



永新同方
NOVEL-TONGFANG



北京永新同方信息工程有限公司
BEIJING NOVEL-TONGFANG INFORMATION ENGINEERING CO., LTD.





企业理念 以人为本 以科技为龙头 以市场为导向。

企业文化 团结、拼搏、求实、创新。

市场定位 数字电视、数字媒体、数字娱乐等领域设备和技术的研发商、供应商和服务商。

公司使命 在未来5—10年内发展成为广播电视行业国际一流企业。

未来目标 未来所有的电视观众都可以通过宽带网络享受到永新同方带来的高科技服务。

Ideology: User-friendly, Technology-motivated and Market-Oriented

Culture: Unity, Competitiveness, Practicality and Creativity

Position: A developer, supplier and service-provider on technology and devices in the field of Digital TV, Digital Media and Digital Entertainment etc.

Mission: Developing our company into a top-ranking enterprise in the world in the coming 5 to 10 years

Goal: All the TV audiences will enjoy hi-tech services provided by Novel-Tongfang through broadband.

振兴民族科技 打造数字家园

INVIGORATE NATIONAL SCIENCE AND TECHNOLOGY BY CREATING DIGITAL LAND

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总经理致辞

Words from the Chairman:

21世纪的帷幕已缓缓的拉开，人类进入了一个新的时代。

知识经济大潮对全球的冲击和信息高速公路的快速发展给以广播电视为代表的传统传媒带来了新的机遇和挑战。广播电视的数字化改造是在这种新形势下的必然。提高服务质量、丰富传输内容、融入高新科技将是广播电视走向未来的必由之路。

自1998年成立以来，北京永新同方信息工程有限公司秉承“以人为本，以科技为龙头，以市场为导向”的理念，建立学习型团队，充分发挥人才优势，发扬艰苦创业、敢想敢拼的精神，对内强化管理提升，对外积极开拓创新，取得了令人欣慰的成绩。

广电的数字化进程已经开始，未来之路取决于我们自己。永新同方基于自己内在的人格力量和对如何与这个迅速变化的数字世界和谐生存的理解，将会不断地创造、进取，使公司在本世纪初成为国内乃至国际IT界的一流企业。

让我们在新世纪携起手来，共同迎接信息时代的机遇和挑战。



With the commencement of the 21st century, men entered a brand-new era.

Traditional mass media are facing both opportunities and challenges brought by the impact of worldwide booming of knowledge and information. The digitalization of radio and television becomes necessary and its future will lies in high-qualified service and diversified content by combining with high technology.

Since its establishment in 1998, Beijing Novel-Tongfang Information Engineering Co., Ltd. Has kept faith with "User-friendly, Technology-motivated and Market-Oriented", organized studying team, and made full use of person with ability and innovation. We also have made remarkable improvement by strengthening management and technical innovating both inside and outside all along.

The course of digitalization of radio and television broadcasting has already begun and its future will depend on us. The excellent team and the comprehensive understanding of the industry will make NTIC adjust itself to this fast changing digital world at any time. NTIC will keep innovative and forging ahead continuously so as to become a first-rate IT enterprise in China or even in the world.

Let's work hand in hand in the new century and embrace the opportunities and challenges coming with the information age.

公司简介



Company Profile

北京永新同方信息工程有限公司是一家致力于广电宽带网的具有自主知识产权产品研发和市场推广工作的高科技企业。公司具备雄厚的资金、一流的商务管理经验、先进的市场运营理念和清华强大的科技研发能力。

公司现阶段产品主要包括数字电视有条件接收系统(CAS)、用户管理系统(SMS)、电子节目指南(EPG)、机顶盒、中间件、安全播出监测设备、数据广播系统和接收卡等。可以提供数字交互电视综合应用系统、数字电视集成前端系统、广播电视监测系统、宽带IP数据广播系统等。能全方位地解决有线电视系统中的节目配送、网络管理、客户管理、条件接收和网络监测等问题。实现广电网的增值运营。

