

# New Products from Trimax



- ***New from Trimax: HDTV Signal Analyzer with HDTV Monitor***
- ***Expansion into New Business Sectors such as Fiber Optics***
- ***Manufacturing on Their Own Since 2008***

Trimax's trademark is the easy-to-use signal analyzers with built-in monitors: this lets the installer set up a satellite system with ease and also lets him show the customer a live satellite picture. And as we all know, a picture is worth a thousand words.

Now Trimax is expanding their analyzer spectrum and is also offering tuners for DVB-C and DVB-T; even CI+ is in the works. We met up with Jerry Chu, Trimax's General Manager, at the headquarters in Shenzhen to find out more. "I founded Trimax in 2001 together with a partner: Tim Heinrichs in the USA",

explains Jerry Chu about the past, "Before that I was a Sales Director at a receiver manufacturer."

But he wanted to realize his own ideas and founded Trimax with his partner. "Trimax stands for 'try maximum', in other words, 'always try your best'", comments Jerry Chu about the company name.

Trimax was originally a dealer: "I looked for and found the manufacturers in China while my partner in the USA, Tim Heinrichs, sold the products from those manufacturers." Back then Trimax



■ Jerry Chu is General Manager of the signal analyzer manufacturer Trimax. Here we see him in his office in Shenzhen, China.

**TRIMAX**  
THE PROFESSIONAL EQUIPMENT

focused on satellite receivers, LNBS and multiswitches.

In 2006 though, Jerry Chu had an interesting experience: an old friend from the USA acquired an apartment in Shenzhen and asked Jerry Chu to help him install a satellite system so that he could receive English-language programming. Armed with a professional satellite signal analyzer, Jerry Chu started the job of aligning the antenna. But frustration soon set in; operating that professional unit was too complicated. And suddenly a light bulb came on in his mind: "That's when I got the idea to develop an easy-to-use signal analyzer and market it."

In 2007 Jerry Chu hired a software engineer who then developed the first

■ A first PCB production sample of Trimax's new HDTV signal analyzer: this sample will soon lead to an HDTV analyzer with swappable tuner on the international market.

satellite signal analyzer with a built-in monitor. More employees were quickly added – today Trimax has 12 employees – and Trimax was able to deliver the first units in the same year. "It was less than 1000 analyzers in 2007 but in 2008 we sold more than 10,000 units", says Jerry Chu proudly regarding their initial success, "Our best year was 2009 when we sold 12,000 analyzers."

While the signal analyzers were produced by an independent manufacturer



**TRIMAX**  
Signal Analyzer Manufacturer, China  
www.trimaxtec.com

**Company Details**

Engineers in Research & Development | Total Number of Employees

0 ..... 25 ..... 50

Average Turnover (Previous, This, Next Year Estimates)

0 ..... 1 ..... 2 Mio US\$

Production Certificates  
RoHS, FCC, DVB

Main Products  
Signal Analyzer with built-in Monitor for DVB-S/S2, DVB-T and DVB-C

www.TELE-satellite.com/TELE-satellite-1103/eng/trimax.pdf

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**Available online starting from 28 January 2011**

the first two years, Jerry Chu started his own production in 2008: "20 employees work there to produce the signal analyzers." Trimax only ships to distributors but does manufacture for some providers as an OEM. "We sell 80% of our signal analyzers under our own Trimax brand name, the other 20% are OEM shipments", explains Jerry Chu.

The first signal analyzers in 2007 were simple DVB-S models but already in 2008 they came out with models that had software-generated spectrum analyzers. In 2009 a model with a real-time spectrum analyzer was introduced and for 2011 Jerry Chu told us, "We will be introducing an HDTV model!" By the time this issue of TELE-satellite is published, the first HDTV models will have already been delivered and with a swappable tuner at that: "We offer a tuner for every application – for DVB-S2, DVB-C and DVB-T. The user can easily insert and remove the tuner; the software automatically recognizes the currently inserted tuner." This is an exciting development; a TELE-satellite test report of this analyzer will be forthcoming.

A CI+ version will also make its market appearance shortly: "The software is ready to go; we're just waiting on a production sample", comments Jerry Chu.

