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DEV Systemtechnik Appoints Representative for China First Steps into an Attractive Market

Junjiang „Alan“ Bai, 46, has been appointed „Local Representative of DEV Systemtechnik“ in China. Starting immediately, the Beijing-based consultant will develop the Chinese market – more than 100 TV stations, 30 large CATV operators, satellite communication and defense facilities – for DEV’s products.

Bai, a 1981 BSc EE graduate from Northwest Telecommunication Engineering University, started his career at the Xian Satellite Control Center where he also gained first experience in foreign countries. Following were various positions within APT Satellite Company, ECI Telecom (China) Ltd., XinDe Telecom International Venture Co., Ltd., and as a co-founder and general manager of Putian Linkcom Ltd. As Director of China Business Development, SypherMedia International, Inc., he implemented this U.S. manufacturer’s digital TV solutions in China.

According to Bai, it is the right time for DEV Systemtechnik to enter the Chinese market, also because there are no large domestic competitors yet. Besides addressing TV broadcasters, CATV operators, and system integrators, his first tasks include the setup of a Chinese DEV website.

About DEV Systemtechnik

DEV Systemtechnik GmbH & Co. KG is the first choice for the transmission and distribution of radio frequency signals as, for instance, required in head end stations. The company develops and produces leading-edge products and systems for the entire signal transmission path. The portfolio from DEV comprises fully coordinated product solutions, from antenna to receiver. All products are “Made in Germany” and meet the highest demands on system availability, reliability and controllability.

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