

alphatronics: market leader in mobile consumer electronics

"In-house production assures alphatronics constant access to innovation and quality, thus creating technical superiority over its competitors". *Business Week, Germany*

Words Jörg Nullmeyer



Managing Directors
Jens Kaltenbach and Markus Schröder

The TV is an integral part of RV or Caravan. Just like at home, the mobile TV has evolved into a multimedia device. Open operating systems and the use of apps open up completely new possibilities. The world of the Internet comes into the motorhome through the use of a Smart TV.

Assembled in Germany

For more than 18 years alphatronics has been dealing with the requirements of caravanning for the mobile TV world. Highly qualified employees and continuous further education measures ensure a state of knowledge at the highest level. The experience gained directly flows into the development of the products, because innovation and use of the latest technologies are at the top of the list when it comes to the further development of the devices. Therefore, the devices are not produced in Asia, but developed and assembled at the alphatronics headquarter in Nuremberg. Only here can the consistently high product quality "assembled in Germany" be guaranteed at all times. Quality pays off, as this high standard has made alphatronics the market leader in the field of mobile consumer electronics and supplies around 80% of

all manufacturers in Germany, Austria, Switzerland and other international markets. The premium brand also occupies the top position in specialist retailers.

High quality and first-class service

Mobile televisions not only have to survive potholes and vibrations of bad roads, but also cope with large temperature fluctuations. For this reason, all alphatronics TV sets are tested not only for mechanical strain but also for thermal stress in special climate tests. This is why the devices work under difficult conditions. The certified quality management

One-Cable-Solution





system (DIN EN ISO 9001:2015) guarantees the premium quality of the products and thus the customer satisfaction - also in view of the vehicle manufacturer. In addition to development and production, alphatronics also has its own service department in Nuremberg. The telephone support is exclusively staffed with product specialists who can competently help OEMs and end customers with questions. In the case of a defect, there is a 24-hour bring-in service. Defective devices that arrive at alphatronics by 12 o'clock usually leave the service workshop within 24 hours. Managing Director Jens Kaltenbach describes the philosophy of the company very simply: "At alphatronics we have one goal - the best possible advice and service for every customer".

Intelligent technology

According to Managing Director Markus Schröder, the strength of alphatronics lies in the detail. Especially in the motorhome and caravan a wide viewing angle is important. alphatronics offers a horizontal and vertical viewing angle of 178 degrees with a sharp and brilliant image. This gives engineers and

designers additional freedom in positioning the TV in the vehicle. In addition, the LED TVs are 100% free of pixel errors (pixel error class 0). In contrast to the frequently used panels of quality 1 or 2, no defect pixel spoils the enjoyment of the television in the alphatronics devices. Sometimes it comes to the damage of electronic components by a short-term peak load in the electrical system, be it the engine start or the connection of the solar system. This is no problem for alphatronics TV sets thanks to integrated overvoltage protection. Just one of the many details that make the difference. Not without reason was the alphatronics SL-Line + test winner in the large comparison test of Reisemobil International - one of the leading European trade magazines for caravanning and accessories.

Be smart - be first

The televisions from alphatronics are multimedia terminals. Together with an Internet connection, many additional functions can be used via the remote control. What has been standard at home for a long time, is often sought in vain in motorhomes and car-

avans. An exception are the devices from alphatronics, as they are based on the Android operating system. It's quick and intuitive to chat with friends, surf the web, or access your favorite apps. Even manufacturers can use the devices for their own apps.

One Cable Solution

Together with Kathrein, alphatronics developed the "one-cable solution". With this solution, different satellite systems from Kathrein can be controlled directly via the TV set without the need for additional control units or receivers. This saves time and money in both original equipment and retrofitting. As a highlight, even broadcasts can be streamed to a smartphone or tablet.

Mobile home of the future

With alphatronics Mobile Home Automation, you are already setting the future today. The functions of devices and components can be controlled via app. Whether lighting, multimedia, heating or air conditioning, the alphatronics Mobile Home Base covers all aspects of a smart networked motorhome or caravan. The individual components are wired via the CI-BUS or wireless via WiFi, Bluetooth or infrared connected to the Home Base.

International partner network

The high level of competence and quality has also convinced the premium manufacturer Alpine, one of the world's largest automotive suppliers. Therefore, alphatronics is the exclusive development and distribution partner of Alpine Electronics products in the caravanning sector. In addition, alphatronics has a cooperation with Xtronic, a development partner and system supplier to the automotive industry, to jointly develop the future of the networked motorhome. This makes alphatronics the ideal and innovative multimedia partner for the caravanning industry - also for your products.

