



2024

梦想 开放 实干

POPTA ENTERPRISE CO.,LTD
Shenzhen Caratar Technology Co.,Ltd



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PART 01

关于我们

About Us



CARATAR



公司概况

Company Introduction

One of Leader in
Pro A.V industry

Since 2008

Professional global Audio and Video
product solutions provider

Year 2023: 200,000,000+

2 Development Center

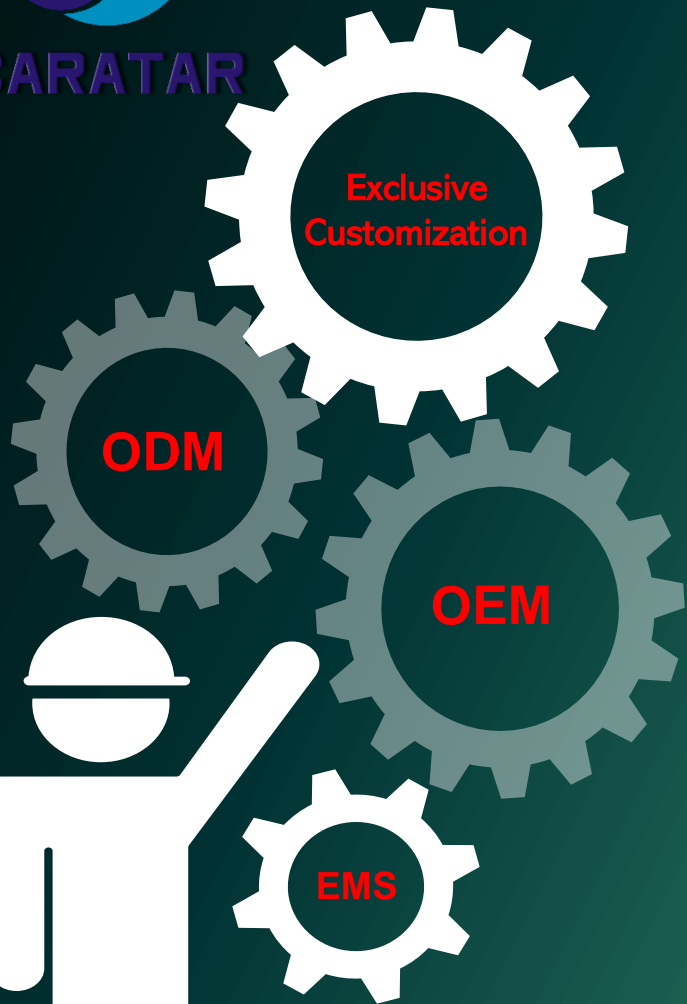
