in retail market and also signed some big contracts with service providers with various CAS / Middleware integrated STBs.



A look at the assembly line in DongGuan

ARION has a very simple Mission Statement: "Maximization of the company value by realizing customer satisfaction through good human management". And their Vision is to "Be a leading company in the field of digital multimedia content receivers".

ARION is well on the way to reaching these goals!



This is how it all started: the AF1000 was ARION's initial success

A first view of the future: ARION's brandnew HDTV Set Top Box AF-8000HDCI



The ARION building in the south of Seoul