

KENSEN

Design Innovation

Kensen Technologies Ltd



The key to the success of
aftermarket in-car and
portable DAB+ radio receiver

Kenneth Wong
President

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Kensen Company Introduction

1. Kensen is a Hong Kong based digital audio technology leader



2. Research and Development Centre in Shenzhen China.



Kensen Company Introduction

3. Production Facilities located in Dongguan Tongxia, China



Production Lines

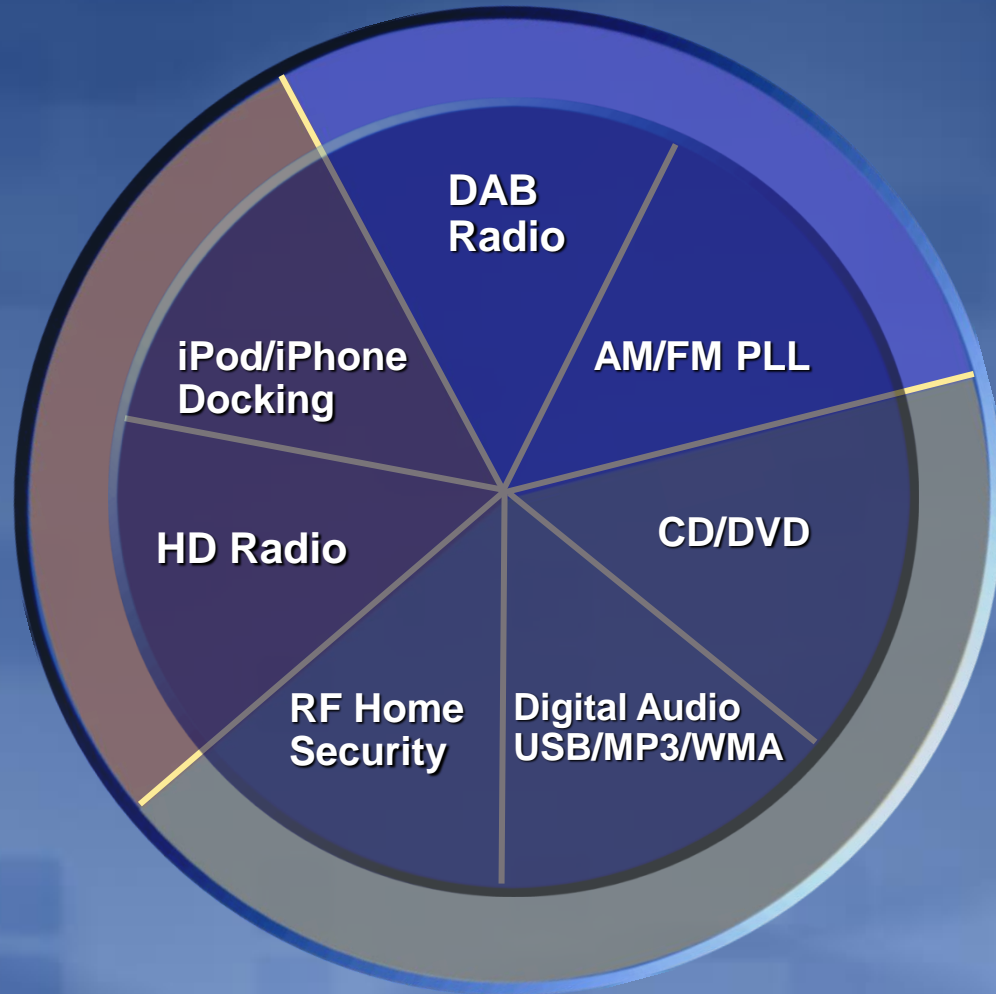


SMT Machines

Right next to world's largest golf club --- Mission Hills (12 course of 18-hole)



Kensen's Core Competence



**Turkey-key
Product
Platform**

**12 Years Digital Audio
Design Experiences**

**Strong R&D
& Very Innovative**

**Quick Turnaround
Time**

**Quality & Customer
Satisfaction**

Kensen Product Focus

Kitchen

Office

Garage

Teen Bedroom



Master Bedroom

Living Room



Outdoor

What is Wrong with Current DAB+ Radio Receivers?



Most of the radios look very similar

- Same Feature Sets
- Same User Interface (2x16 LCD)
- Relatively Poor Reception
- Focus on Desktop Radio
- Result ????

The Challenges with Aftermarket In-Car DAB+ Radio

Poor DAB+ radio reception

Difficult to get audio to car stereo

Too much hassle with installation

Too many cables

The Challenges with Portable DAB+ Radio



Poor DAB+ radio reception



High power consumption



Too bulky to carry



Limited choice of products



Why do we have these problems?

DAB+ technology?



