

Read by  
**350000**  
PROFESSIONALS  
Worldwide

**Satellite & Cable**  
**OTT & Smart TV**  
**IPTV & WebTV**  
**Streaming & OnDemand**  
**Operator & Retail**

**audiovision**

**INTERNATIONAL** **07-08** 2014



Test Report

## MAXING

Bob Zheng introduces  
an innovative LNB  
with built-in multiswitch



Product Report

## JIUZHOU

Richard Han enters the world  
of tomorrow with a complete  
wireless Home Media Center



Company Report

## PROPULSA

Juan Carlos Vegas  
significantly expands big  
satellite dish manufacturing



Company Report

## TELECONTROL

Petra Bauersachs and  
Guido Giburski give you  
a way to have more fun  
watching the TV you  
want to watch

Feature

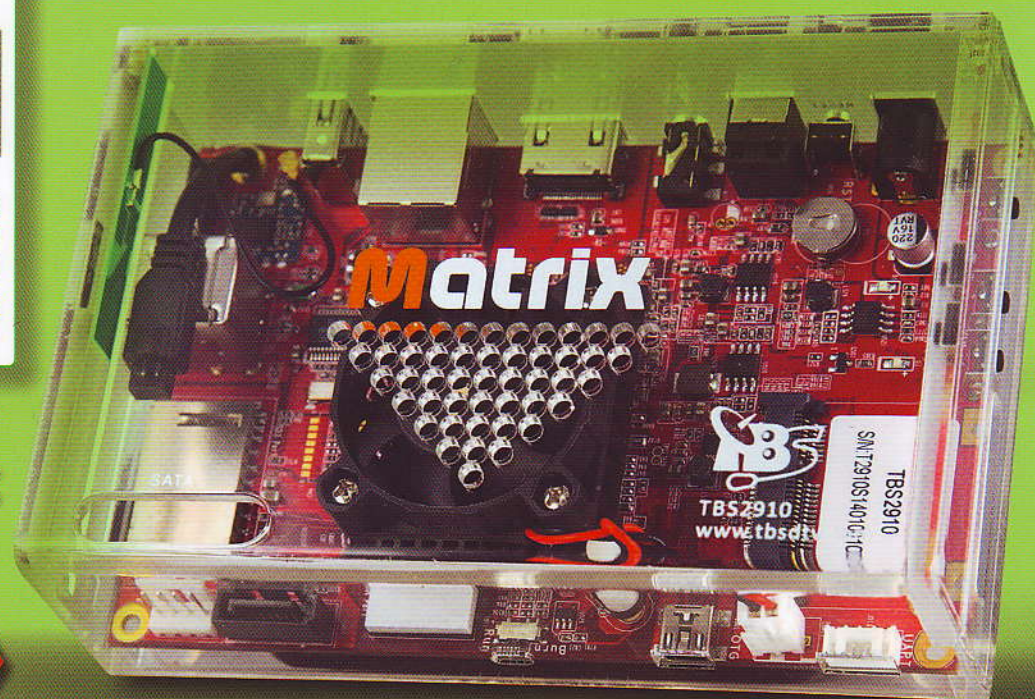
## MITRIS



An  
easy way  
to provide  
large areas  
with TV

Test Report

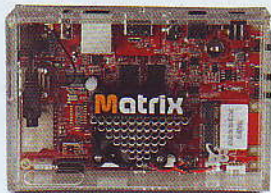
## Tenow Matrix ARM mini PC



**Perfectly Equipped**  
**for Today's TV Transmission Systems**

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**TENOW  
MATRIX ARM  
MINI PC**  
Mini PC for  
Web/IPTV and  
Live TV..... 18