3 Factory

Exclusive
Customization

ODM

OEM

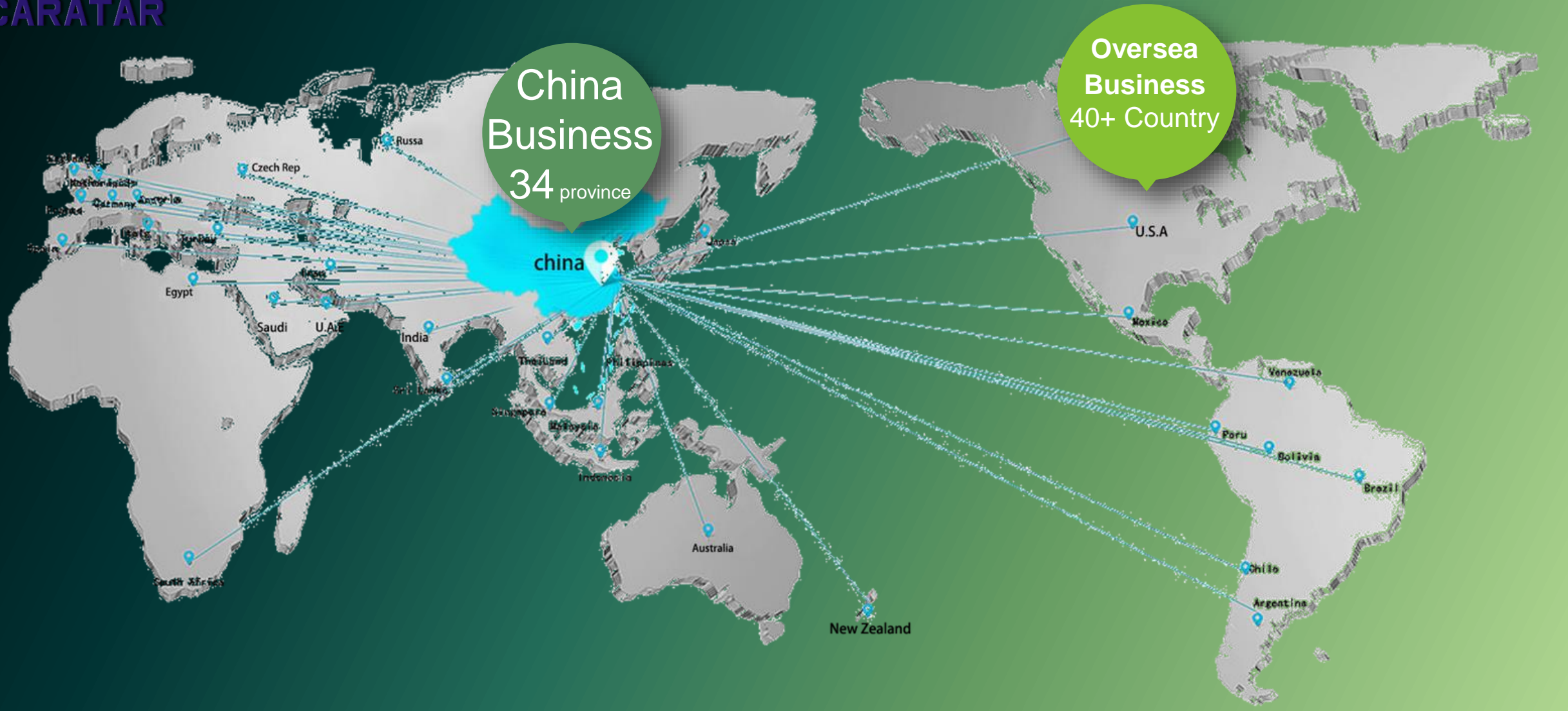
EMS





业务分布

Business Distribution







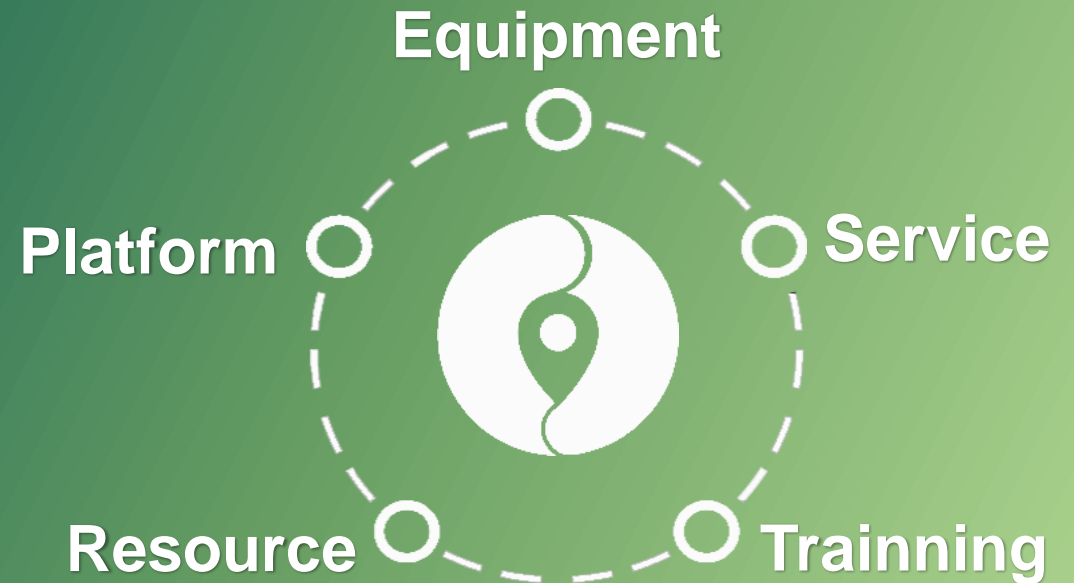
我们的定位 Our positioning

Becoming FirstOne partner in the global A.V Industry

Professional audio and video products,
One-stop customized supply chain enterprise

Business Type: Product customization
(OEM,ODM,EMS)

