

# CCTV & Surveillance Products

Essential sourcing intelligence

April 2012

US\$495

## China supplier profiles

Detailed profiles of 36 companies with verified manufacturing and export credentials

## Product gallery

Specifications and full-color images of 96 top-selling products

## Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



## Supplier capability in China

## CCTV &amp; SURVEILLANCE PRODUCTS

IP, high definition and intelligent technology will steer product development in China's CCTV and surveillance industry in the years ahead. Enhancements along these aspects continue to fuel sales and raise manufacturing capability in the line.

China currently accounts for 27 percent of world supply and targets at least 25 percent growth in exports this year.

IP and megapixel products will contribute significantly to the rising revenue of security cameras. NVRs and hybrid DVRs will be on the upswing as well, being the back-end systems of IP. Regular DVRs, and other traditional storage and recording devices will decline slightly due to the popularity of IP, as will CCTV transmission and switching products.

In the accessories category, lenses, housings, brackets and power supplies continue to be in demand.

## Key findings

1. HD and intelligent surveillance platforms are driving the emergence of new segments such as content analysis and management software, embedded video analytics, and video surveillance as a service.
2. HD-SDI models will gain traction because of their capability to upgrade existing analog systems to higher resolution with minimal cost.
3. With IR LED technology nearing maturity, China makers are utilizing IR lasers for long-distance monitoring in the IR camera segment.
4. In line with the trend for HD surveillance, more DVR manufacturers are developing models that use the Sony Effio 960H solution, which is compatible with existing analog systems.
5. Companies are intensifying R&D on cloud storage to improve security, reliability and accessibility. A few manufacturers have introduced optional software services in their DVR products.
6. Although production expenses climbed by at least 8 percent in the past year, price increases will be limited mostly to the 5 to 10 percent level. Some enterprises may implement adjustments of up to 15 percent.
7. Major industry players are ensuring compliance with the technical specifications of the new A/V coding after China launched the national CCTV surveillance standard last year. Small and midsize makers, however, see this as another challenge.

## Scope &amp; methodology

This report covers the major categories in China's CCTV and surveillance products industry, namely security cameras, DVRs and surveillance systems.

For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises.

The provinces of Guangdong and Zhejiang are the major production centers. Reflecting this structure, more than 90 percent of featured companies are based there.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into

price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice.

Results were calculated based on the actual number of valid responses to each question.

## Global Sources supplier rankings

★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

## Industry Overview

China's CCTV and surveillance manufacturing industry maintains a significant share of the global market, buoyed by stronger security awareness and continuous technological development.

From roughly 23 percent in 2011, the country now corners 27 percent of world supply, or about \$3.5 billion. The upswing will continue through 2012, with China makers targeting 25 percent growth in exports by year-end, exceeding the 20 percent forecast for international sales.

Ongoing enhancements to IP systems in advanced countries and the widening use of security devices in managing peace and order in developing nations are boosting production.

Last year, revenue from front-end IP equipment reached \$222 million, accounting for 21 percent of the entire surveillance devices industry in China. Of this, \$120 million came from megapixel variants. The segment's



positive sales performance contributed highly to the \$1.1 billion earnings and 30 percent YoY growth of security cameras.

IP, high-definition and intelligent surveillance will drive development trends in the next two years, even as analog models continue to dominate output. China makers estimate a 70 and 100 percent increase in sales in the first two.

This is reflected in the global scene where megapixel versions will represent 70 percent of IP cameras by 2015, according to IMS Research. Enterprises are likewise promoting coaxial cable transmission of HD signal.

Content analysis and management software, embedded analytics and video surveillance as a service are considered sunrise lines. Integration of security technologies into 3/4G wireless communication and Internet of Things is also highlighted.

The bullish movement of IP has slackened the pace of back-end storage and recording devices such as DVRs. Sales of traditional models grew by about 18 percent YoY in 2011, about 15 percentage points lower than the previous corresponding period, according to surveyed suppliers.

NVRs and hybrid DVRs performed better with 38 percent growth in sales during the same period. Business is expected to be more than double that of traditional DVRs in coming years as models support the shift to IP. HD variants, in particular, are expected to breach the mainstream in the near future.

