

NASA in Seoul

Normally, when you hear the name NASA you immediately think of space travel. But satellite technology should also come to mind. A company with a name like NASA CNS is definitely worth finding out more about, and that's exactly what we did.

Shin Hui Tae, owner and President, greeted us in his office in Yongsan near downtown Seoul. Up until June of 2007, the company was still called NASA SAT; now it's NASA CNS. Shin Hui Tae explained the acronym: "Century Network Satellite" – an all-encompassing name.

Shin told us about how it all started, "I started my business career with Daewoo, one of South Korea's largest conglomerates." But it didn't last long; he didn't see many large opportunities to climb the corporate ladder and decided to move over to the satellite wholesaler "Fuji Satellites". This company no longer exists.

In June of 2000 it was time: "I started my own company; it was a one-man operation", remembered Shin. Today he is proud to have 10 employees. "Three are in sales while the other seven are technicians."

For installation work he relies on a total of 10 companies with which he has set up cooperative agreements. "We have the exclusive rights for Seoul and Kyong-gi to install antennas for the American Armed Forces

Network (AFN) in South Korea", explained Shin, "AFN is transmitted over NSS6 and here in South Korea a 65cm dish is good enough."

For reception, addressable PowerVu receivers are used that can only be purchased from the American PX. His customers are exclusively American military personnel; NASA CNS sells roughly 1500 systems a year to these users.

"70% of our sales come from satellite components", explains Shin, the rest is from MATV equipment. 30% of their sales go to third party's that include dealers as well as the private sector.

What does Shin think about the future? "We're not expecting much in the satellite business", comments Shin pessimistically, "only in 2011 when new satellites are launched do we expect business to get better." More detailed information on these satellite projects is not really known.

Shin is trying to maintain his sales and expand on them. "In 2006 we had sales of 1500 mil-



NASA CNS rented the ground floor, the basement and the roof of the small office building in the suburb of Yongsan.

lion Won." This is roughly 1.1 million Euros. For 2007 Shin is expecting an increase to about 1.5 million Euros.

NASA CNS is managing to stay successful despite a difficult environment.

Shin Hui Tae is founder and owner of NASA CNS. In addition to the 65cm antenna (in the background on the right) for reception of AFN Korea, his best-selling product is the 1.8-meter antenna that he obtains from Taiwan. "We sell 200 of these dishes a year", explains Shin. 100 of the 2.4-meter segmented-panel antennas are sold every year while the other sizes such as 1.6 meters account for roughly 300 sales a year.



Alex Li, Technical Manager, on the roof. He explains, "The blue antenna is 1.8 meters in size and is pointed to ASIAsat 3, the white dish is 1.6 meters and is aligned with THAICOM 1A." More dishes can be found on the roof: there's another 1.6-meter antenna for the reception of the Japanese BSAT, a 55cm dish for KOREASAT and a 65cm antenna for NSS6. Alex Li explained why the large 2.4-meter dish is not connected, "We just recently moved in here and haven't had any time to run the cables."



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Shin Hui Tae standing next to the satellite receiver rack that is connected to all the antennas on the roof. He is happy that his company is being introduced in TELE-satellite.