

Portable Digital Devices

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June 2012

US\$495

China supplier profiles

Detailed profiles of 23 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 60 top-selling products

Industry trends

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



Supplier capability in China

PORTABLE DIGITAL DEVICES

China's portable digital device industry faces several challenges as its previously key export destinations now record lower shipments, prompting manufacturers to rethink business strategies to remain competitive.

Consequently, suppliers are concentrating on emerging markets, including Eastern Europe, Southeast Asia, South America and the Middle East. They are emphasizing entry-level and midrange models to attract more orders from these areas.

Europe and North America, however, will continue to be the primary destinations for upscale devices.

Product development of the last is continuous as companies address homogeneity and saturation. For this, manufacturers are releasing more variants with enhanced resolution, functionality and design.

Key findings

1. As makers strive to upgrade selections, certain product groups will eventually fall out of the market and others will emerge. The first includes portable karaoke players and personal digital video recorders, which are just manufactured on request. High-end pocket projectors, on the other hand, will increase. Digital voice and language learning recorders offered as premiums will also disappear but models for professional use will remain.
2. Many mature categories will continue to generate revenue, especially from new destinations. Such products include digital cameras and flash MP3 players. Portable DVD players will also stay strong, but the CD and cassette types are on a rapid decline. More multifunction portable radios will be produced even as multiband units still account for the bulk of output.
3. Most companies are conservative in their export projections in coming months in light of lower deliveries last year. They expect less than 10 percent increase, while others predict as much as 20 percent.
4. Suppliers are also divided in their pricing, with more than 40 percent of surveyed choosing to reduce quotes, and 35 percent considering price increases. The majority in the former group will limit the decrease to 5 percent.
5. Almost all respondents are keeping capital expenditure at current levels, optimistic that present capability is sufficient to meet orders.

Scope & methodology

This report covers the major products of China's portable digital device industry, namely A/V gadgets, digital photo frames, MP3 players and portable TVs. 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 province of Guangdong is the main production center. Reflecting this structure, more than 80 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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Industry Overview

China's portable digital device industry is facing a challenging export environment due to product homogeneity, market saturation and economic difficulties in key destinations abroad, primarily Western Europe and the US.

Slowing shipments to the EU have already pulled down overall outbound business. In January and February 2012, deliveries of electronic information products, including portable digital models, grew just 4 percent YoY to \$91.9 billion, the Ministry of Industry and Information Technology said. During the same period, deliveries to Italy slid nearly 60 percent and to Germany, 9 percent, according to MIIT.

To make up for the slack, suppliers are turning to new destinations such as Eastern Europe, Southeast Asia, South America and the Middle East. Particular attention will be given to Russia, Thailand, Malaysia and Brazil, which are showing stronger buying power.

These countries, however, absorb

mostly low-priced devices. Companies will therefore continue to target Europe and North America, particularly amid efforts to advance selections through enhanced resolution, functionality and design. With this, makers expect to breach the upper midrange and high-end segments, consequently increasing profitability and keeping the largely entry-level line afloat. They foresee intermediate products will become the next mainstream.

As suppliers move up the value chain, certain product groups in China's portable digital device industry will fall out and others will emerge.

Pocket projectors is an example of the latter. Spurred by rising global consumption, the line is expected to shift quickly to the midrange and high end.

LCoS and DLP types abound, with the former dominating output. Performance enhancements and multifunctionality are the product development priorities. Variants with

up to 350 lumens and more than SVGA resolution will increase. Higher multimedia playback support, RDS, DAB/DAB+ radio, iPod/iPhone/iPad connectivity, LAN, Bluetooth, Wi-Fi, 2.4GHz RF, and Android or Windows CE OS will be added.

Portable and DAB radios are moving toward multifunction types, although multiband versions currently account for the bulk of output. FM models will decrease in coming months as advanced units become popular.

A growing number of devices employ handcranks, and support solar power, Bluetooth, RDS and iPod/iPhone/iPad connectivity. Material options for housings are expanding to aluminum and magnesium alloy.

Industry mainstays

Several mature categories, meanwhile, will continue to be mainstays in response to demand from emerging markets.

China-made digital cameras remain a major dollar earner, accounting for 90 percent of global supply. The current selection includes 3 to 8MP and above still cameras, SD and HD video versions, and promotional types. The 5 to 10MP still, and SD and HD video variants lead output. Companies are developing 12 to 16MP and 1080p models. Touchscreens, Wi-Fi, Bluetooth, GPS, solar power and 3D are among the value add-ons.

New models of MP3 players abound as well. Flash types take up 90 percent of output. Makers will keep the line fresh by releasing pricier units and narrowing the entry-level segment. For this, companies are working on greater A/V format support and added value. BBE, voice recording, touch button and screen, digital camera, games, solar power and Bluetooth will be part of future models.