**JIUZHOU  
WIRELESS  
HUB**  
Home Media  
Center..... 38



**MAXING  
MB04**  
Universal LNB  
with Built-in  
DiSEqC  
Switch..... 46

**Global Readership of  
TELE-audiovision Magazine**..... 12

**AWARD Winning:**  
Digital Receivers of 21st Century ..... 52

**Feature:**  
ROKS MITRIS  
Terrestrial Satellite Reception ..... 68

**Digital Technology:**  
New Developments ..... 74

**Company Report:**  
TC Unterhaltungs Elektronik AG,  
Germany ..... 86

**Company Report:**  
Dish Manufacturer Industrias KC  
(Propulsa), Argentina ..... 96

**Global Company Directory:**  
The Decision Makers in  
Worldwide Digital TV Industry ..... 106

**Company Report:**  
TVRO Website ASIATVRO, China ..... 120

**Satellite DXer Overview:**  
Hall of Fame of Satellite  
Enthusiasts of the World ..... 124

**Uplink Overview:**  
Best Satellite Uplink Earth Stations ..... 140

**TELE-audiovision History:**  
TELE-audiovision in 1984..... 154

**TELE-audiovision History:**  
TELE-audiovision in 1994..... 156

**TELE-audiovision History:**  
TELE-audiovision in 2004..... 158

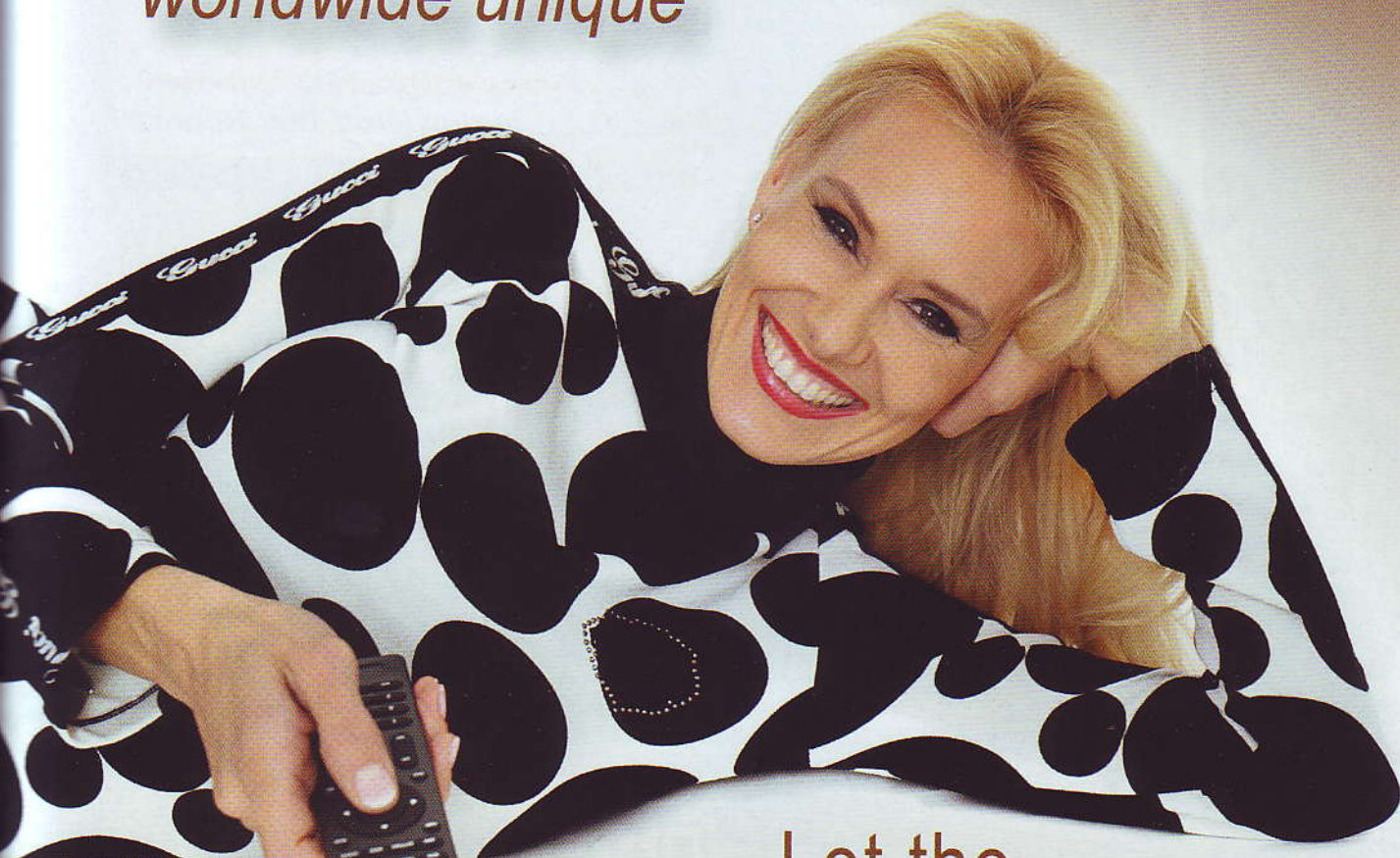
**TC UNTERHALTUNGS ELEKTRONIK AG**  
TC Unterhaltungs Elektronik AG..... 86