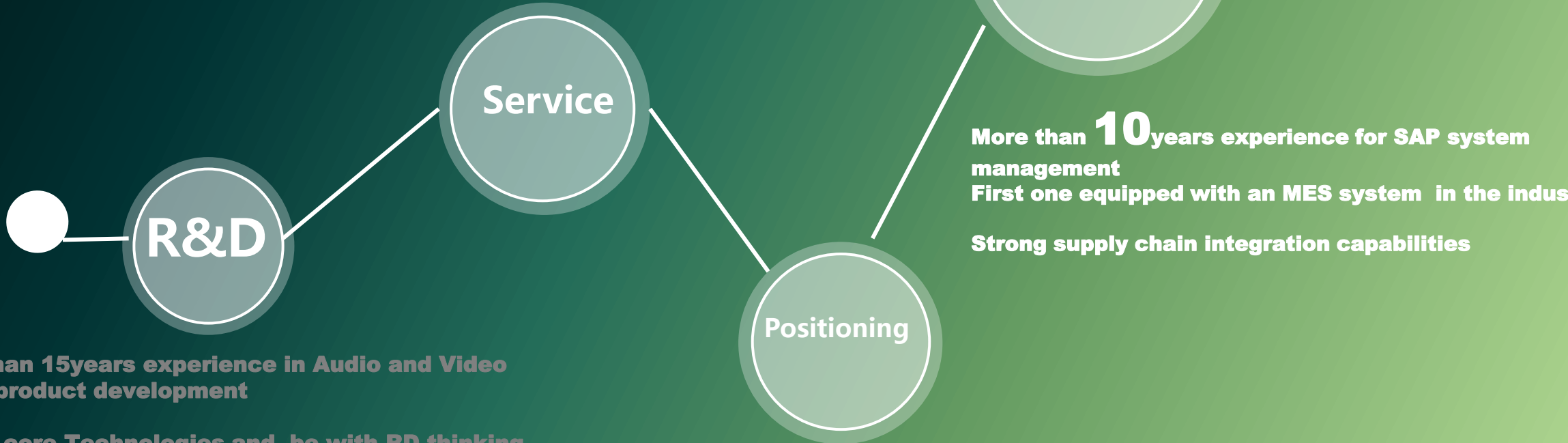
**No Do self
brand !**



我们的优势 Our Advantages

4 Advantages

More than 15 years International service experience for Big Brand Professional Service Team, Supported 24/7



More than 15 years experience in Audio and Video series product development

Master core Technologies and be with RD thinking idea to integrate products

Supply Chain

More than 10 years experience for SAP system management
First one equipped with an MES system in the industry
Strong supply chain integration capabilities

Positioning

Turnkey Type OEM/ODM/EMS
(No Do Self Brand)
Implement end-to-end delivery services.

我们的能力 Caratar can do

6 Capacity

Video switching/splicing/
scaling/segmentation

Matrix, splicing processor



IP encoding and decoding
technology/streaming media
/KVM/ Extender

DCS, IP matrix, decoding
processor

Audio processing/
transmission/amplification

DSP, Dante, Amplifier



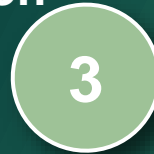
Power

Timer, centralized power
supply system



Device control

Smart central control,
programmable panel



Signal transmission/conversion
/replication/doubling

HDBaseT, SDVOE, fiber optic,
lossless transmission

我们能做什么
Caratar can do

Other Customer requirement

5 Service

我们的服务 Our service

01

硬件设计服务
Hardware Design

02

软件设计服务
Software Design

03

测试认证服务
Testing & certification

04

技术支持服务
Technical support

05

生产制造服务
Manufacturing



1、Hardware Design Service



Principle Design

Yonger Engineer team who are more than 10years experience on strong Hardware working

They have great professional skills which be at Audio and Video product etc

We can meet various design requirement and provide stable & cost-effective designs



PCB Design

Professional PCB engineer team who be good at software for wiring design, simulation based on electrical schematic , Structural diagrams

They specialize in complex designs such as Multi-layer boards, high-density boards, blind buried holes etc in various series product