公司自主开发的数字电视有条件接收系统和用户管理系统等一系列核心产品,通过了国家广电总局的入网认证和国家科技部的技术鉴定,达到"国内领先、国际先进"的水平。核心产品中的数字电视有条件接收系统,已于2001年由国家广电总局推荐为国内数字电视有条件接收系统的首选,并在中央台和全国各地得到应用。2002年7月,永新同方与广电总局监测中心就《全国有线广播电视监测网》正式签约,成为国家广电监测网项目软件总集成商,标志着永新同方涉入广电网络安全一个新的领域,也为永新同方未来发展提供了更多的可能模式。公司已按照国际标准建立了质量保证体系,通过ISO9001质量体系认证。

永新同方公司以振兴民族科技,促进中国数字电视事业发展为己任,秉承开拓、进取的精神,不断求索创新,竭诚为广大客户提供适合中国国情的数字电视、数据广播系统及完善优质的技术服务。

Company Profile

Beijing Novel-Tongfang Information Engineering Co., Ltd. (NTIC), a hi-tech enterprise with independent intelligent property, possesses abundant capital, advanced marketing and management experiences and Tsinghua University's strong R&D capability and are mainly involved in R&D and promotion of digital broadband network-products.

The products of our company include Digital TV Conditional Access System (CAS), Subscriber Management System (SMS), Electronic Program Guide (EPG), STB, Middleware, Digital Broadcasting Headend and Data Broadcast Receiving Card etc. With so many products, our company can provide Digital TV Mutual Business Application System, Digital TV Integrated Headend System and Broadband IP Data Broadcast System etc. We can also give solution aiming at problems in CATV system to realize the value-added applications of broadcast network, such as program distribution, network management, subscriber management, conditional access and network security etc.



中央电视台与永新同方签约仪式



广电总局监测中心与永新同方签约仪式



永新同方数字电视之夜—CCBN2003开幕晚宴

At present, a series of key products represented by CAS and SMS have passed the authentication of State Science Dept. and been identified as a technology leading in China and very competitive in the world. The CAS was recommended by SARFT in the year of 2001 to be the top domestic system of same kind and had been adopted in CCTV and other places in China. In July 2002, NTIC and SARFT Supervising Center signed the contract CATV Broadcasting Supervising Net of the Whole Country and we became the general software integrator of State Broadcasting Supervising Net Project, which marks that NTIC has entered a new field of broadcasting net security and provides more possible developing mode for the future of NTIC. Our company has established Standard Quality Control System and has gained ISO9001 certificate.

NTIC will commit itself to the promotion of the digital video industry in China and continuously develop and explore using initiative and innovation to keep up with the wheel of the development of digital technology in order to provide more practical systems of digital TV, Data Broadcast and technical service.



科学管理，现代企业

*Scientific Management
& Modern Enterprise*

董事会成员：

肖建明，王金城，李衍达，朱建华，卢增祥

管理团队：

朱建华，卢增祥，张峻，李东，韩坚

Members of the Board of Directors:

Xiao Jianming, Wang Jincheng, Li Yanda, Zhu Jianhua, Lu Zengxiang

Managerial staff :

