



■ Tenow is in the process of setting up new offices on the second floor in this new office complex in Shenzhen's High-Tech Park. These offices will give Tenow room to expand.

# Innovative PC Cards from China

*One company that is fully concentrated on the development of their products is the young firm Tenow from Shenzhen, China. PC cards are manufactured although the actual production process is outsourced allowing Tenow to focus their efforts on Development and Marketing. Also interesting to note about Tenow: the company is run by four partners and all four of them work together as a team to further expand their young company. Tenow is in the process of setting up a new office in Shenzhen's large High-Tech Park. When we paid them a visit, we went to their old office located directly next to the Shen Da Metro Station on route 1.*

■ Tenow's four partners: they founded the company in 2005. From left to right: Richard Zhang, Bob Liu, Eric Deng and James Liu

Two of the founders, James Liu, in charge of Marketing, and Bob Liu, responsible for Software Development, met each other while studying at Wuhan University. The two other partners, both of whom previously worked at a receiver manufacturer, are Richard Zhang, in charge of Hardware Development, and

Eric Deng, who is also involved with Software Development. All four of them founded the new company in 2005 using a starting capital of 500,000 RMB (roughly 50,000 Euros).

Tenow then operated as a commercial enterprise: DVB-T was just starting

to become popular and they distributed DVB-T demodulator chips to local manufacturers in Shenzhen.

Then, as a design house, Tenow developed complete applications for manufacturers. One success story involved DVB-T USB sticks: Tenow developed the



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**TENOW**  
PC Card Manufacturer, China  
www.tenower.com

**Company Details**

Engineers in Research & Development | Total Number of Employees  
0.....12.....25

Average Turnover (Previous, This, Next Year Estimates)  
0.....1.5.....3 Mio €uro

Production Certificates  
RoHS, DVB

Main Products  
PC-Cards for DVB-S/S2, DVB-T/T2, DVB-C with single, dual and quad tuner, CAM Box for DVB-S2, USB-Stick for DVB-S/S2, DVB-C and ISDB-T

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Available online starting from 28 January 2011



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application which was then acquired by a local manufacturer who then marketed the completed sticks.

That was actually the trigger that compelled the four founders to reorganize their business model: instead of designing solutions for other manufacturers who then ended up profiting from the sales, the four partners decided to take their designs and manufacture and distribute them themselves.

For Tenow though, the DVB-T stick was old news; the prices for this product segment were already too low to continue with that product. A new idea had to be found; it didn't take long: a PCI card for DVB-S that was marketed under the brand name Tenow at the end of 2006.

Then each year after that it was something new: in 2007 there was the new DVB-S2 PCI card and then in 2008 the time was right for cards with a PCI Express slot. The first of those was a DVB-S2 card followed by a dual DVB-S2

card in 2009 which was introduced by TELE-satellite in the 12-01/2011 issue. But now it's 2011 and the four partners are really giving it all they've got: by the time this issue reaches your hands, there will be a firestorm of innovative new PC cards as well as boxes that can be connected to a laptop:

- a CAM Box in DVB-S2 with the ST0903 chip
- a PCIe Card with 4 x DVB-S2 with the CX24117 chip
- a PCIe Card with 1 x DVB-T2 with a Samsung tuner
- a PCIe Card with 2 x DVB-T2
- a professional PCIe Card with the ST0900 chip supporting VCM/ACM/CCM and multi-stream-input

The second quarter of 2011 should see other highlights:

- a double PCIe- Card with 2 x DVB-S2 and 2 x CI

An especially tasty treat for satellite

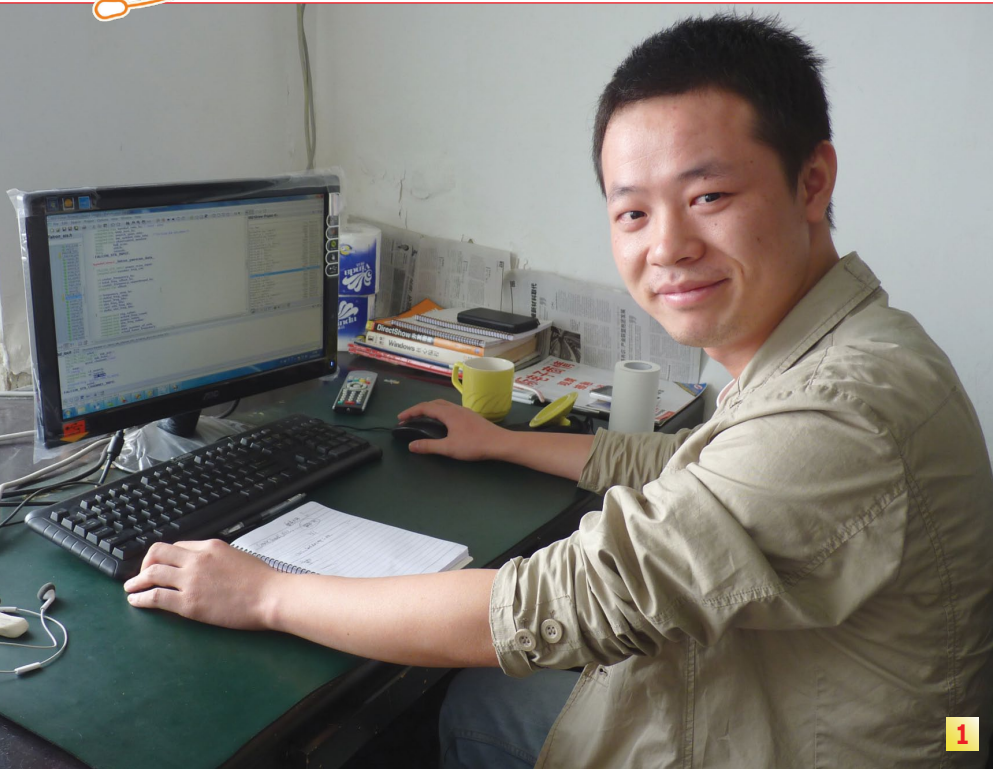
1. Irene Jiang is responsible for International Sales
2. Susanna Zhao is responsible for International Sales. She speaks English and German
3. Lucky Lu is a Software Engineer. She is currently working on an application for DVB-T2