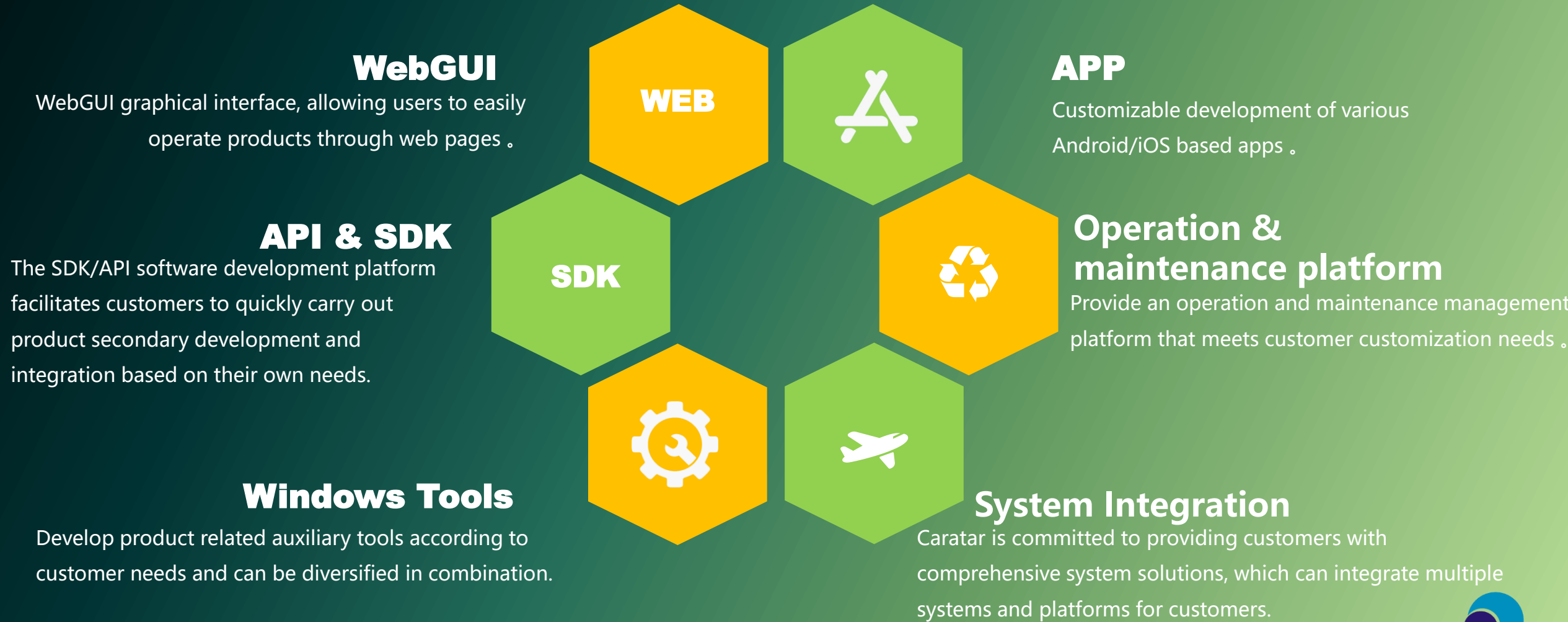


Structure Design

Senior great experience structural team who be focus on Metal and CNC sheet designing

A wealth and professional designing processes that be ensure the perfect implementation of product

2、 Software Design Service





3、 Testing and certification services

Product Testing Service

- Function Testing
- Performance Testing
- Reliability testing
- Environmental testing
- Failure analysis

Product Certification Service

- CQC
- CE
- FCC
- Third party testing
- Military product certification





4、 Technical support services

Pre sales Support

CARATAR provides various pre-sales technical support, patiently answers customer questions, provides professional advice, and conducts necessary sample testing .

Remote support

CARATAR provides various forms of remote support such as phone, WeChat, and remote desktop, making on-site debugging simple and fast.

01

02

03

04

Technical Training

CARATAR has a team of experienced FAE and PM engineers to provide customers with professional product usage and debugging training, as well as efficient product information and tools .

On-site Support

If needed, CARATAR provides on-site testing services for FAE engineers.



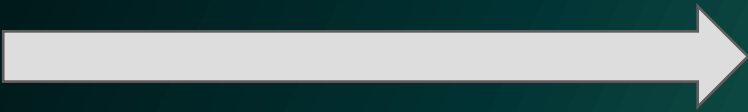
5、 Manufacturing services





01 Finished Goods production services

Finished Product Factory



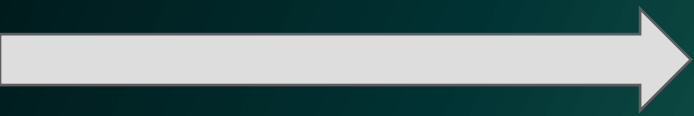
Flexible assembly line;
Scientific & rigorous aging and testing;
Efficient and flexible packaging line;
Strict quality control system;
Centralized warehousing;
6S management;





02 SMT Service

SMT Factory



Factory area: 4000 m²

SMT: 4 fully auto-production lines with a daily output of 6.5 million points.

DIP: 2 production lines.

Monthly production: 100000 pieces of PCBA.

Testing environment: 2 multifunctional product testing lines
4 sets of RF shielding testing platforms

Assembly line: 2



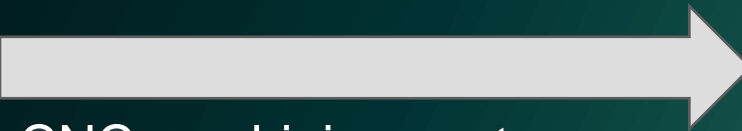


生产制造服务

manufacturing services

03 Structural production services

Precision Hardware Factory

- 
- CNC machining center
 - CNC-punching-machine
 - Computer bending
 - Surface treatment
 - High precision detection
 - Digital laser cutting





04 SAP



The firstone SAP system Company in the industry .the level progressiveness, unique intelligence and universality , Have greatly optimized our production and supply chain processed , Guaranteed our production efficiency

05 MES



Warehouse



SMT



PCBA Testing



Finished Product Testing



Aging Testing

Full process digital management;
The production process information can be traced.

