

# Berita dari Jalan Inovasi



The Hsinchu Science Park in Taiwan carries the name “park” appropriately: hidden behind the trees are the offices and production facilities for MTI.

**Pabrikasi LNB di Taiwan**, MTI, tidak mendapatkan nama jalan yang lebih baik. MTI didirikan pada tahun 1983, dan pindah ke Jalan Inovasi di Hsinchu Science Park sejak 1990. Taman teknologi ini, yang disebut serupa dengan Silicon Valley di Kalifornia, ditempati secara eksklusif oleh perusahaan-perusahaan teknologi-tinggi. Hsinchu terletak strategis di baratdaya Taipei, sekitar 1,5 jam menggunakan kereta api dari ibukota dan satu jam dari Bandar Udara Internasional Taoyuan.

Lebih dari 700 karyawan bekerja di kantor pusat perusahaan ini di Hsinchu. 800 karyawan lainnya berlokasi di WuXi di China daratan tempat MTI menemukan teknologi Jupiter

pada tahun 2001. Sebagian besar proses akhir dilakukan di sana. LNB merupakan produk utama mereka sejak awal; kemudian, kelompok produk seperti VSAT juga hadir. Sophie Su,

Manager Produk Senior MTI, sangat bangga dengan telepon satelit original yang dipajang di ruang pameran perusahaan, yang digunakan oleh Peter Arnett melaporkan Perak Teluk pertama kali untuk CNN. Fotonya dan telepon satelit tersebut didistribusikan ke seluruh dunia pada saat itu. Sophie ingat: “Setelah foto ini dipublikasikanAfter this photo was made public, harga saham MTI menanjak naik tajam.”

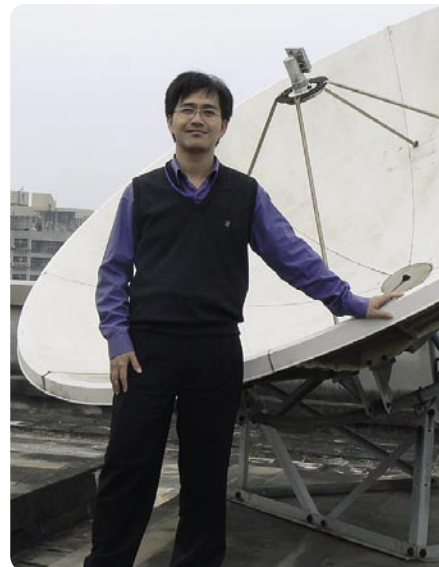
Eugene Wu, Kepala Kemlompok Bisnis LNB MTI menjelaskan situasi saat ini: “Nearly 40%



Chih-Ling Chang is their European Sales Manager and provides support to European Sales Director John Scott in London and technical guru “Doctor” Dave Iredale.



Raised in Florida, Tindy Liu speaks perfect “American” and is responsible for MTI’s marketing. She’s a fan of Japanese Comic „Doraemon“



Jeff Lin, Sales Assistant Manager responsible for the Asian market, is seen here standing on the roof of the MTI building.



Allen Yen has been MTI's COO since 2005

of our sales come from MTI's LNB division." One would expect larger sales from the commercial VSAT division, though. Eugene tries to put things into perspective: "We sell incredibly large numbers of LNBs." This helps to realize larger profit margins despite lowering LNB prices.

Aside from that, LNBs are part of MTI's quality products. Eugene provided us with a glimpse of the company's strategy: "Our largest market is the USA where we are the primary supplier to Echostar. We're looking to become part of other top satellite TV operators' business as well."

40% LNB yang diproduksi adalah untuk Amerika Serikat dan sisa 60% didistribusikan ke Eropa dan Timur Tengah. MTI berjaya di Eropa dengan banyak provider. Melalui rekanan penyalur setempat, termasuk E-tronix, yang berlokasi di Luxembourg, MTI menyalurkan, contohnya, Canal Plus di Perancis, Sky Italia di Italia, dan BSKyB di Inggris.

Bagaimana MTI menjelaskan posisi pasar mereka yang handal? "Kualitas dan Kepercayaan," komentar Eugene, "Yang juga membantu adalah bahwa MTI telah hadir sejak sangat awal. Konsumen percaya pada kami."

Tidak hanya itu, terdapat 50 insinyur yang

secara konstan bekerja untuk pengembangan. Eugene memberitahukan sesuatu yang baru: "MTI juga membentuk kelompok dengan proviser sistem VSAT dan operator dengan menyediakan transceiver Ka-Band, konverter Ku-Band dan TRIA untuk kayanan pita-lebar satelit di Amerika Utara dan Asia Tenggara. MTI telah menghasilkan lebih dari 280.000 transceiver Ka-band dalam dua tahun terakhir dan sangat bangga memiliki 90% lebih pasar."

Namun, mari kembali ke Ku-band. Jeff Lin, Sales Assistant Manager responsible for the Asian market, spoke to us about sales: "Single LNBs are not nearly as popular anymore. Sales of Twin and Quad LNBs have steadily risen 5-10% each year since 2005."

India has recently become a new market for MTI. In just the last quarter of 2006, MTI shipped more than 100,000 LNBs to India. And Sophie Su, Senior Product Manager, is convinced that this number will increase as soon as India's large TV carriers can get their operating licenses.

Will you find MTI at satellite trade shows? Tindy Liu, Market Planning Specialist, informed us that MTI will be at ANGA. "Whether or not we will be at IBC, CABSAT and SBCA has not yet been decided." However, the Sales Team employees have been visiting all of the important trade shows.

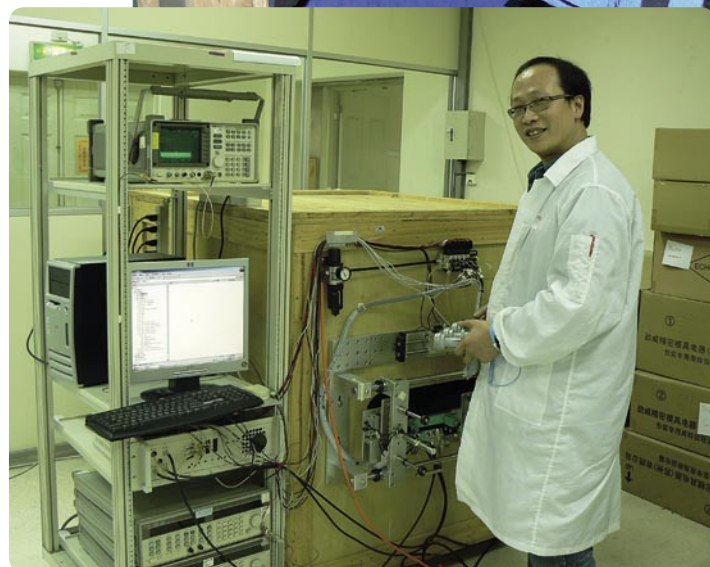
MTI presents itself as a company that certainly lives up to the name of the street: Innovations for more than 24 years have placed MTI at the head of the class.



One of MTI's latest innovations is this Octo LNB



Eugene Wu, LNB Group Business Head, with one of the new Octo LNBs in the MTI showroom.



Pan Yuonan is one of the developmental engineers. Here he is testing a newly designed triple monoblock LNB for its cross-modulation resistance in an echo-free chamber. The inside of the test chamber can be seen through the open door in top picture.