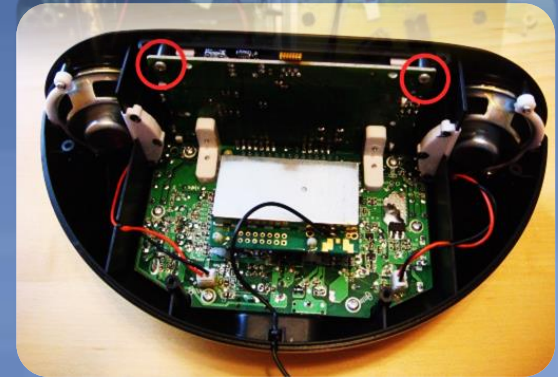
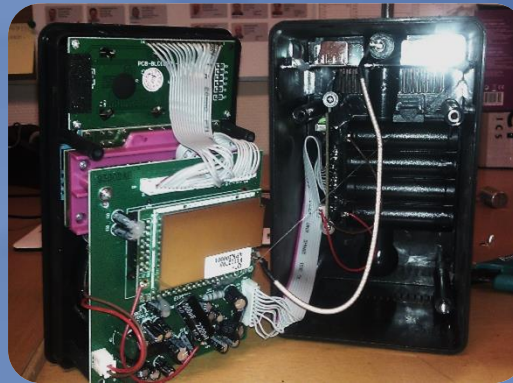
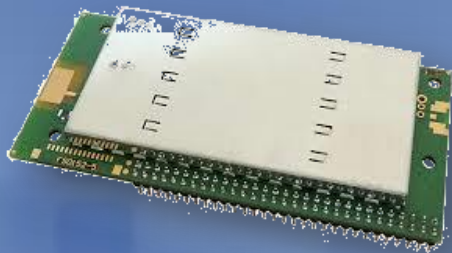
DAB+ chips?



System design approach ?



Bulky DAB+ Module



Key To The Success



Start to invest in R&D



Be Innovative and Unique



Reconsider Module Approach



Think out of the box



6 Layers all-in-one PCB



4 Layers all-in-one PCB



Solutions To The Challenges



We Love Challenges

RoHS

CE

EMC

ESD



FCC

Our Own /OEM Brand

Quality and Cost

User Friendly

Patent

Technology

Unique Design

Start with In-Car Adaptor & Portable DAB+ Radio

Now In-Car DAB+ Radio Adaptor Account For 60%

Kensen In-Car DAB+ Radio Adaptors



1. Superior DAB+ Radio Reception



- -103dBm (Direct Plug In)
- -54 dBm (Over Than Air)
- Proprietary Antenna design with Radio Stabilization System

2. Offer Various type of audio connection to your car Stereo



- Line Out
- FM Transmitter
- Bluetooth Transmitter/USB-BT Dongle

3. No Hassle of Installation --- DIY



- Real Plug and Play installation
- No professional installation is required

Kensen In-Car DAB+ Radio Adaptors



4. Value Add connection of external devices



- Bluetooth Handsfree
- Music Streaming from iPhone/iPad/Android Phone
- Power Charging to iPhone/Android Phone

5. Ease of Use & Hidden cables



- Simple User Interface
- Rotary Knob Control
- Favorite DAB+ Station Setting
- Display of DAB+ data on Car Stereo
- No FM Transmission Interference

Kensen Portable DAB+ Radio Receivers



1. World Smallest All-in-One Music, Voice & DAB+ FM Radio



- Bluetooth Handsfree
- Music Streaming from iPhone/iPad/Android Phone
- Excellent Radio Reception Sensitivity
- Low Power Consumption with rechargeable Li-polymer battery
 1. 20 hours Bluetooth Handsfree
 2. 8 hours DAB+ Radio Listening
- Ultra Slim and Stylish Design
- OLED display
- Unique wearing Option
 1. Around your neck
 2. Clip to your shirt/belt/bag

Kensen Portable DAB+ Radio Receivers



1. World Smallest Pocket Size DAB+ & FM Radio with Built-in Speaker



- Ultra Slim Design with thickness only 18mm with Speaker

2. Outstanding Radio Reception



- -102 dBm (Direct Plug-In)
- - 52 dBm (Over-The-Air)
- Special Designed Super Short Telescopic Antenna

3. Super Low Power Design



- Rechargeable and Replaceable Li-Battery
- Playtime Over 22 Hours

4. Simple to Use



- Color TFT display with nice UI design
- Traditional Rotary Control

Kensen Other Innovative DAB+ Radio Receivers



1. World First DAB+ Radio with Antenna-less Technology



- Proprietary Embedded Antenna Technology

2. Feature Rich Portable and Desktop Design



- Bluetooth Stereo Speaker
- NFC Support
- Capacitance Touch Pad Control Panel
- iPhone/Smartphone Power Charging
- Built-in Rechargeable Li Battery 2000mAH

SLIDE SHOW

Full Screen ROS(Run On Screen)
ROS and DLS(Text)
DLS Only
Always Off
Exit



3. Full Scale of Slide Show Support



- 3.5 inch TFT Color Display
- Full Screen ROS/ROS & DLS/ DLS only



4. Special Design with DAB+ Broadcaster



- Direct Stations Access
- Stock Quote, Horse Racing Gambling etc..

Looking To The Near Future – DAB+ Product Plan >2014



1. In-Car DAB to DAB Seamless Service Following & Slide Show
2. Smartphone Apps Control DAB+ Radio
3. AM+FM+DAB+ All-In-One Portable Radio
4. Multi-standards Radio Platform –AM/FM/DAB/HD Radio
5. Work with DAB+ Radio Broadcasters to Design Specific Applications



Thank You Very Much !

We enjoy what we do, whatever we do, we do it with our heart !

To contact us or for more product Information, please check the following website or check the detailed product specification stored in the Kensen USB drive.



www.kensentech.com