Overall revenue from back-end storage solutions in 2011 was estimated at \$970 million, up 22 percent YoY.

### Main production centers



#### Zhejiang

Aided by its network of hardware providers, Zhejiang province has an abundant source of CCTV accessories, including housings and brackets. The city of Hangzhou, which hosts major DVR suppliers, is working on specializing in IP cameras and related devices.

#### Guangdong

Guangdong province gathers the most number of CCTV and surveillance product suppliers, owing to its rich and mature supply chain. Shenzhen, in particular, is home to about 400 camera and nearly 80 DVR manufacturers. CCTV monitor companies are also located in this province.

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## SUPPLIER MATRIX

Company	Location	Years established	Total sales \$mn/yr	Export sales \$mn/yr	R&D spending \$mn/yr	No. of full-time staff	Capacity units/ mth	Average output units/mth	Average exports units/mth
██████	Guangdong	6	15.0	14.5	1.00	325	120,000	120,000	93,000
██████	Guangdong	8	1.4	0.98	0.28	55	6,000	4,000	3,200
██████	Guangdong	4	47.6	47.6	0.50	700	200,000	150,000	150,000
██████	Guangdong	10	12.0	11.0	0.08	500	1,200,000	60,000	50,000
██████	Guangdong	7	30.0	30.0	0.50	200	100,000	100,000	100,000
██████	Guangdong	7	16.8	13.4	5.10	500	120,000	56,000	44,800
██████	Guangdong	16	6.0	4.0	1.00	300	15,000	12,000	7,200
██████	Guangdong	7	2.5	2.5	0.30	70	6,000	6,000	6,000
██████	Guangdong	14	10.5	10.5	0.15	320	30,000	26,000	26,000
██████	Guangdong	5	8.0	3.0	0.08	100	50,000	20,000	7,000
██████	Guangdong	2		2.0	0.20	10			5,000
██████	Guangdong	9	70.0	65.0	5.00	1,000	250,000	220,000	210,000
██████	Zhejiang	4	2.0	2.0	0.05	1,000	5,000	5,000	5,000
██████	Shanghai	15	3.0	2.5	1.80	300	2,000	1,500	1,300
██████	Guangdong	10	4.5	3.0	0.30	270	50,000	20,000	12,000
██████	Guangdong	9	8.0	3.0	0.06	79	30,000	25,000	10,000
██████	Guangdong	10	8.7	7.9	0.41	300	50,000	38,000	34,000
██████	Guangdong	2	30.0	30.0	5.10	100	600,000	150,000	150,000
██████	Guangdong	18	150.0	100.0	5.00	6,000	30,000	20,000	13,000
██████	Guangdong	10	0.8	0.4	0.60	240	2,000	2,000	1,000
██████	Guangdong	8	8.0	3.0	0.80	100	50,000	40,000	10,000
██████	Guangdong	5	25.0	20.0	2.00	200	45,000	45,000	40,000
██████	Guangdong	10	5.2	4.0	0.25	129	10,000	5,000	3,000
██████	Guangdong	8	16.6	9.9	2.13	150	50,000	6,000	3,720
██████	Guangdong	10	10.0	8.0	0.05	200	50,000	30,000	25,000
██████	Guangdong	11	30.0	25.0	1.00	300	60,000	50,200	41,660
██████	Guangdong	8	1.0	1.0	0.04	100	5,000	3,000	3,000
██████	Guangdong	9	15.0	12.0	1.20	300	80,000	40,000	30,000
██████	Guangdong	5		4.0	0.20	50			30,000
██████	Guangdong	11		0.6	1.20	98			1,000
██████	Guangdong	10	10.0	8.0	1.00	120	45,000	35,000	28,000
██████	Guangdong	17	23.8	15.0	1.50	200	30,000	25,000	15,000
██████	Guangdong	11	6.8	3.4	2.00	350	40,000	15,000	7,100
██████	Guangdong	15	25.0	15.0	1.50	500	200,000	100,000	60,000
██████	Guangdong	5	3.5	2.5	0.30	300	30,000	25,000	17,500
██████	Fujian	19	7.2	5.0	0.60	270	6,000	5,000	3,500

## Ansjer Electronics Co. Ltd



**INQUIRE NOW**

Ansjer offers CCTV cameras, DVRs and accessories, and surveillance systems. The line represented the supplier's entire 2011 sales, which amounted to \$15 million. Exports contributed \$14.5 million. Products are sent to North America, Europe, the Asia-Pacific region and the Middle East.