**ANTENAS KC**  
Industrias KC (Propulsa) ..... 96

**ASIATVRO**  
ASIATVRO ..... 120



# *First* **Live TV-Ad-Blocker** *worldwide unique*



## Let the **TV Fairy** do the Program Selection

The TV Fairy offers a unique concept in watching tv: **The Personal TV.** It automatically arranges the most watched programmes - by the general audience and by the individual preferences - and then sorts channels dynamically. What's more, the TV Fairy's unique system filters out unwanted program segments.

### **Distributors Wanted / Licences Available**

**Contact:** TC Unterhaltungselektronik AG,  
56072 Koblenz, Im Kimmelberg 2-4, Germany,  
Tel +49--261-98436-0



[www.telecontrol.de](http://www.telecontrol.de)  
[www.telefairy.com](http://www.telefairy.com)



# Increase Your TV-Viewing Plea

■ Guido Ciburski, Board Member for TC Unterhaltungs Elektronik AG, with a Fernsehfee 2.0 model. The individual EPG display can be seen on the TV. Popular channels and personal favorites are highlighted in color, for example, the personalized daily highlights are in red.



- **Patented system lets a TV viewer personalize the EPG**
- **Favorite and often-watched TV channels are automatically recommended**
- **When commercials appear, the system can automatically change to another channel and then back again**
- **Currently only suitable for German-language TV channels**
- **Planned expansion into the international market**



sure

22:00

23:00

2 Broke G...

PRO7 · Si...

Mike u...

PRO7 · ...

Polizeiruf 110

MDR · Krimi-Serie

A 2006 Komoedie

Running Scared USA 2006drama

PRO7MAXX · null

f d... Bones Die Knochenjae...

RTL · Kriminalistik

Promi Big Brother

SAT1 · Daily Soap

In aller Freund...

ARD · Arzt-Serie

Tatort

NDR · Krimi-Serie

Die..

BR ..

30 R

ZDF

Apartme...

PRO7 · C...

Mike und...

PRO7 · C...

The Following

RTL · Krimi-Serie

tion &amp; Report

Goodbye Deutschland...

VOX · Wissen

Die Kuechenchefs

VOX · Essen+Trink

Death in Paradise

The Following

Navy CIS

LG



# Technical Solutions Bring More Enjoyment to TV Viewing



The more TV channels that become available, the harder it becomes to keep track of all the channels. How can you bring more organization to the channel list and at the same time enhance the user's viewing pleasure?

If you ask the broadcasters, they'll tell you that's there's nothing to optimize: as far as their concerned, TV viewers shouldn't be switching channels and if they do, it should be to another one of their channels. But that itself could be problematic; it would be easy to bypass a channel that would be just as interesting to the viewer.

The incredibly high number of TV channels makes navigation through it all very difficult for the individual TV viewer: there are simply too many channels that you would have to keep track of in order to find every channel that you would be interested in.