Zhu Jianhua, Lu Zengxiang, Zhang Jun, Li Dong, Han Jian





广电总局领导参观永新同方CCRN2003展位



广电总局领导参观永新同方CCRN2003展台



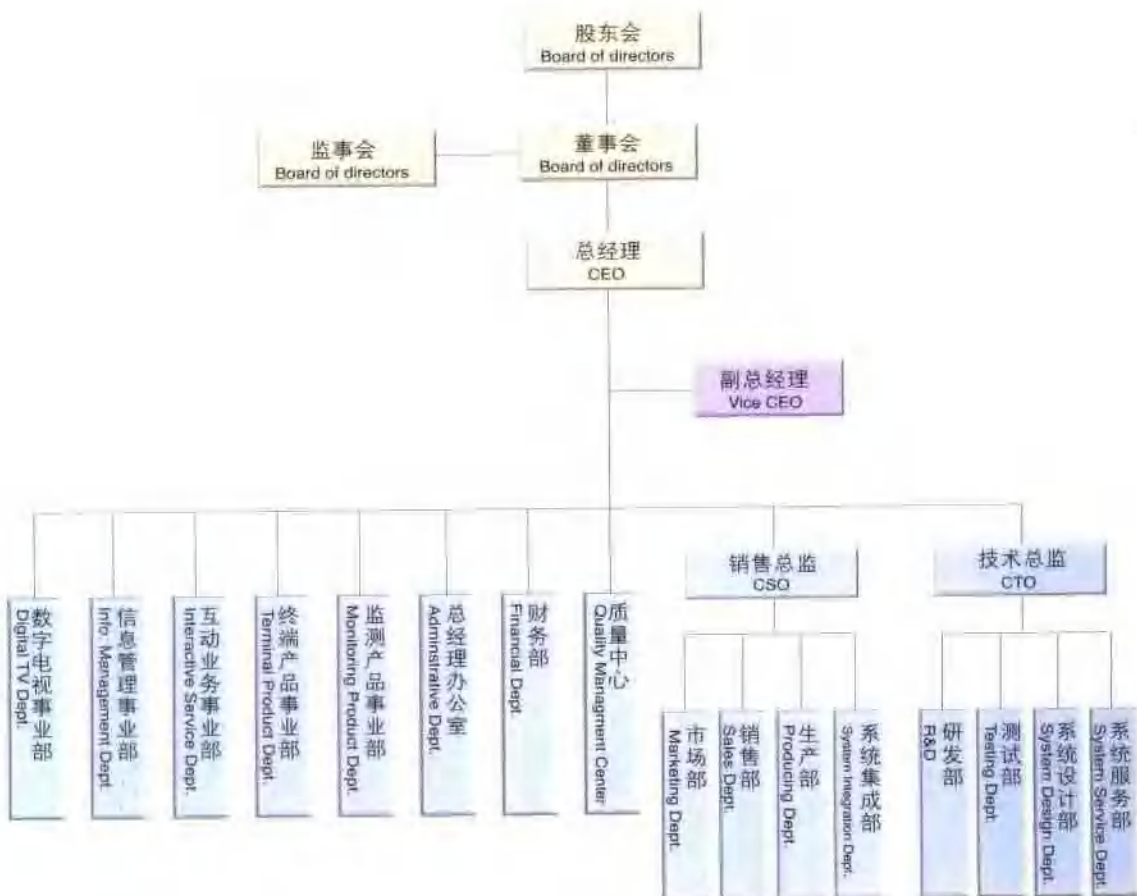
广电总局领导参观永新同方CCRN2004展位

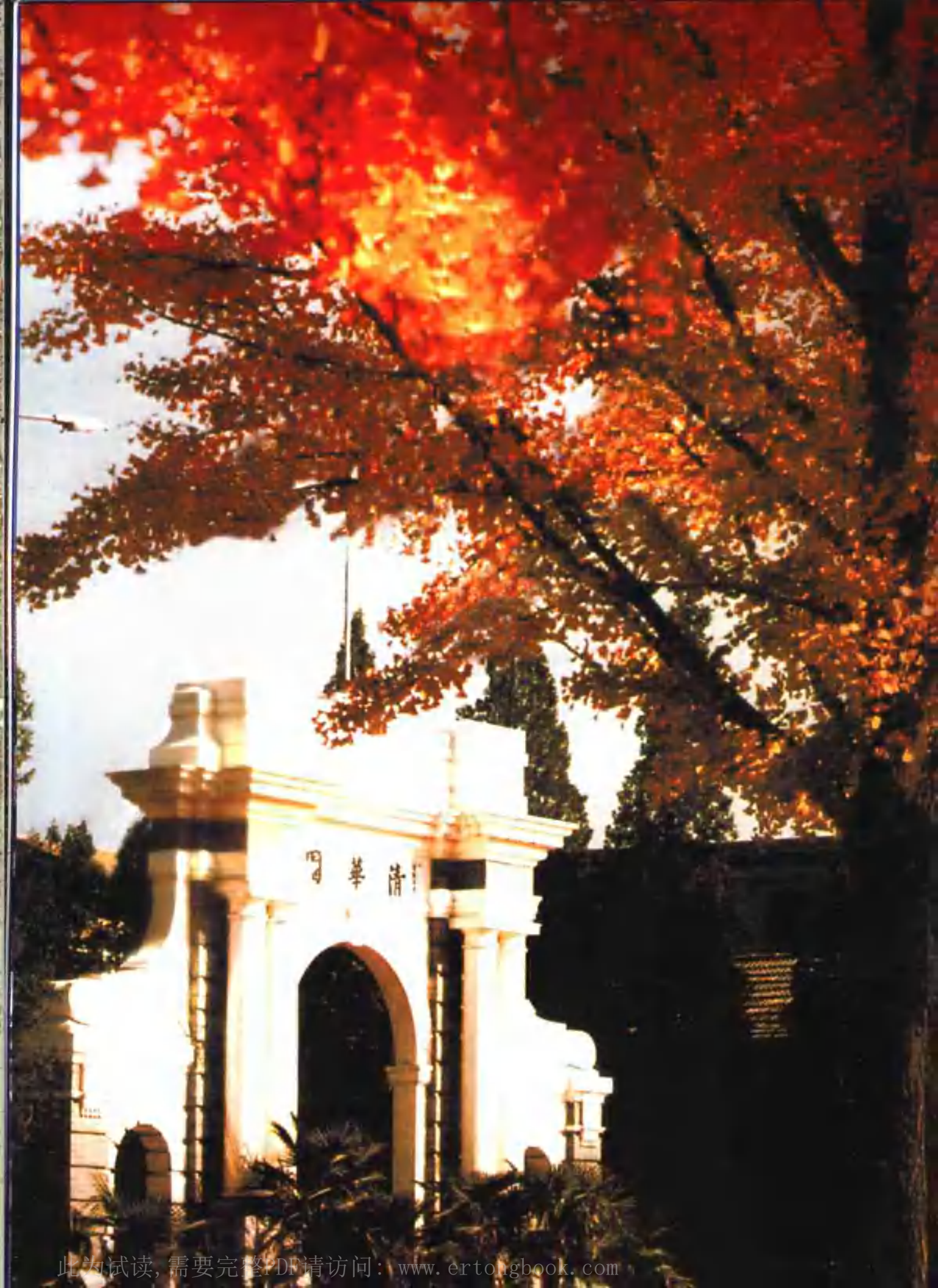


广电总局领导参观永新同方商务展示

组织结构图

Organization Structure





精英云集，和谐共进

*A group of Elitists
A perfect combination*

永新同方拥有一支260多人的优秀团队。其中研发人员共150多人。全公司本科学历者占63% 硕士，博士学历者占27%。

NTIC has 260 staff including an outstanding 150-people R&D team. There are 90% of staff owned bachelor degree or above, including 27% of them did with master even doctor degree.

Elitists of NTIC:

● NTIC has 240 people and the average age is 27.

● Ph.D. ● Master ● Bachelor ● Others



此外永新同方依靠清华的技术力量，聘请了一批在本领域的权威和知名人士作为公司的技术顾问。 NTIC has invited a group of academic authorities and eminencies as the council.

陈小悦 教授

Chen Xiaoyue, Professor

李三立 教授 中国工程院院士

Li Sanli, Professor and Academician of Chinese Academy of Engineering Sciences

李 星 教授

Li Xing, Professor

李衍达 教授 中国科学院院士

Li Yanda, Professor and Academician of Chinese Academy of Sciences