Targeting the EU in coming months, the locally owned company expects

overseas sales to remain at current levels. It will raise prices by 5 to 10 percent to offset a strong yuan. The maker will increase capital expenditure by as much as 50 percent.

Ansjer has a 325-member workforce at its factory in Zhuhai, Guangdong province. The facility runs at full capacity, churning out 120,000 units monthly.

### Company facts

Year established	2006
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Zhuhai (Guangdong)
Factory location(s)	Zhuhai (Guangdong)
No. of full-time employees	325
Annual sales (all products)	\$15.0mn
Annual R&D spending	\$1.0mn

### Sales & output: CCTV & surveillance products

Annual sales	\$15.0mn
Share of total sales	100%
Annual export sales	\$14.5mn
Total monthly capacity	120,000 units
Average monthly output	120,000 units
Capacity utilized	100%
Average monthly exports	93,000 units
Export ratio	78%

### Contact details

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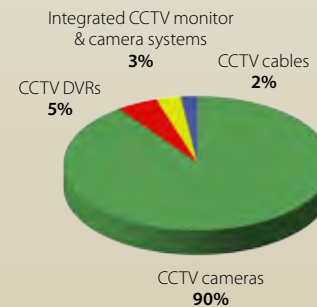
**Model:** C168136

**MOQ:** 200 units

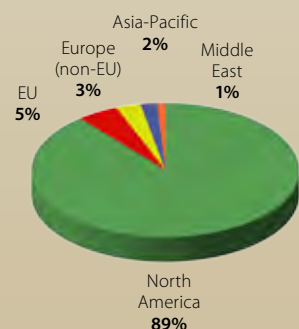
**Description:** Color CCD camera; 1/3in Sony CCD, Effio DSP; 2.8 to 12MP; 700 TVL; 90-degree viewing angle; NTSC/PAL; wired OSD control

See more popular export models in the [Product Gallery](#).

### Exports by product



### Exports by market



## PRODUCT GALLERY

### CCTV & IP cameras



**Ansjer**  
 (profile page 19)  
**Model:** C168136  
**MOQ:** 200 units  
**Description:** Color CCD camera; 1/3in Sony CCD, Effio DSP; 2.8 to 12MP; 700 TVL; 90-degree viewing angle; NTSC/PAL; wired OSD control



**Ansjer**  
 (profile page 19)  
**Model:** C170136  
**MOQ:** 200 units  
**Description:** Color CCD camera; 1/3in Sony CCD, Effio DSP; 2.8 to 12MP; 700 TVL; 90-degree viewing angle; NTSC/PAL; wired OSD control; IR LED array



**Ansjer**  
 (profile page 19)  
**Model:** C286146  
**MOQ:** 50 units  
**Description:** Mini PTZ camera; 1/3in Sony CCD, Effio DSP; 700 TVL; 5 to 15mm auto-iris lens; 30 to 90-degree viewing angle; NTSC/PAL; EIA-485 control port



**Anson**  
 (profile page 20)  
**Model:** IT-WG0944IR  
**MOQ:** 100 units  
**Description:** Water-resistant IR camera; 1/3in Sony 960H CCD; 680 TVL; 8/12mm lens; 0lux/F1.2 minimum illumination with IR on; 50m IR range; NTSC/PAL



**Anson**  
 (profile page 20)  
**Model:** IT-WG0824IR  
**MOQ:** 100 units  
**Description:** Water-resistant IR camera; 1/3in Sony 960H CCD; 680 TVL; 3.6/6mm lens; 0lux/F1.2 minimum illumination with IR on; 30m IR range; NTSC/PAL



**Anson**  
 (profile page 20)  
**Model:** IT-DG0304GC  
**MOQ:** 100 units  
**Description:** Analog dome camera; 1/3in Sony 960H CCD; 680 TVL; 4 to 9mm manual focus lens; 0.1lux/F1.2 minimum illumination; >48dB S/N ratio; NTSC/PAL

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