There is a company that decided to address this specific concern: TC Unterhaltungs Elektronik AG from Koblenz, Germany has a new product, the Fernsehfee 2.0, that we recently introduced in TELE-audiovision (issue 01-02/2014). It's an Android satellite receiver that can intelligently take all the TV channels and display them in a list based on the user's preference. We wanted to know how it all actually works and who's behind the company.

TC Unterhaltungs Elektronik AG has leased some spacious office space in Koblenz located in the western part of Germany. Here Petra Bauersachs and Guido Ciburski tell us about the company's surprisingly long history that began back in 1995. „Back then we applied for a patent for an ad blocker“, recalls Guido Ciburski. Together with Petra Bauersachs they came up with the idea: „We became so annoyed with all of the many commercial breaks that we started thinking, is there anything that can be done about this?“ The idea of an ad blocker was so tempting that the two of them, who together still run the company today, managed to find investors that invested over 1 million DM in 1996. „We leased some office space and immediately increased the number of our employees to 16.“

Back then new technology emerged that allowed the use of the unused frequency range of an FM station to transmit data. This later became RDS. The two

■ Petra Bauersachs is TC Unterhaltungs Elektronik AG's CEO and is also at the same time the company's advertising model for the Fernsehfee 2.0





owners of the young company managed to acquire the license for nearly all of Germany to transmit data on this unused portion of FM. What did they need their own data channel for?

Back then, when the Internet was still in its infancy, this was the only financially feasible idea: and that was to transmit additional TV channel information and above all the switching signals for TV commercials that could then be processed by the Fernsehfee 1.0.

Guido Ciburski tells us more: „The original idea was to block out commercials from a TV program. We tasked teams of employees to continuously keep an eye on all of the available TV channels and to mark each and every commercial break. The question was what to do with all of these markings. The logical conclusion was that a TV viewer, who didn't want to see any commercials, would be able to watch other channels that were especially interesting to him during a commercial break. This led to the second idea: categorizing the content of each individual TV program.”

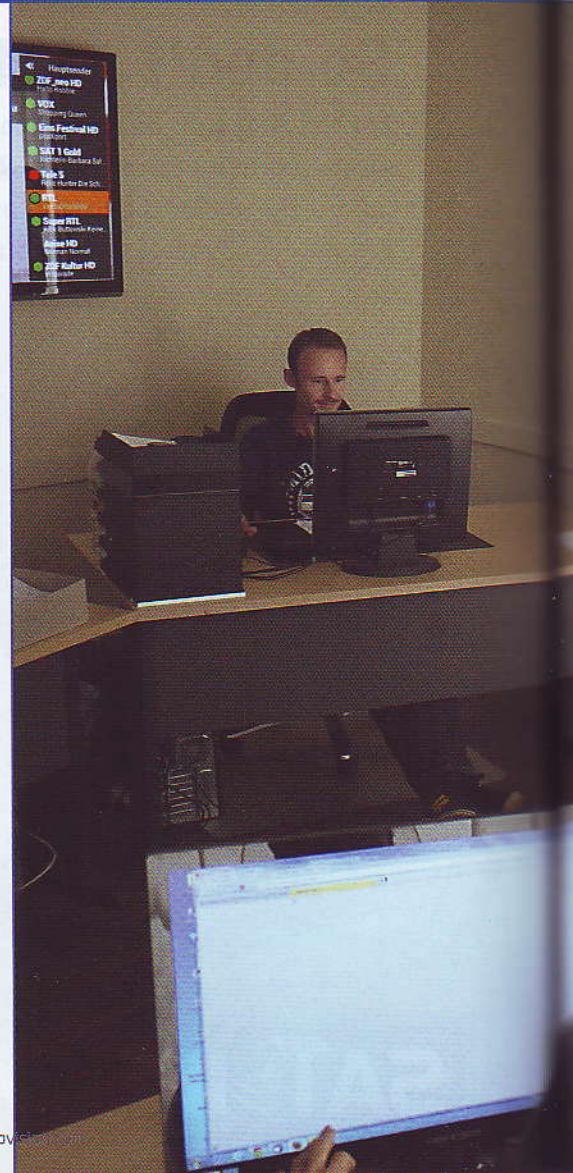
To accomplish this, the EPG data made available for each TV channel was evaluated by category. If there wasn't enough information in the EPG data, the employees attempted to determine the appropriate categories themselves. „We managed

to capture all of the German-language TV programming.”