凌瑞骥 教授

Ling Ruiji, Professor

卢 强 教授 中国科学院首席科学家

Lu Qiang, Professor, Chief Scientist of Chinese Academy of Sciences

吴佑寿 教授 中国工程院院士

Wu Youshou, Professor and Academician of Chinese Academy of Engineering Sciences

张 钹 教授 中国科学院院士

Zhang Bo, Professor and Academician of Chinese Academy of Sciences

周炳琨 教授 中国科学院院士

Zhou Bingkun, Professor and Academician of Chinese Academy of Sciences

朱雪龙 教授

Zhu Xuelong, Professor

超越历史，奔向未来



Glory History and Prosperous Future

公司大事记 NTIC Events

■ 2004年7月国家广电总局在佛山召开“全国有线数字电视试点工作现场会”，永新同方以在佛山遥遥领先的发卡量和其展示的高清数字电视引起了所有与会代表和媒体的关注。

In July, 2004, the National Broadcasting and TV General Bureau organized one meeting at Foshan City, named after "Local Meeting for the Work in Countrywide CATV-DVB Experimental Unit". By the aid of its huge quantity of Smart Card in Foshan, which is head and shoulders above other opponents', and attractive high-definition digital TV exhibited, Novel-Tongfang Co., Ltd. has caught eyes of every representative and every media.