DXers will appear in the third quarter of 2011:

- a PCIe Card with 4 x DVB-S2 and the NXP 10074 chip

It's special because this chip permits Blindscanning! Bob Liu, in charge of Software Development, reveals a few other features to us regarding Blindscan: "Our CAM box with the ST0903 chip comes with the Blindscan function as does our data card with the ST0900 chip." But for feed hunters and satellite Dcxers it's the card with the NXP 10074 chip that brings with it the long-awaited all-around solution to Blindscanning.

Software Developer Eric Deng explains a few more features to us: "Our target



**1. Steven Liu is also a software engineer and is working on a DVB-S2 application**

**2. Tenow has outsourced the actual production process but they still perform quality control on the finished product: here we see engineer Zhang testing product samples.**

group for the 4 x DVB-S2 cards are actually the IPTV providers. They require simultaneous reception from as many sources as possible. At the same time our data card with the ST0900 chip targets the professional market; it supports CCM, ACM, VCM and multi-stream input - a requirement for professional satellite data download applications." With these new products, that currently are or soon will be appearing on the market, Tenow is clearly covering every possible application. But now we want to get an idea of how Tenow performed at the start.

Marketing Manager James Liu gives us some insight: "In our first year in 2005 we were just able to cover our expenses. We already began to show a profit in 2006: we managed sales of 5 million RMB (about 500,000 Euros)." In 2010 sales reached 20 million RMB (about 2 million Euros). "For 2011 we are expecting sales of about 30 million RMB (or 3 million Euros)."

Software developer Bob Liu highlights their employee numbers over the years: "In 2005 it was just the four founders, in 2006 we added two employees and now in 2010 we have 18 employees." This includes four software engineers, four hardware engineers, three sales managers, one in accounting and three in administration.

In their new office there will be plenty



of additional room so that Tenow could expand to 40 employees.

If you take a closer look at Tenow's product palette, you might notice that they are focusing on DVB-S2 and DVB-T2. Hardware engineer Richard Zhang confirms this: "DVB-C doesn't play a very big role; the sales numbers are rather low."

Irene Jiang, responsible for international sales, expands on this: "80% of our sales are in Europe, 15% go to the Middle East and the remaining 5% to the rest of the world such as North America.

Inside Europe, 40% of sales each go to Germany and England with the remaining 20% going to countries like Poland, France, Italy and Sweden."

Marketing Manager James Liu has something else for us: "We're in the process of setting up a branch office in Sophia, Bulgaria. We would then have direct access to Europe making product distribution much easier."

This new branch office would not only be a storage warehouse but also a sales office for Europe from which Tenow could support their customers in Europe. Equally important according to Bob Liu, "We would also use the Sophia office as a test center for our PC cards. We could then check the performance of our cards on actual satellite signals." The branch office in Bulgaria is set up for

five employees; three would be from the local region while the other two would be for software and hardware developers from the main office in Shenzhen.

This young team has managed to write an impressive success story in just a few years. With self-developed applications and above all a focus on innovative products, that is products that don't yet exist, Tenow should have no trouble expanding its reach in the marketplace.

Tenow is a private company and it's remarkable how these four partners have managed to work so close together

over the years expanding and growing their company and this not only in terms of product development but also in the conquest of new markets.

If you want to meet the Tenow four, simply take a trip to the upcoming ANGA show in Cologne, Germany: there they'll be introducing their newest products as well as be open to meetings with new dealers and distributors for their products.

Tenow is an excellent example of a company that knows how to develop exactly those products that the market is looking for. The trick is not showing up too late with a product when price reductions have already begun to take place, but rather to market a product at a point when demand is just beginning.

### Tenow's Newest Products

1. For connection to a laptop: a DVB-S2 CAM box with USB. It would let you watch PayTV channels on your laptop.
2. IPTV providers in particular are waiting for this card: it offers 4 x DVB-S2; four channels can be received at the same time from up to four different satellites.
3. One card for DVB-T2 reception with in/out IEC jacks
4. A professional card for data reception. These would be preferred by satellite data download providers.
5. With this Samsung tuner two (!) DVB-T2 channels can be received at the same time

