

■ SKYWORTH's futuristic headquarters located directly on Shennan Boulevard, the main street that runs directly through Shenzhen.



# SKYWORTH is Expanding





*One of the larger receiver manufacturers in China is SKYWORTH. They've consistently been in expansion mode and have managed to make a phenomenal entrance into the South American marketplace in 2010: a large contract with the government of Argentina involving 400,000 receivers for the terrestrial ISDB-T standard resulted in SKYWORTH's intense production activity. "All these receivers have already been shipped", we learn from Jack Jiang, Sales Director of SKYWORTH's receiver division. The company's official name is Shenzhen SKYWORTH Digital Technology Co., Ltd.*



We met up with Jack Jiang in SKYWORTH's futuristic headquarters located in Shenzhen's High-Tech Park. He told us of some of the companies additional highlights: "Next to Europe, the Middle East including Turkey are large markets for us", he reveals, "we sold half a million receivers in this region in 2010 and we're actually expecting this number to double for 2011."

There's a reason for this optimism as can be seen by the type of receivers sold there; the Middle East still has quite a bit of potential for HD receivers. According to Jack Jiang, "70% of the receivers sold in the Middle East in 2010 were DVB-S

SD models and only 25% were DVB-S2 HD models." It's clear from these numbers that the market for HD receivers in this region hasn't really picked up yet. The remaining 5% were twin receivers.

Jack Jiang has more to tell us: "Up until now in the Middle East only Iran has made DVB-T official; SKYWORTH delivers OEM DVB-T MPEG4 receivers to a local partner in Iran." Thousands of units have already been shipped to Iran and SKYWORTH foresees a significant increase in these deliveries for 2011.

But let's get back to South America. "We shipped our first ISDB-T receiver to

Brazil in 2009", explains Jack Jiang, "in 2010 we shipped roughly 30,000 OEM receivers to our partner in Brazil."

For 2011 SKYWORTH expects that number to rise since more and more countries in South America are starting regular service of terrestrial TV in the ISDB-T standard.

"We can offer three different models for South America: a standard ISDB-T box, a box with ISDB-T and the Middle-ware Ginga - this allows access to interactive programming content - as well as a combo box with ISDB-T and DVB-S2." SKYWORTH is quite capable of deliver-

1. Jack Jiang is SKYWORTH's Sales Director

2. A look at the large open office area with SKYWORTH's software developers



**SKYWORTH**  
OEM Receiver Manufacturer, China  
www.skyworth.com

**Company Details**

Engineers in Research & Development | Total Number of Employees  
 0 ..... 1250 ..... 2500

Average Turnover (Previous, This, Next Year Estimates)  
 0 ..... 1.250 ..... 250 Mio US\$

Production Certificates  
 RoHS, CE, REACH, DVB

Main Products  
 Receiver for DVB-S/S2, DVB-T, ISDB-T with single, twin and  
 combo tuner, Receiver Sticks for USB, SCART in DVB-S and  
 HDMI in DVB-S2

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ing receivers to this new and upcoming market!

As long as we're on the subject, how does it look for new DVB products? Jack Jiang has the answers: "We recently started a DVB-S2 receiver with the HDTV variant CI+." A test report on this new receiver in TELE-satellite is forthcoming. By the time you read this issue, there

will be an especially interesting highlight from SKYWORTH: "We will be introducing an HDMI stick to the market for DVB-S2 and of course with a PVR function", explains Jack Jiang.

SKYWORTH already has plenty of experience with receivers in stick format; in TELE-satellite's issue 04-05/2010 we introduced a receiver stick - it was

in SCART format and naturally in standard definition - only the HDMI interface is qualified to be used with HDTV. "And for the third quarter of 2011 we will also offer HbbTV", comments Jack Jiang as he lists SKYWORTH's new products.

Vice General Manager David Ken has more information for us: "We have 2500 employees", explains David Ken, "of which 400 are engineers in the R&D department."

An important reason for SKYWORTH's success is their technical support. "Nine engineers are in the technical support department and are immediately there to help our customers should there be a problem with a receiver."