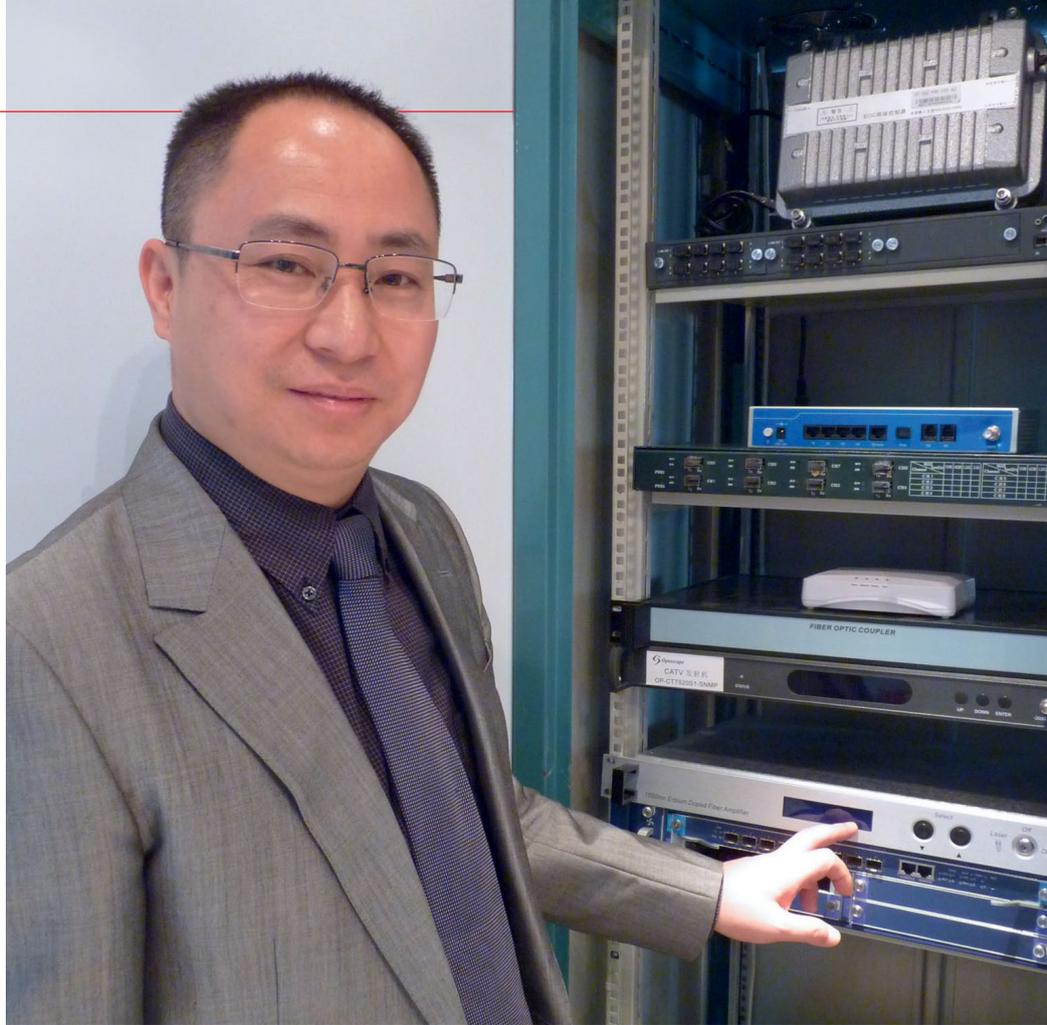
But there's more from Trimax: "Recently we entered into a cooperative agreement with the company Hillton Optoelectronics whose headquarters is located not too far away from us." Trimax is planning to offer optical products to CATV systems and cable operators, "since the future is fiber optics."

But that's still not all! In 2011 Trimax will be starting a completely different

product division: formaldehyde analyzers. "In the USA regulations require that these values be measured", he explains, "We already have secured a large contract from there."

Jerry Chu and his partner are expanding their company in two directions: the building up of the signal analyzer segment to include chemical measurements and the expansion of their products in the direction of fiber optics. Both of these business sectors are in their infancy and are therefore perfect for a young and energetic company. The two partners are clearly honoring the meaning of their company name!

■ William is President of Hillton Optoelectronics. Trimax is cooperating with this company in marketing fiber optic products. President William is gesturing towards one of the professional units for use with large cable systems and tells us: "From 500 to roughly 10,000 households can be provided with a cable system's Triple Play service using this system. Production costs not including installation are under US\$ 200.00 per connected household for our system."



■ Schematic of Hillton Optoelectronics' fiber optic system. Trimax prepares a smaller version of this system for use with smaller cable systems.

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