



mu Space founder James Yenbamroong (center) with Blue Origin founder Jeff Bezos (2nd from left)

Targeting Southeast Asia and beyond

mu Space Corp was established in August 2017 to deliver reliable satellite-based broadband, mobile and broadcasting solutions for telcos and businesses in Thailand. The company plans to expand its reach throughout the Asia-Pacific in the coming years with the launch of a low latency, high throughput satellite (HTS) in GEO. Amy Saunders spoke with James Yenbamroong, CEO and founder at mu Space Corp to find out more about this ambitious fledgling company.

Question: Can you provide a brief overview of mu Space Corp's capabilities and market presence?

James Yenbamroong: mu Space Corp was formed in June 2017. We plan to offer three different services to people - satellite communications, digital park, and space tourism.

The company currently delivers reliable satellite-based broadband for telcos and businesses in Thailand. We also support the Thai government in its nationwide digital transformation efforts by bringing connectivity to rural areas and making Smart cities more sustainable.

In the coming years, we plan to expand our business across Asia-Pacific and Africa. In 2020, the company

will launch into space a high throughput and low latency geostationary orbit (GEO) satellite aboard Blue Origin's space vehicle New Glenn. Moreover, we plan to lead the provision of commercial space travel in Asia-Pacific.

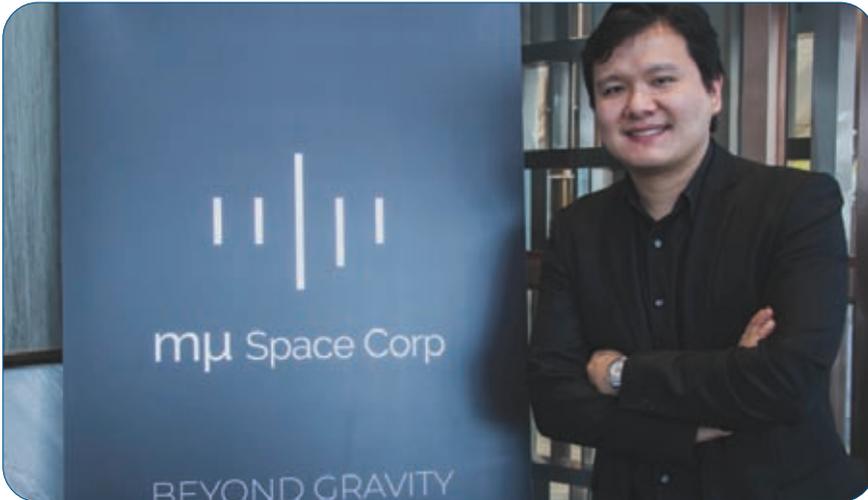
Question: Let's talk a little more about your plans for this GEO satellites. Can you tell us how you decided to fly with Blue Origin?

James Yenbamroong: In June 2018, we officially released the Request for Proposal (RFP) to satellite manufacturers, so we can't reveal yet the name of the successful bidder. We're building a low latency, high throughput satellite on a geostationary orbit (GEO) location at 50.5-degree

East orbital slot. It is expected to provide satellite communication services across Asia-Pacific and will have a lifespan of at least 15 years.

We chose Blue Origin because we believe in their vision. Also, the space technology they're developing is top notch, and will help improve the quality of life of people. We also like Blue Origin's concept of a reusable rocket. It is a major breakthrough in space technology. We expect that with this system, launching a satellite would be cheaper in the future.

Question: The NewSpace sector is booming right now; investment is heavy, and the possibilities are almost endless. What's your



James Yenbamroong, CEO and founder at mu Space Corp

assessment of the NewSpace revolution?

James Yenbamroong: NewSpace is going to be a big industry. It was predicted that the global space industry will be worth US\$2.7 trillion in the next 30 years. From our perspective, we will tap into this opportunity by launching

our own satellite. Aside from that, space tourism is another business we're planning to provide within the 2020s.

Currently, Blue Origin, Space X and Virgin Galactic are leading space tourism. However, none of them is based in Asia. That's why we decided to go with this business; I want mu

Space to be the first in Asia. And having our head office in Thailand is just perfect for this business because the country is a famous tourism destination worldwide.

Question: Earlier this year, it was announced that in cooperation with SES Networks and Hughes, mu Space Corp would provide broad band access to rural Thailand. What can you tell us about the agreement, and how will it help bridge the digital divide?

James Yenbamroong: In Thailand, the local government has a project to connect remote villages to broadband. The project is worth US\$449 million and will connect nearly 4,000 remote villages to broadband. Many of these villages are so remote that they're just beyond the reach of digital infrastructures. So, a communication satellite is an ideal solution to provide these villages and the people with broadband, which is essential to rural and social development.

Our communication satellite will be launched in 2020. Since the satellite

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launch is happening two years from now, we're temporarily leasing bandwidth capacity using SES' satellite to deliver broadband. With Hughes, we install their user terminals at the location of end users.

Question: You've also announced a partnership with True Digital Park for the operation of a satellite and space

technology lab. What can you tell us about the lab, and what do you hope to achieve with it?

James Yenbamroong: True Digital Park will start operations in 2018. We will set up a laboratory there to develop and test products that we will use in our future space projects.

It will also serve as a venue to showcase our work to the public to help

them understand satellite and space technology, and its relevance to daily life.

Space technology, for many people, is a hard-to-understand topic. We want to change that; we want to change people's perception and show space is a fun topic. To promote better public understanding about space, we'll showcase our work and the products we'll develop to the public on our lab at True Digital Park. These products could include space suits and other advanced gadgets.

Question: What's on the horizon for mu Space Corp for the rest of 2018 and beyond?

James Yenbamroong: This year, we're looking at expanding to five other Southeast Asian countries, namely Cambodia, Laos, Malaysia, Myanmar and Vietnam. We're also planning to set up an office in the US. These expansions could increase our head count to 50 by year-end.

We target to join the space race with the launch of our own satellite in 2020. Aside from that, we will focus not only with satellite communications, but also extending our business to other space-related activities, like space tourism, within the next decade. ■

Visualization of mu Space satellite



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