

Display Parts & Components

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May 2011

US\$495

China supplier profiles

Detailed profiles of 35 verified suppliers and contact details of an additional 13 exporters

Product gallery

Specifications and full-color images of 87 top-selling products

Industry trends

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



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Supplier capability in China

DISPLAY PARTS & COMPONENTS

China's display parts and components industry remains in an upturn. Suppliers expect sales and exports to swell at least 30 percent by year-end.

Buoyed by the projection, makers are raising production levels, especially of categories growing in popularity because of the trend for energy conservation and environmental protection. These include LEDs, LED panels and modules, TFT-LCD modules and LCD panels, which represent the replacement technologies in the lighting, display and backlighting sectors.

To ensure the expansion bid, companies are consolidating resources and enhancing operations. They also continue to build core competence to strengthen China's position globally. For this, R&D efforts share equal attention in manufacturers' goal to match requirements in a broadening application base.

Key findings

1. Prices are expected to increase with rising material and labor costs. The adjustment, however, will be limited to 10 percent due to intensifying competition. For the same reason, a number of makers are lowering their quotes.
2. The majority of respondents are confident of robust export sales despite rising outlay. They are counting on the "green" trend to continue fueling demand, especially from North America and Europe. These will remain key overseas destinations.
3. Enterprises are also exploring opportunities in the local sector, particularly government-sponsored solid-state lighting projects.
4. LEDs' spreading adoption will push China's output to 25.7 billion units and sales value to \$3 billion this year.
5. Diode-based panels and modules, and TFT-LCD types of the second will post a 30 percent increase in production. The first two are projected to total 3 billion units and the last 110 million.
6. LCD panels are catching up at the same rate based on the projected yield of 26.5 million square meters by end-2011. This is amid the scheduled opening of 8 and 8.5G TFT lines, which will complement existing 4.5, 5 and 6G operations.
7. Concurrent to R&D pursuits, makers are collectively addressing IPR issues through short- and long-term solutions. The goal is to improve core technological competence at company and industry levels, reduce dependence on imported components, and establish a comprehensive supply chain.

Scope & methodology

This report covers the major products of China's display parts and components industry, namely LCD panels, modules and backlights, LEDs, LED chips, strips, panels and modules, and EL displays. 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 and privately owned enterprises. Publicly listed/SOE, Hong Kong- and Taiwan-invested businesses are also covered.

The province of Guangdong is the main production center. Reflecting

this structure, 74 percent of featured companies are based in this location.

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.

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Del Optoelectronics (Shenzhen) Co. Ltd



INQUIRE NOW

Del generated \$3 million last year from sales of LED strips, all of which came from exports. Shipments went mainly to Europe, which accounted for 75 percent of total export volume. North America, the Asia-Pacific region and the Middle East were also destinations. In the months ahead, the supplier will increase focus on the second and expects this to improve overseas

revenue by more than 20 percent.

Production is done in a 60-worker factory in Shenzhen, Guangdong province. The company has a capacity of 200,000m each month but currently turns out 100,000m on average.

The maker considers price competition a key challenge. For this reason, it plans to lower quotes by less than 5 percent in coming months.



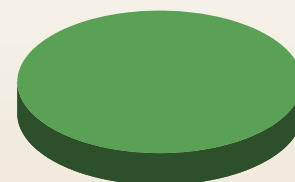
Model: DT500R3W030T

MOQ: 5m

Description: Flexible LED strip; SMD LEDs; 30 LEDs per 500mm or 300 LEDs total; 120-degree viewing angle; 12VDC operating voltage; 200mA operating current per 500mm; 2.4W power consumption per 500mm; 0.2mm-thick PCB; 500x8mm

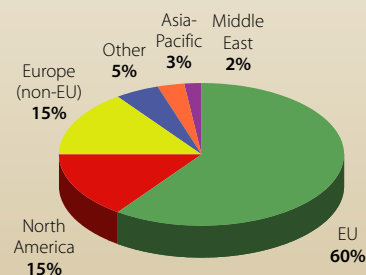
See more popular export models in the [Product Gallery](#).