■ 2004年6月，软银亚洲信息基础投资基金向永新同方数字电视相关业务注资5000万元共同发展数字电视业务。双方在永新同方公司举行了隆重的签约庆祝仪式。此举标志着永新同方迈出了国际化的第一步。

In June, 2004, Softbank Info-Basis Investment Fund in Asia invested 50 million Yuan in the DVB operation of Novel-Tongfang to develop cooperatively. Both sides performed a grand ceremony to celebrate this symbiosis, which is a symbol indicating Novel-Tongfang has taken the first step of internationalization.

■ 2004年6月，北京永新同方信息工程有限公司与日本松下电器产业株式会社强强联合，共同投资组建了佛山市南海国凯数字电视技术有限公司。双方在广东南海举行了隆重的签字仪式。

In June, 2004, Novel-Tongfang and Panasonic, both as powerful representatives in relevant field, associated with each other and invested jointly to organize a new company, named Foshan City Nanhai Guokai DVB Technology Co., Ltd. Both sides held a royal ceremony in Nanhai, Guangdong Province.

■ 到2004年3月，位于佛山市南海区狮山南海科技园内的南海数字媒体产业园举行了隆重的奠基典礼。该园由北京永新同方信息工程有限公司和深圳清华力合创业投资有限公司共同投资开发、建设和管理。

In March, 2004, there is a foundation celebration for Nanhai Digital Media Industry Garden, which is located in Shishan Nanhai Science and Technology Garden, Nanhai Section, Foshan City. This Industry Garden is invested, exploited, constructed, and managed by both Novel-Tongfang and Shenzhen Tsinghua Lihé Investment Co., Ltd.

■ 2003年12月，永新同方自主研发的用户管理系统 Miracle SMS V2.0，顺利通过了国家广电总局300万以上用户量的入网检测，并获得了A级认证证书（编号S002）。

In December 2003, Miracle SMS V2.0, A Subscriber Management System which was developed independently by NTIC passed Network-entering Testing by SARET with more than 3 million users and won the Level A Certificate (No. S002).

■ 2003年12月，永新同方数字电视广播有条件接收系统 TFCAS2-1PRO，顺利通过了国家广播电影电视总局的入网认证测试，并取得了A级认证证

书（编号C002）。这是国内第一个通过入网认证测试的，完全拥有自主知识产权的有条件接收系统。

In December 2003, TFCAS2-1PRO which is a kind of Conditional Access System (CAS) by NTIC passed the Network-entering Authentication Testing by SARET and won the Level A Certificate (No. C002). TFCAS2-1PRO is the first domestic CAS which has passed the testing and possessed independent intellectual property absolutely.

■ 2003年12月，总局全国有线广播电视监测网四期100套设备招标中，全部由永新同方公司中标。参加招标演示共四家，永新同方的设备独树一帜，集成度最高，功能最完善，性能最稳定。

In December 2003, NTIC won the bid for the whole 100 sets of devices which are adopted by SARET for the fourth term project of State Cable Monitoring Network and the devices produced by NTIC are unparalleled indisputably with the highest integration, the most perfect function and the clearest performance in all fourth vendors which were engaging in the bid.

■ 2003年12月，（有线）电视台安全播出值班系统在南京广电网络公司安装成功，在几个月的稳定运行中，发挥了重要的作用，多次捕捉并记录了严重的播出事故。

In December 2003, a set of CATV Station Transmission Watching System was installed successfully in Nanjing TV Broadcasting Network Corporation and in the later several months, it played a very important role in operation by capturing and recording several serious operating accidents.

