

GPS & Tracking Solutions

Essential sourcing intelligence

February 2012

US\$495

China supplier profiles

Detailed profiles of 28 verified suppliers and contact details of an additional 15 exporters

Product gallery

Specifications and full-color images of 69 top-selling products

Industry trends

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



Sample Page

Supplier capability in China

GPS & TRACKING SOLUTIONS

China suppliers of GPS and tracking solutions are diversifying lines and improving functionality to address the requirements of more professional applications.

Product development efforts, nevertheless, will continue to target the automotive sector to sustain sales amid challenges from other related electronics.

Stand-alone portable and car-based varieties face their biggest competition from smartphones and mobile Internet devices with GPS technology. The emergence of wireless 3G and 3.5G networks, meanwhile, is boosting growth in the first two lines.

Suppliers are entering new markets, including Southeast Asia and South America, to augment revenue. They are also reviving declining sales in traditional destinations such as North America and Europe by targeting the aftermarket.

Key findings

1. Makers are divided in their price projections in coming months. Survey respondents planning to raise quotes match the number of companies intending to do the opposite. Sales forecasts amid the price competition, however, remain optimistic.
2. Export sales are expected to stay on the growth track, with advanced features and new markets sustaining business. Many companies are boosting capital expenditure to raise capacity and prepare for the rise in orders.
3. Among portable GPS devices, models with 5in screens dominate sales while output of 6in types is decreasing as 7 and 8in units catch up. MID features, and better applications and processing power will be the trend in the segment. Suppliers of personal trackers are concentrating on improvements in reliability and long operating life. Designs for outdoor and sports use are increasing.
4. Manufacturers of in-car GPS products are shifting to more advanced units that incorporate vehicle diagnostics and fleet management functions. Temperature control, fuel management, and car safety and security features are added.
5. In the accessories segment, companies are offering multifunction antennas, and adapters and chargers with large currency output. The selection of holders supports various GPS and mobile phone dimensions.

Scope & methodology

This report covers the major products of China's GPS and tracking solutions industry, namely portable and car GPS, and related accessories. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting R&D, 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. Hong Kong- and Taiwan-invested businesses are also covered.

The province of Guangdong is the main production center. Reflecting this structure, nearly 75 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.

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ATrack Technology Inc.



ATrack is boosting marketing efforts in North America to increase export revenue by more than 20 percent in coming months. Its other major destinations are the EU, the Asia-Pacific region and the Middle East.

The company sends its entire car GPS device output abroad, generating \$10 million in 2011.

The manufacturer runs a 20-worker

factory in Hsinchu, Taiwan. The facility can churn out 30,000 units a month but currently operates at 43 percent of capacity.

ATrack will increase capital expenditure by more than 50 percent in coming months. Despite challenges brought by the yuan evaluation, the supplier will maintain prices to stay competitive.

Company facts

Year established	2010
Business type	Manufacturer
Company ownership	Taiwan-invested
Head office location	Taipei (Taiwan)
Factory location(s)	Hsinchu (Taiwan)
No. of full-time employees	20
Annual sales (all products)	\$10.0mn
Annual R&D spending	\$500,000

Sales & output: GPS & tracking solutions

Annual sales	\$10.0mn
Share of total sales	100%
Annual export sales	\$10.0mn
Total monthly capacity	30,000 units
Average monthly output	13,000 units
Capacity utilized	43%
Average monthly exports	13,000 units
Export ratio	100%

Contact details

Business contact	TANG Frank
Phone	(886-2) 2797-5852
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E-mail	frank@atrack.com.tw sales@atrack.com.tw
URL	www.atrack.com.tw www.globalsources.com/atrack.co
Address	9F, 285 Section 2, Tiding Boulevard, Neihu, Taipei, Taiwan



Model: AT51

MOQ: 1 unit

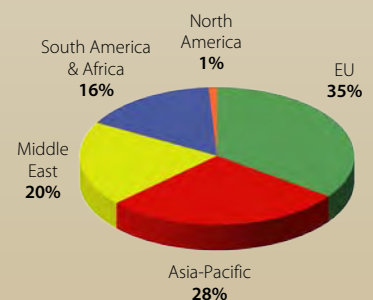
Description: Car GPS tracker; OBDII, FSM, JBus protocols; built-in amplifier, 3-axis G-sensor; 2-way voice communication, wiretap, motion and impact detection; Garmin fleet management interface; 1-wire configuration

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

Exports by product



Exports by market



PRODUCT GALLERY

Portable GPS



Awit
 (profile page 18)
Model: AG628
MOQ: 3,000 units
Description: GPS watch tracker; u-blox 6 chipset; 900/1,800MHz or 850/1,900MHz GSM; -147dBm sensitivity; 30s cold, 2s hot start; LBS; one-key SOS, auto, geofence alarms; 100hr standby time; 1.2in LCD; in black; 57x42x16mm; 53g; CE, RoHS



Awit
 (profile page 18)
Model: AM10
MOQ: 3,000 units
Description: Portable GPS; 900/1,800MHz or 850/1,900MHz GSM, quadband supported; 50 channels; <2.5m autonomous positioning, <2m SBAS; overspeeding, fatigue driving, tamper, geofence alarms, positioning record, mileage report; ABS; 88x45x12.7mm; 120g; CE, RoHS



Gosafe
 (profile page 23)
Model: G626
MOQ: 100 units
Description: GPS personal tracker; u-blox chipset; quadband GSM; 50 parallel channels; -160dBm sensitivity; 5 to 10m positioning accuracy; realtime tracking; GPRS/SMS data transmission; 3VDC; -40 to 70 C operating temperature; two 1,500mAh Li-ion batteries; IP65 rating



Gosafe
 (profile page 23)
Model: G737
MOQ: 100 units
Description: Portable GPS; u-blox 6 chipset; 850/900/1,800/1,900MHz GSM; 50 parallel channels; -162dBm sensitivity; <2.5m autonomous positioning accuracy; TCP/IP data transmission; 3.7VDC; -40 to 70 C operating temperature; 5 to 95% humidity; IP67 rating



Olivesky
 (profile page 29)
Model: EG-5045
MOQ: 1 unit
Description: Portable GPS; 5in touchscreen TFT, 480x272 pixels; MediaTek MT3351 468MHz CPU; 64MB SDRAM, 128MB NAND flash memory; Windows CE 6.0 OS; Bluetooth; FM radio, optional DVR; A/V-in; TransFlash slot, up to 8GB supported; rechargeable 850mAh Li-ion battery



Shenzhen Carscop
 (profile page 30)
Model: CCTR-622
MOQ: 1 unit
Description: Portable GPS; 850/900/1,800/1,900MHz GSM; 32 channels; 5 to 10m positioning accuracy; 1s hot, 36s cold start; 5V charging voltage; 35mA tracking, 1 to 2mA standby current; -20 to 55 C operating temperature; built-in GPS/GSM antenna; 800mAh Li-ion battery

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