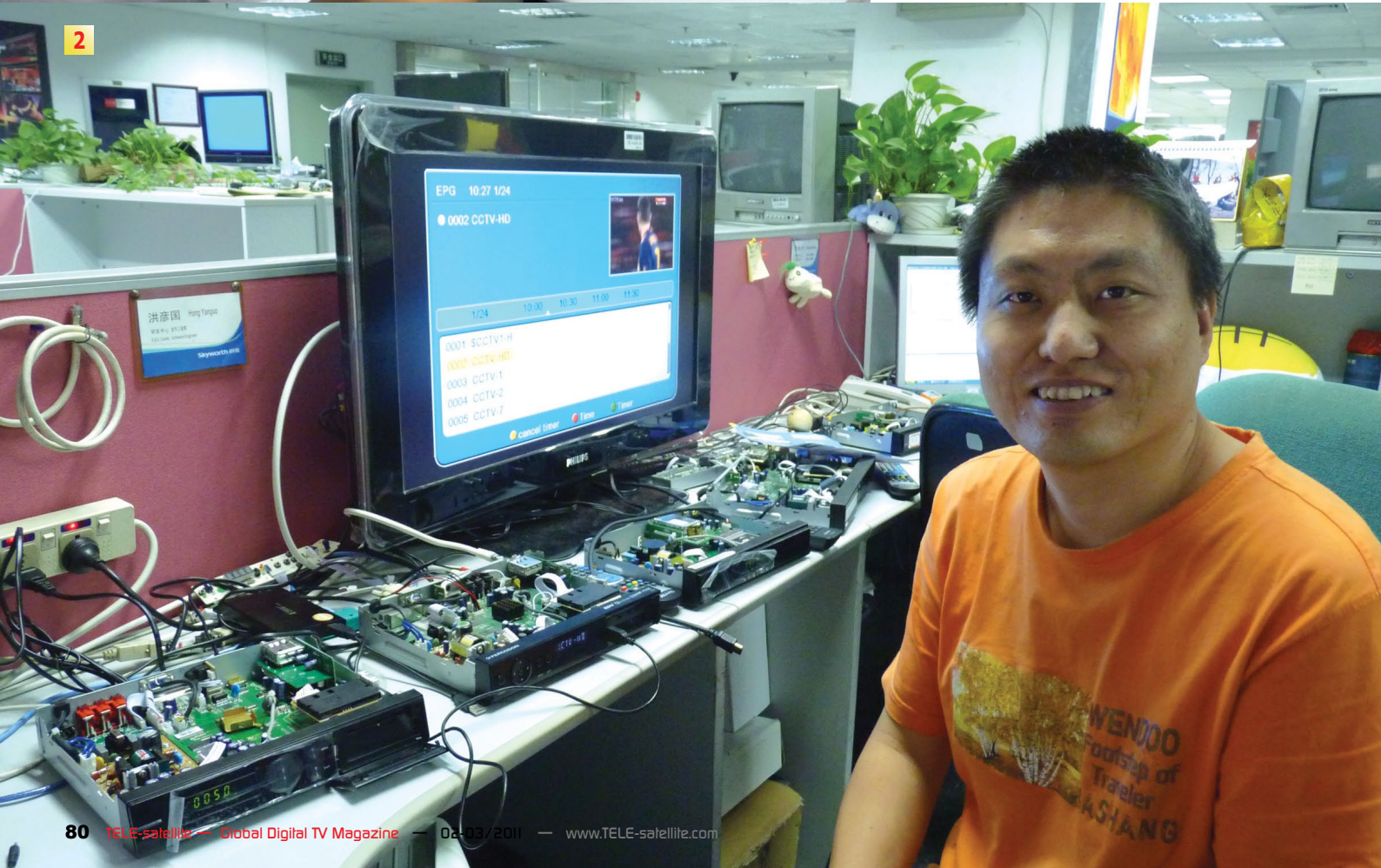
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**1. Are there technical problems? Then all you need to do is send an e-mail to SKYWORTH's technical support team. Here we see Rock Cai; he is manager of the nine-engineer strong technical support team. He gives us insight into what kind of problems they see: "The hardware typically functions error-free. When there are problems, it's usually with the software." The reason for this is that the software is always being updated. "Most of the problems can be corrected with a software upgrade", explains Rock Cai, who has succeeded thus far to track down every problem.**

**2. SKYWORTH is currently introducing a receiver with CI+. Gong Yangno, shown here, is responsible for technical development. He runs the CI+ software development team with 22 engineers.**

2





In this case the customers aren't the end users but rather the large distributors and trademarks that get their receivers from SKYWORTH as an OEM supplier. For these companies it's especially important that the receivers function flawlessly since only then can they stay successful in the market.

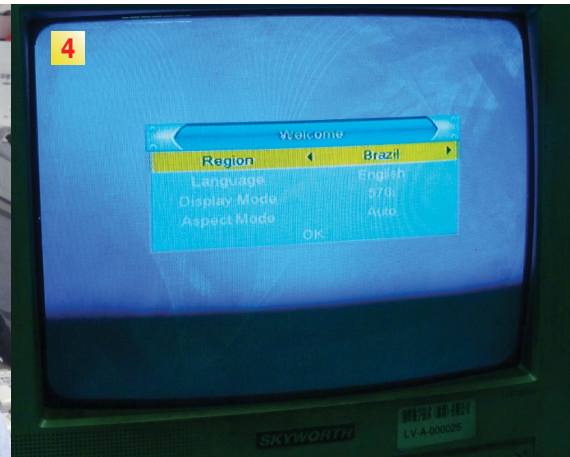
If you want to find out more about

SKYWORTH's receivers, you can meet up with Vice General Manager David Ken and Sales Director Jack Jiang at many different trade shows.

Jack Jiang lists the trade shows that SKYWORTH will be part of in 2011: "We'll be at CABSAT in Dubai, SET in Sao Paulo, IFA in Berlin, ANGA in Cologne, IBC in Amsterdam and at the Fall trade show in

Hong Kong." This provides many opportunities to take a much closer look at SKYWORTH's product line and to discuss delivery options.

With their many innovative products and their extensive technical know-how, SKYWORTH's customers are in very good hands!



1. Wong Wei is responsible for the South American ISDB-T receiver's software. He's in charge of four ISDB-T engineers.

2. Front panel of the South American ISDB-T receiver

3. Rear panel of the South American ISDB-T receiver

4. A TV monitor is used to test a SKYWORTH ISDB-T receiver. Country selection can be seen here in the menu which for this receiver is limited to South American countries that have adopted the ISDB-T standard.

## SKYWORTH ISDB-T Receiver for South America