■ 2003年11月，在北京友谊宾馆举行了北京永新同方信息工程有限公司股权转让签约仪式，云南锡业集团、康华投资集团等成为公司新的股东。选举出了新一届董事会、监事、董事长、副董事长和董事。

In November 2003 the Capitalization Transferring Signature Ceremony of NTIC took place in Beijing Friendship Hotel, in which YunNan Stannic Industry Group and Kanghua Investment Group became new shareholders and the new board of directors and supervisors were brought into being.

■ 2003年10月，永新同方喜迁新居。从清华大学迁到海淀区上地东路5号京蒙高科大厦，崭新的办公场所为员工提供了整洁舒适办公环境。在10月20日，NTIC 迁到在 Jingmeng Highlevel Office Building and the change brought comfort and energy to every NTICian.

■ 2003年10月，永新同方研制成功了数字电视内容监管前端设备并完成产品化工作，在总局数字电视监管平台项目上成为唯一的内容监测前端设备供应商，并签订30套供货合同。

In October 2003, NTIC developed the Headend Devices for Digital TV Program Monitoring successfully and then managed to put it to production. Thus NTIC became a only supplier for this in the project of Digital TV Supervising Platform of SARET and was to provide 30 sets of the devices according to the new contract.

■ 2003年9月，中国国际电视总公司、中央电视台（CCTV）、北京永新同方信息工程有限公司共同发

起并出资组建了中视数字电视科技有限公司。该公司承担了国家发展和改革委员会数字电视产业化项目——“全国电子节目指南（EPG）制作和播出系统产业化项目”。

In September 2003, China International TV Head Corporation, CCTV and NTIC founded China Digital TV Technology Co., Ltd. together, which would undertake the project of Nationwide Electronic Program Guide Executing and Transmitting System Industrialization deployed by National Development and Reform Committee.

■ 2003年5月，永新同方与总局监测中心签订海外监测网开发合同。

ect of State Cable Monitoring Network and the devices produced by NTIC are unparalleled indisputably with the highest integration, the most perfect function and th

■ 2003年5月，永新同方为总局监测中心开发数字电视监管平台。

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■ 2003年4月，永新同方在广东省广播电视监测网项目投标中脱颖而出，一举中标。

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■ 2003年4月，永新同方在浙江省广播电视监测网项目中，经过激烈竞争，取得了浙江省广播电视中心的认可，最终中标。

In the same month, NTIC managed to get the authorization of TV Broadcasting Management Center of Zhejiang Province and then won the bid for the project of TV Broadcasting Supervising Network of Zhejiang Province.

■ 2003年3月20日晚在北京国际会议中心，公司成功举办了“永新同方数字电视之夜暨CCBN2003开幕晚宴”，来自行业的领导、专家和用户共1000多人参加了此次盛会。中央电视台总工丁文华，卫星传输中心主任薛大力等领导做了热情洋溢的讲话，对永新同方的工作给予了极高的评价和赞许同时提出了殷殷希望。

On March 20, 2003, the Evening of NTIC Digital TV and the Banquet for Inauguration of CCBN2003 was held by NTIC in Beijing International conference center and more than 1,000 honored guests were present including inter-industrial leaders, specialists and clients. Mr. Ding Wenhua, the Chief Engineer of CCTV and Mr. Xue Dalu, the Director of Satellite Transmission Center, have delivered singly significative speeches with their passion and expressed their high evaluation and ardent expectation to NTIC.

■ 2002年12月，公司内部进行了组织结构调整，在公司管理层和职能部门之外设立6个产品事业部：互动业务事业部、监测产品事业部、数字电视事业部、数据传输事业部、信息管理事业部、终端产品事业部。永新同方以新的管理形态和经营机制服务于广电网络。

In December 2002, Novel-Tongfang transformed its organization structure and established 6 Project Departments: Mutual Business Dept., Monitoring Products Dept., Digital TV Dept., Data Transmission Dept., Information Management Dept., Terminal Products Dept. Novel-Tongfang will provide services with new managing structure and marketing mechanism in the broadcast TV industry.

