

# NORSAT INTERNATIONAL, INC.

By Dr. Amiee Chan, President and Chief Executive Officer

## 2018 has been a year of tremendous market success for Norsat International through a wave of new product development and diversification into new markets.

During the past year, fly-away satellite terminals witnessed significant growth, especially within applications such as military intelligence and broadband disaster response. This proved to be beneficial for Norsat, as the satellite communications market is expected to register a CAGR of more than 8.46 percent during the forecast period of 2018 to 2023.

Through our constant industry interactions, customer requirements and R&D, Norsat is showing that products can be rugged, reliable, and cost effective.

In 2018, Norsat developed and introduced next-generation terminals and a new lineup of compact microwave components and systems for the commercial and military markets. Whether customers are flying at 40,000 feet, in the middle of a rescue operation in a cave or driving leisurely across the country, Norsat delivers the best products to enable seamless communication.

### Success Starts the Year

Norsat's **ATOM** series of block upconverters are world-renowned for being one of the most powerful BUCs, with the best industry size, weight, power and efficiency.



With a strong focus on research and new product development, Norsat's ATOM 50 Watt Ka-band BUC and the industry's first 4- and 5-band Ka LNBS were launched, making the Norsat Ka-band satellite components offering one of the richest in the industry.

### New Markets Diversification

Commercial terminals have evolved over the years to become vital tools in the satellite industry. Norsat's market analysis revealed that light-weight, commercial terminals are becoming a mainstay for organizations that have to launch broadband connections in time-sensitive conditions. What originated as simple video or data uplink from a quick-deployable device has developed into an entire market segment.

Toward the end of 2017, there was an immediate and increasing customer demand for commercial satellite terminals in numerous designs, each slightly unique from each other, envisioned for specific applications. Keeping this in mind, customer-focused product development proved to be a key motivator for Norsat this year.

A further step in our market diversification was the launch of Norsat's **WAYFARER™** series of ultra-portable commercial satellite terminals at the NAB Show in Las Vegas, in April.



Norsat supports the United States Coast Guard.

This was a strategic move to further meet the increasing needs of our non-military customers seeking high quality and high value solutions.

This series includes an easy-to-deploy drive-away, fly-away and fixed terminal solution. Products in this series are ideal for a variety of commercial applications including broadcast, oil and gas, mining, forestry, emergency response and remote enterprises, enabling us to reach out to new markets. Our commercial customers have praised the fast setup, tool-free installation and weather-proof construction.

### Think Local, Act Global

With a history of more than 40 years of success, Norsat is well known locally in North America as the leading provider of innovative communication solutions for remote and challenging environments. This year, however, we have been witnessing significant orders from EMEA. This enabled Norsat to deliver its signature North American quality products overseas.

Europe holds one of the largest global market shares for the Satellite Services Market due to the presence of large integrators and operators and an increasing number of commercial customers using satellite communication as part of their overall communications plan.

Additionally, the joint venture of European Commission and European ICT industry to provide the 5G Infrastructure Public Private Partnership (5G PPP), will deliver solutions, architectures, technologies and standards for the ubiquitous next-generation communication infrastructures of the coming decade.

The company received a \$3 million order from this region in mid-2018. Another set of products that witnessed significant growth and were a major success were the 4- and 5-band Ka LNBs. Our 1:1 and 1:2 redundant switch system witnessed a surge in growth, as well.

### Moving Forward

Known globally as an organization with a unique ability to 'customize fast', customers expect Norsat to deliver extremely specialized products quickly.

Rather than a mass-market approach, the company treats every customer's business as our own by developing solutions that adapt quickly to their applications. What has helped us survive and excel in the long run, for over four decades — is Norsat's exceptional dedication to the **LEAN Kaizen philosophy**.

Every year, we witness changing macroeconomic conditions, new technology with increasing competition. LEAN, done correctly, helps us maintain quality, be more flexible and adaptable to change as it occurs, rather than having customers suffer because of delayed responses.

Every employee at Norsat believes that 'not a single process is exempt from improvement' — hence, striving for excellence is a continuous process. Norsat is one of the top organizations in Canada following LEAN, with every employee going through LEAN training, with six Green Belts, and three Black Belt certifications present in our current team. In 2019, our LEAN goal is ultimate customer delight. We are working toward achieving one of the shortest lead times in the industry with the highest quality products, by making our business processes more efficient.

As we move into 2019, the growth of the SATCOM market is anticipated to be driven by high demand for uninterrupted, customizable, energy-efficient communication systems with longer lifespans, greater functionalities and dependability — which is exactly what Norsat provides.

Norsat will continue to expand our international customer base, closing deals in Europe, Asia, and South America. Moreover, we have already pledged a heavy investment in R&D and to all that is possible to ease the customer journey through the launch of the company's ecommerce platform.

2019 will, indeed, be a promising year for Norsat with significant new projects already underway.

[www.norsat.com](http://www.norsat.com)

*Dr. Amiee Chan, President and CEO has more than 20 years of experience in executive management and research & development in the telecommunications industry. Offering a rare blend of technical and corporate strength, Dr. Chan's strategic vision has driven Norsat's innovative product development program and resulted in consistent revenue growth since her appointment as CEO in 2006. Dr. Chan currently holds three U.S. patents in satellite technologies and has been involved in high level research teams such as the NASA ACTS Terminal Program.*

*Dr. Chan holds an Executive MBA from Simon Fraser University where she majored in Strategy & New Ventures, as well as an Electrical Engineering Ph. D. in Satellite Communications from the University of British Columbia. Dr. Chan currently serves on the Dean's External Advisory Board for the Beedie School of Business at SFU, the Science World Board of Directors and the UBC Engineering Advisory Council.*