The firstone MES system company in the industry, assisting us in achieving information transparency and ensuring that customer needs can be promptly and accurately conveyed to the production line. Assist our company in building a digital factory, achieving lean production, improving production efficiency and product quality, reducing costs, and effectively enhancing manufacturing capacity.





PART 02

产品和服务

Product & Service



产品展示

Our Products

1 KVM matrix switching products

2 Image processing products

3 DCS Product

4 Signal transmission products

5 Interface and control products

6 Audio & Video Product

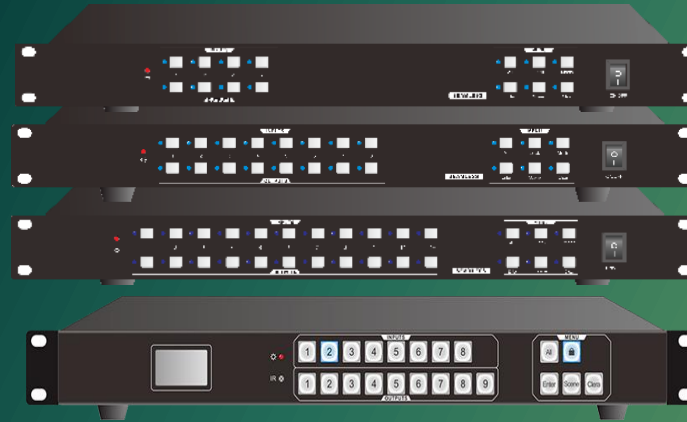
7 Power Supply Product

8 Military products

9 Software Product

10 Others Product Customization

1 KVM matrix switching products



Seamless mixed KVM matrix

- LMX Hybrid Series
- Single card 4-way
- Max support 4K60 444
- Seamless
- Multiple signal types are fully compatible (HDMI, DVI, VGA, SDI, HDBT, CVBS, fiber, etc.)
- Support redundant power supply

Solidified KVM matrix

- MUH/MUH-S/MHD Series
- Port fixed matrix
- Max support 4K60 444
- Support Seamless
- 4 control methods
- Intelligent EDID management
- HDCP processing
- Compatible with multiple scene signal source operations

MFP

- DMX all-in-one machine series
- Multifunctional: Conference, audio DSP, video switching, switch, amplifier, central control
- Redundant power supply
- Meet all the needs of small and medium-sized meeting rooms, classrooms, and lecture halls

2 Image processing products



**D-series
Splicing processor**

- The LMP-D series image splicing processor supports LED/LCD.
- Hardware FPGA design architecture ONLY
- Max support 4K60 444
- Support Roaming, stacking, windowing, and displaying multi-channel full HD signals.
- Multi window splicing
- Image ultra-low latency, non discretization, and no frame loss



**Full hybrid single card
single path splicing matrix**

- FMX-U series, fully hybrid single channel splicing ;
- Image processor using FPGA architecture
- Mix Matrix and concatenation One machine for multiple purposes.
- Definition based board recognition mechanism
- The device can achieve input and output combination and flexible splicing



**KVM Switch
Optical Matrix**

- KVM Optical matrix series
- High performance image processor using FPGA architecture
- Support multiple seats with arbitrary layout .
- Supported 4K60 and Visual OSD
- Support cross screen and permission management .
- Convenient and flexible on-screen management.

3 DCS Product Series



2K DCS

- Encoding and decoding support 1080P60
- Audio video and control link connection
- Audio and video manage
- The host Remote control



4K30 DCS

- Encoding and decoding support 4K30
- Audio video and control link connection
- The Host remote control-KVM
- Used as input and output nodes for high-definition videos



4K60 DCS

- Encoding and decoding support 4K60
- Audio and video manage
- The host remote control-KVM
- Used as input and output nodes for high-definition videos

DCS System Client Case



4 Signal transmission products



**HDBaseT
transmitter**



**Fiber optic
transmitter**



**Shallow compression
transmitter**

- Transmission based on HDBaseT protocol
- Mixed multiplier
- No compression, no delay
- Max support 4K60 4:4:4.
- Multiple interfaces and specifications

- Fiber optic long-distance transmission
- Multiple interface HDMI/DVI/SDI signals and analog frequency signals
- Support max resolution of 4Kx2K

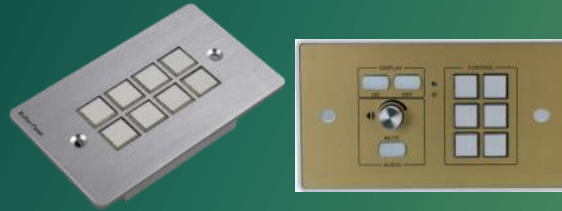
- DSC compressed transmission
- Low compression, no latency
- Support 4K@60Hz 4:4:4
- HDMI data rates 18Gbps
- Support HDCP 2.2