Exports by product



LED strips & lights
100%

Exports by market



Company facts

Year established	2006
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shenzhen (Guangdong)
Factory location(s)	Shenzhen (Guangdong)
No. of full-time employees	60
Annual sales (all products)	\$4.0mn
Annual R&D spending	\$400,000

Sales & output: Display parts & components

Annual sales	\$3.0mn
Share of total sales	75%
Annual export sales	\$3.0mn
Total monthly capacity	200,000m
Average monthly output	100,000m
Capacity utilized	50%
Average monthly exports	100,000m
Export ratio	100%
Major customer	Kalux (Poland)

Contact details

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PRODUCT GALLERY

LCD backlights, panels & modules



Shenzhen Sunson

(profile page 56)
Model: CA12864V
MOQ: 3,000 units

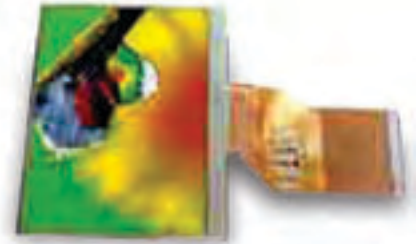
Description: Graphics LCD module; STN, FSTN; green, white, blue, yellow LED backlight; 0.32x0.38mm dot pitch; 128x64 dots; 45.2x27mm viewing area; 6, 12 o'clock viewing angles; 3.3V power supply; -20 to 70 C operating, -30 to 80 C storage temperatures; RoHS



Shenzhen Sunson

(profile page 56)
Model: CA1602A
MOQ: 1,000 units

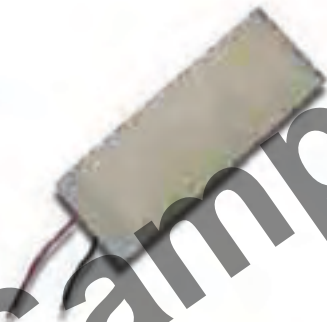
Description: LCD module; STN; optional white LED backlight; 0.6x0.7mm dot pitch; 64.5x16.4mm viewing area; 5V power supply; -20 to 70 C operating, -30 to 80 C storage temperatures; 16 characters, two lines; Japanese, European, Cyrillic characters; 80x36mm module; RoHS



Shenzhen Sunson

(profile page 56)
Model: CT035-01-01_V10
MOQ: 500 units

Description: 3.5in TFT-LCD module; LED backlight; 320xRGBx240 dots; 0.219x0.219mm pixel pitch; 16 million colors; 70.58x52.56mm active area; 24-bit RGB digital interface; 3.3V single power supply; -20 to 70 C operating, -30 to 80 C storage temperatures; RoHS



Xiamen Hualian

(profile page 61)
Model: HPSWA621
MOQ: 5,000 units

Description: LCD backlight; LED light source; light guide plate, optical film backlight material; multicolor; low voltage, power consumption; high reliability, stability; long life; customizable designs; for home appliances, automotives, portable devices, mobile phones



Xiamen Ocular

(profile page 62)
Model: GDM12864H-FSY-YBW
MOQ: 200 units

Description: Graphics LCD module; STN yellow-green, transmissive, positive display; yellow-green LED side backlight; 128x64 dots; 60x32.5mm viewing area; 6 o'clock viewing angle; 5VDC power supply; -20 to 70 C operating temperature; 8-bit MPU interface; 75.5x52.7mm module; RoHS



Xiamen Ocular

(profile page 62)
Model: GDM1602B-FSW-FBW
MOQ: 500 units

Description: Alphanumeric LCD module; FSTN, transreflective, positive display; white LED backlight; 5x8 dots; 16 characters, two lines; 64.5x16.4mm viewing area; 6 o'clock viewing angle; 5V power supply; -20 to 70 C operating temperature; 4 or 8-bit MPU interface; 84x44mm module; RoHS

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