Terrestrial Receivers at Jiuzhou

Our readers are very familiar with Jiuzhou - have a look at TELE-satellite issue 02-03/2007. In 2008 Jiuzhou celebrated their 50th birthday and moved into their new Jiuzhou Electric Building (see TELE-satellite issue 02-03/2008). In September 2009, when the Shenzhen Metro Line 1 was extended, Jiuzhou became close to a Metro station. It's a five minute walk to the station which has a nice and fitting name: "Hi Tech Park".

The Jiuzhou Electric Building in Nanshan's High Tech Park, a part of Shenzhen in southern China directly across from Hong Kong. There is a restaurant, the "Raindrops Café", in which managers and high-ranking guests sit down and have a bite to eat.

JIUZHOU

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We've already reported several times on Jiuzhou's satellite receivers, but now that terrestrial reception is taking on more meaning, we wanted to know what the current situation at Jiuzhou is. Who better to tell us what's going on than the Manager of the R&D team.

Zhang Enyong explains to us what's new: "A few years ago Jiuzhou began producing terrestrial receivers and just recently also ISDB-T receivers for the Latin American market." Since early 2008 Jiuzhou has entered the local DMB-TH market. R&D team leader Zhang Enyong tells us: "Our R&D team is focussing right now on a combo box for DVB-T and DVB-C, which will be ready in early 2010."

Roughly 50% of their terrestrial receiver production is for the DVB-T standard, 35% is for the American ATSC standard and the remaining 15% for the Latin America ISDB-T standard.

Huang Wei, Sales Team Manager, expands on this: "For 2010 and 2011 we are expecting an increase in DVB-T sales of 20% each year." At the moment standard resolution boxes (SD) make up the majority of sales, namely 60%, "but for 2011 we see that changing: HD will then make up 60% of receiver sales whereas SD boxes will drop to about 40%."

Of course we're nosy about anything new coming from Jiuzhou. "We're just now starting with a DVB-T2 PVR receiver", reveals R&D team leader Zhang Enyong, "and we're also working on developing a twin tuner model that should become available in mid 2010."

He then walked into his laboratory

■ **Zhang Enyong is the R&D team Leader and is seen here showing us a brochure of one of Jiuzhou's brand new receivers.**

■ **Marketing Assistant Zoe Liu shows us a sample from the new DVB-T2 series.**

■ Gina Yan from the Overseas Marketing Department is seen here showing us the developmental model of the mobile TV with DVB-T antenna.

and came back with a sample unit: "This is our newest product; a mobile TV with DVB-T."

This product will undoubtedly be a hit since such a small TV would be a lot of fun to play with. "This product should be ready in mid 2010", explains Zhang Enyong.

Zhang Enyong leads a team of 100 engineers. "Roughly 50 of them are involved exclusively with DTT", explains Zhang Enyong. We can't wait to see all the upcoming new and interesting products from Jiuzhou!

■ Huang Wei is in charge of the sales team (background). Anyone who orders with Jiuzhou ends up with one of the 40 employees that work here.