5 Interface and control products



Intelligent central control

- Specially developed for the integration and control of multimedia systems
- Fully bus interfaces
- Powerful programmability
- Friendly programmable human-machine interface
- 1U rack structure design



Encodable panel

- National standard 86 box standard size design
- Easy to use, programmable and customizable button functions
- Independent button design for convenient operation
- Button function indicator light indication



Serial port extender

- 8-way serial port extender (with cascading)
- Baud rate support 1200-115200
- Supports parity validation
- The transmitted character format supports: all ASC character sets (including Chinese)
- The data length can reach 100 bytes (or 50 Chinese characters)

6 Audio & Video Product



DSP audio processor

- CTR-PM series, dedicated DSP processor
- 8x8/16X16 inputs and outputs meet the requirements of multiple interfaces
- Remote control and debugging of TCP/IP port web pages
- Support multiple scene saving and parameter import and export
- 1U rack structure design



Desktop level amplifier

- PA2B, Class D amplifier
- Equipped with EQ control and MIC hybrid function
- Supports RS232 control
- 2x20W@4Ohm
- Equipped with 48V phantom power supply and supporting condenser microphones



Custom list of A.V

- Networked AV
- Presentation switches ,Video matrix switch/Video Extenders and Control System
- Video Switches, Video Splitters :Duplicate and boost a single A/V source up to 4k@60hz to multiple display outputs over long distances without degradation and expand installations via cascade



7 Power Supply Product



Power sequencer

- 8+1 switch channel outputs, and the delay opening and closing time of each of the last 8 channels can be freely set ;
- Equipped with a built-in clock chip, it can automatically turn on/off each channel according to the date and time settings;
- Support RS232, panel button control switch, support cascading, central device control;
- Each device comes with its own ID settings and detection, enabling remote centralized control.
- 9 sets of device switch scene data saving/calling, scene management application simple and convenient;

- Professional Online UPS power protection solutions regulate power fluctuations by providing emergency power to a load when input source or mains power fails
- Rack PDUs provide real-time energy management ,control, and energy-saving efficiency and are available in a wide a variety of models and outlet configurations
- Standing Networks Racks : Designed for mounting standard 19” rack-mount equipment with advanced models for high-density server/networking applications or more cost-effective standard models