After a lengthy design phase, it was finally time: in 2000 the Fernsehfee 1.0 was introduced to the market and at the same time the company incorporated itself into the firm it is today: TC Unterhaltungs Elektronik AG. Petra Bauersachs became the CEO and Guido Ciburski a Board Member. „We hired 20 employees who kept an eye on all the TV channels, marked the commercial breaks and categorized the programming content.” Unfortunately, the enormous success didn't last too long; a TV broadcaster filed suit against the system and the Fernsehfee 1.0 had to stop operating.

„We moved to other areas and developed software for other companies”, explains Guido Ciburski to us as to why that decision didn't mean the end for them. „As the Internet grew more popular and with Germany's highest court deciding in our favor, we started up a new version using TVOON.” But this system required the TV viewer to use a PC that had to remain turned on, something that many customers found to be too cumbersome. TVOON was not successful and was discontinued in 2006.

When Android Smartphones gained popularity a few years ago there was a new reason to resurrect the old idea.

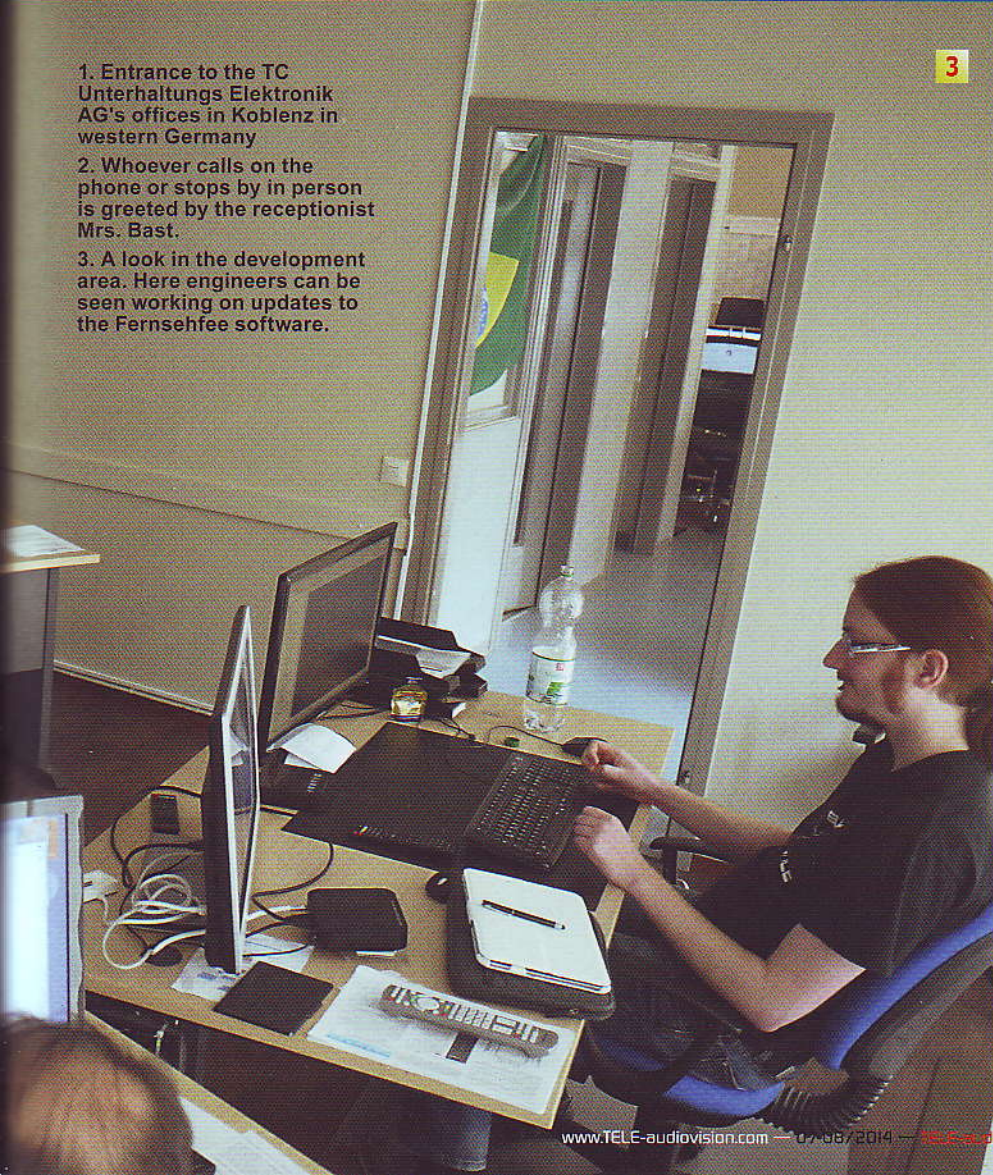






2

1. Entrance to the TC Unterhaltungs Elektronik AG's offices in Koblenz in western Germany
2. Whoever calls on the phone or stops by in person is greeted by the receptionist Mrs. Bast.
3. A look in the development area. Here engineers can be seen working on updates to the Fernsehfee software.



3

„Now everything fit together“, Guido Ciburski said enthusiastically, „Android is perfectly suited for this technology and thanks to the extremely wide reach of the Internet it's no longer a problem to get the necessary data to the customer.“ And so, Fernsehfee 2.0 was born. We recently presented a test report on the Fernsehfee 2.0 (TELE-audiovision 01-02/2014) and it was introduced to the market in April 2013.

Today there are once again 16 employees working for the company. There are an additional 10 employees keeping an eye on the TV channels. „This takes place from 6:00PM to 2:00AM partly here in our studio and partly with the employees at home.“ At other times the commercials are automatically recognized; it may not always work but it does function quite adequately.