■ 2002年12月，在广电总局对全国有线电视监测网前端监测设备三期招标中，采用永新同方公司提供的核心技术设备方案全部中标。

In December 2002, all solutions which adopted core technique provided by NTIC won in the bid for the headend devices of National CATV and Broadcasting Supervising Network in the third term engineering.

■ 2002年7月，永新同方与国家广电局监测中心就《全国有线电视监测网》正式签约，成为国家广电监测网项目软件总集成商，标志着永新同方涉入广电网络安全一个新的领域，也为永新同方未来发展提供了更多的可能模式。

In July 2002, Novel-Tongfang and SARIT Supervising Center signed the contract CATV and Broadcasting Supervising Net of the Whole Country. Novel-Tongfang becomes the general software integrator of State Broadcasting Supervising Net Project, which marks that Novel-Tongfang has entered a new field of broadcasting net security and provides more possible developing mode for the future of Novel-Tongfang.

■ 2002年4月，永新同方与广东省广播电影电视局正式签署《广东省有线数字电视平台主SMS系统合作合同》，该系统能管理有线数字电视用户达100万。

CATV and Broadcasting Supervising Net of the Whole Country. Novel-Tongfang becomes the general software integrator of State Broadcasting Supervising Net Project, which marks that Novel-Tongfang has entered a new field of broadcasting net security and provides more possible developing mode for the future of Novel-Tongfang.

■ 2002年2月，永新同方与中央电视台正式签约，永新同方成为中央电视台数字电视平台建设的总集成商，完成了国内外多家不同CA系统史无前例的同密集成，标志永新同方已掌握了数字电视业务的核心技术。

In February 2002, CCTV and Novel-Tongfang signed the cooperation contract. Novel-Tongfang becomes the general integrator of the CCTV Digital TV Platform Construction Project. Till now, Novel-Tongfang has successfully finished the simu/crypt integration with several foreign and domestic CAS.

■ 2001年11月，永新同方出资与清华大学合作，成立互动电视研究所。

In November 2001, Interactive Television Research Institute was founded in cooperation of NTIC and Automation Department of Tsinghua University.

■ 2001年10月，广电总局在全国13家有线电视台进行CA试验，永新同方被指定为首选的国内厂家。

In October 2001, CA test was conducted by SARIT in 13 selected cable-TV stations and NTIC was proved as the first preferred domestic company.

■ 2001年8月，由清华永新信息工程股份有限公司和清华同方股份有限公司进行资产和业务合并成立了北京永新同方信息工程股份有限公司。公司主要致力于基于广电宽带网的具有自主知识产权的产品研发和市场推广工作。

In August 2001, Beijing Novel-Tongfang Information Engineering Co., Ltd. was established based on the mergence of INIET and THIT, the company mainly engages in the R&D and promotion of digital broadband network products.

宽带传输，应用无限

*Broadband Transmission
Unlimited Application*



永新同方灵活的管理机制、雄厚的技术力量和优秀的团队，不断求索创新，研发出了一系列具有自主知识产权的行业内产品，从而全方位地解决了有线电视系统中的节目配送、网络管理、客户管理、条件接收、网络安全等问题。第一个通过国家科委鉴定的永新同方有条件接收系统，得到了“国内领先，国际先进”的称号。公司在2001年通过ISO9001质量体系认证，并成为广电总局全国数字广播系统试验项目中首批企业之一。

The flexible management, tremendous technological strength and outstanding team gears up NTIC to continuously develop its innovation and a series of inter-industrial products with national intelligent property have already been developed. Currently, NTIC can provide a comprehensive technology solution for broadband delivery, network management, subscriber management, conditional access, network security etc. NTIC has passed ISO9001 certification and its CAS was identified as "a Leading technology in China and very competitive in the World" by the national Science and Technological Committee. NTIC was also voted as the first preferred domestic company in national CA test program of SARFT.



NTIC CAS 界面



网络管理系统界面



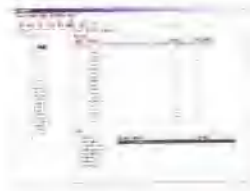
Macostar 数字电视多媒体
信息系统界面



全国有线广播电视监测网界面



安全播出系统界面



EPG界面

产品介绍

Product Introduction



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永新同方
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