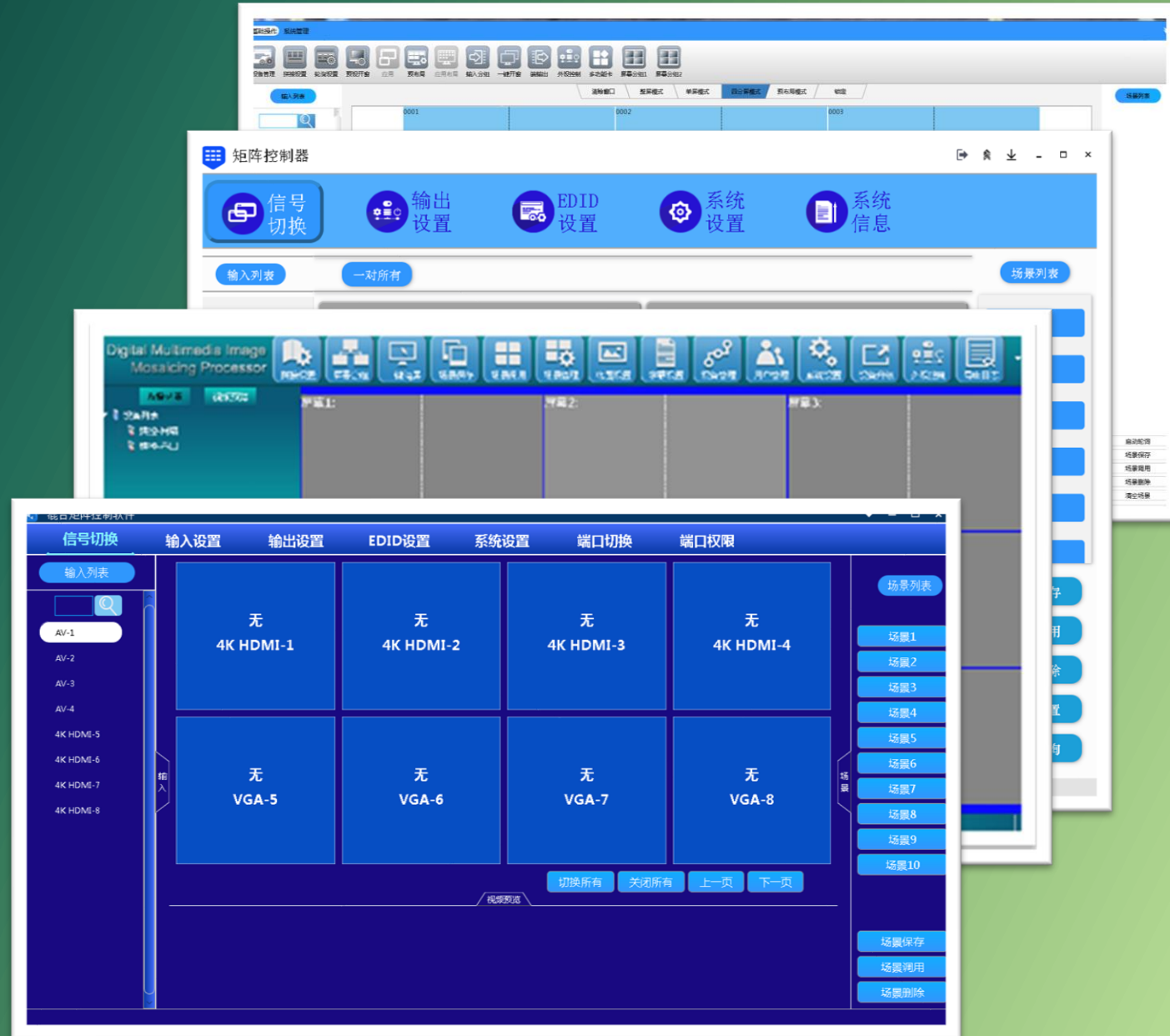
8 Military products



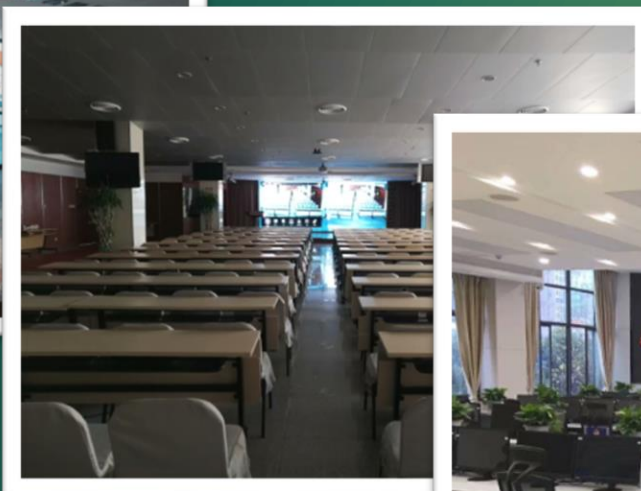
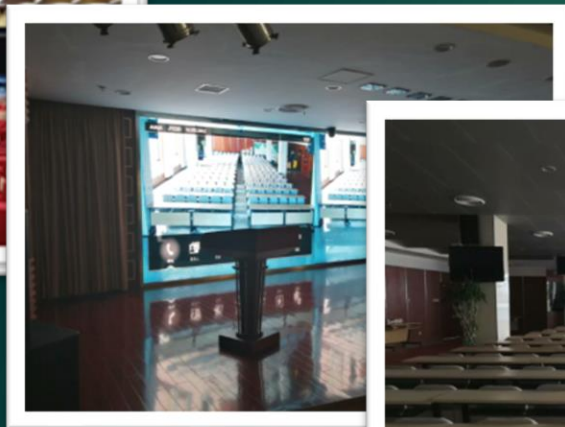
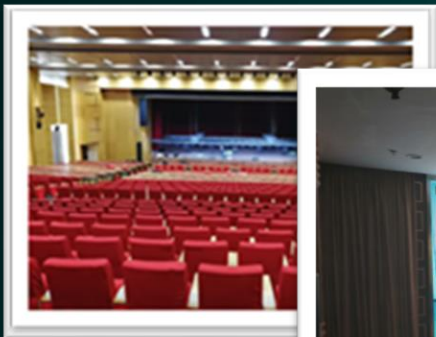
Military grade quality

9 Software Service Product

- ❑ Distributed Operations and Maintenance Management Platform
- ❑ Agile Series Hybrid Card Insertion Matrix Control Software
- ❑ LMPPRO Digital Multimedia Image Mosaic Control Software
- ❑ Fixed Port Matrix Control Software
- ❑ WP series programmable control panel management software
- ❑ CTR-PM8 IoT Centralized Controller Management Software