Distribution of the Fernsehfee 2.0 is currently limited to German-speaking regions since for now only German-language TV channels can be processed. „But our system is already set up for international use; we already have numerous satellites in our system.“ So much so that even new channels and changing channels from one frequency to another is included: „After every automatic update, the Fernsehfee 2.0 boxes are totally up-to-date.“

Although TC Unterhaltungs Elektronik









■ The ad blocker headquarters: employees sit here and keep an eye on multiple channels at the same time. As soon as a channel switches to commercials, the appropriate button is pressed and at the end of the commercial break that same button is pressed again. During the commercial break, the Fernsehfee 2.0 switches to another one of the viewer's favorite channels.





5. The TVOON box didn't work out too well: TV viewers had to leave their PC on for it to work. Many users weren't all that crazy about that idea so in the end the system had to be shut down.

6. A look at the heart of the system: every TV broadcast is categorized and then evaluated to determine which ones should be viewed. This statistic makes it possible to individually personalize the EPG to every TV viewer.

6

sells these Fernsehfee 2.0 boxes as hardware, the real heartbeat of the company is the software: the processing of the TV channel content and the personalization of the TV viewer's EPG. „We see ourselves as a system supplier for TV and receiver manufacturers“, says Guido Ciburski regarding the company's strategy.

The Fernsehfee 2.0 shows that the system works perfectly for German-language TV channels. „Everything is already in place for expanding the system to include other languages“, reveals CEO Petra Bauersachs. Now it all depends on manufacturers interested in incorporating the Fernsehfee 2.0 system into their devices so that other TV viewers can really enjoy watching TV!