Typical application scenarios



Fully project solution cases



PART 03

行业资质与荣誉

Qualifications and Honors

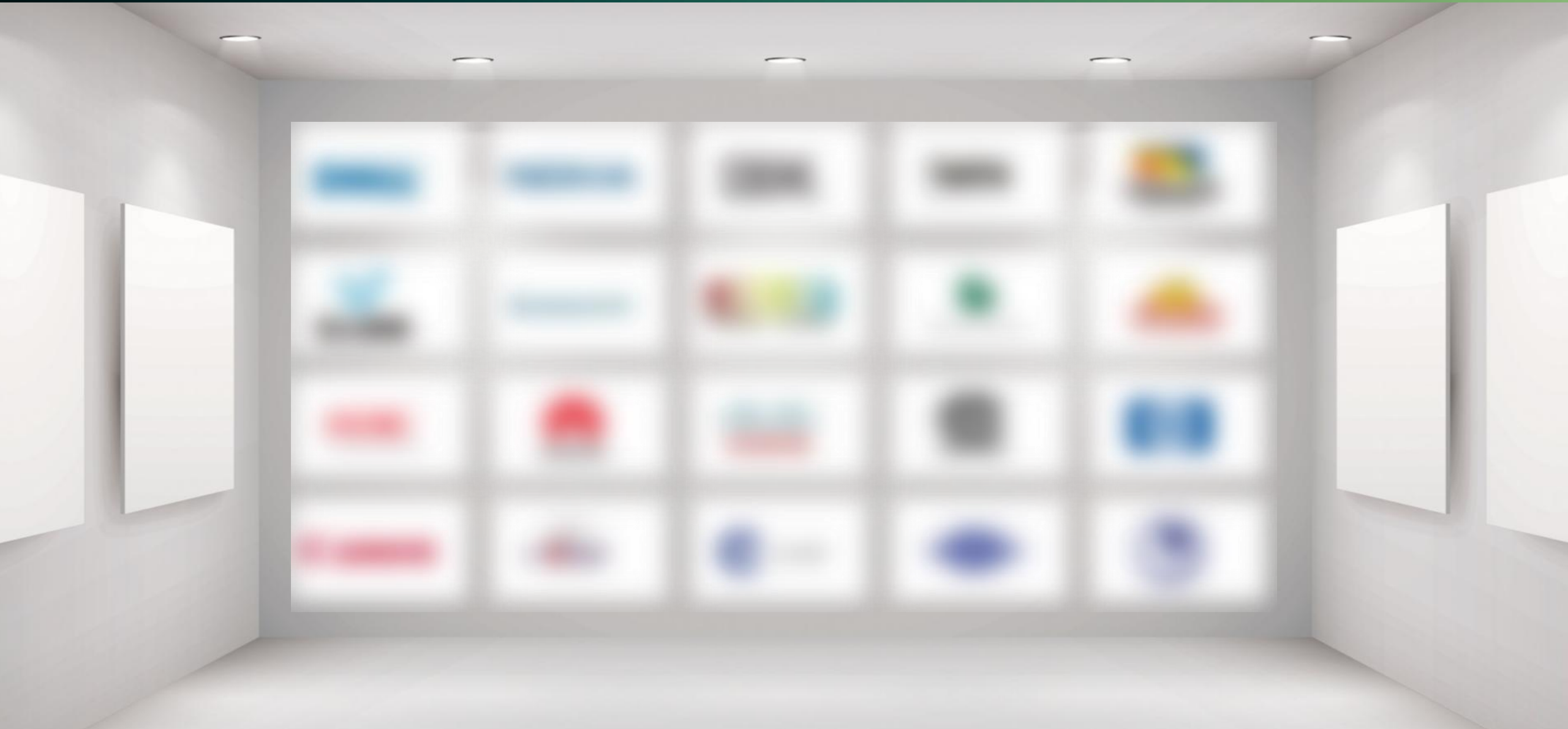


企业荣誉

Company Honor

- National high-tech enterprise
- Shenzhen High tech Enterprise
- ISO45001 Certification
- 3C、CE、FCC etc Certification
- "Integration of Informatization and Industrialization Enterprises"
- HDMI&HDBaseT&SDVOE Membership Qualifications
- National level specialized and innovative small giant enterprise
- ISO14001 Certification
- ISO9001 Certificaiton
- AAA Integrity Enterprise
- Shenzhen double-soft Enterprise
- Shenzhen Green Channel Enterprise







PART 04

展望未来

Look Ahead



公司愿景

Company Vision

CARATAR Mission:

Committed to product and service innovation, continuously improving people's audiovisual experience.

CARATAR Vision:

To become the preferred partner in the global Audio and Video field!

CARATAR's core values:

Dream, openness, practicality, with customer satisfaction as the ultimate goal, happy work, win-win cooperation 。



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We are looking for Local Agent and Distributor, Are you one of Us ? Talk more...