Main production center



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 unit/mth
██████	Guangdong	16	20.0	20.0	4.00	550	40,000	30,000	30,000
██████████	Guangdong	5		0.6		35			1,000
██████	Guangdong	12	3.6	1.1	0.10	130	30,000	10,000	3,000
██████████	Guangdong	16	40.0	20.0	2.00	5,000	500,000	350,000	200,000
██████	Guangdong	6	1.2	1.2	0.20	50	20,000	15,000	15,000
██████	Taiwan	36	372.0	372.0	4.00	3,000	1,000,000	400,000	400,000
██████	Guangdong	11	5.0	5.0	10.00	7,500	10,000	2,000	2,000
██████	Guangdong	8	0.6	0.3	0.56	1,000	20,000	1,000	320
██████████	Guangdong	8	14.0	13.0	0.50	350	150,000	110,000	40,000
██████	Guangdong	10	1.4	1.3	0.10	150	60,000	55,000	49,500
████	Guangdong	7	10.0	10.0	0.50	300	150,000	150,000	150,000
████	Guangdong	7	7.2	7.2	3.00	500	20,000	17,000	17,000
██████████	Guangdong	7	8.0	8.0	0.50	250	15,000	13,000	13,000
██████████	Guangdong	6	25.0	20.0	0.50	200	270,000	200,000	160,000
██████████	Guangdong	11	1.5	1.5	0.10	200	15,000	10,000	10,000
██████████	Guangdong	11	2.0	1.6	0.10	100	7,000	5,500	4,400
██████████	Guangdong	7	2.5	2.5	0.17	450	150,000	100,000	100,000
██████████	Guangdong	19	1.9	1.9	0.50	300	10,000	3,500	3,500
██████████	Guangdong	5	6.6	6.6	5.00	500	10,000	7,000	7,000
██████████	Guangdong	13	12.6	12.6	3.33	1,600	40,000	30,000	30,000
██████	Hong Kong	37		2.0	0.10	14			20,000
██████████	Guangdong	6	2.0	1.8	0.20	300	50,000	6,000	5,400
██████████	Guangdong	17	20.0	20.0	5.00	2,000	120,000	90,000	90,000

10moons Technology Development Co. Ltd



INQUIRE NOW

Established in 1996, 10moons offers digital photo frames. The line represented 50 percent of the supplier's total 2011 sales, which amounted to \$40 million. All output is exported, mainly to the Asia-Pacific region. North and South America, the EU, the Middle East and Africa are the other destinations.

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

overseas sales to climb by 10 to 20 percent. It will keep prices at current levels to stay competitive despite higher labor costs.

The maker has a factory in Huizhou, Guangdong province. The facility runs at 75 percent of capacity, churning out 30,000 units monthly.

The supplier spends \$4 million annually on R&D.



Model: 711S

MOQ: 500 units

Description: Digital photo frame; Haier Hi1018AC chipset; 7in TFT LCD, 480x234 pixels, 16:9 aspect, 300:1 contrast ratios, 200cd/sqm brightness, 154x86.58mm display area; USB 2.0 port, SD/MMC slot; 90, 180, 270-degree image rotation, zoom, slideshow

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

Company facts

Year established	1996
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Huizhou (Guangdong)
Factory location(s)	Huizhou (Guangdong)
No. of full-time employees	550
Annual sales (all products)	\$40.0mn
Annual R&D spending	\$4.0mn

Sales & output: Portable digital devices

Annual sales	\$20.0mn
Share of total sales	50%
Annual export sales	\$20.0mn
Total monthly capacity	40,000 units
Average monthly output	30,000 units
Capacity utilized	75%
Average monthly exports	30,000 units
Export ratio	100%

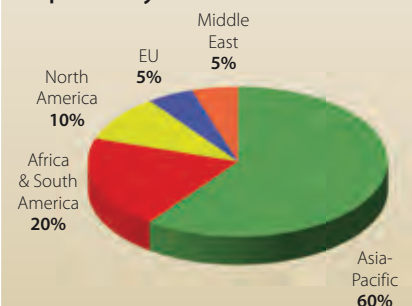
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Exports by product



Exports by market



PRODUCT GALLERY

A/V devices



Developed Solutions

(profile page 26)

Model: UC20

MOQ: 100 units

Description: Mini multimedia projector; LCD, 320x240 pixels, 4:3 aspect, 200:1 contrast ratios, 30 ANSI lumens brightness; 10 to 45in projection size at 0.8 to 2.5m; manual focus; 3-in-1 A/V-in, USB 2.0 ports, 3.5mm earphone jack, TransFlash slot; 20,000hr LED lamp life span



Dongguan Ele

(profile page 27)

Model: EM008

MOQ: 1,000 units

Description: MP4 player; Rockchip 2705 chipset; 2.4in true-color TFT LCD; MP3, WMA, FLAC, APE, RMVB, RM, AVI, JPEG, BMP, GIF, TXT; voice recording, seven equalizer modes; touch buttons; built-in rechargeable battery; >3hr video, 6hr audio playback; optional FM radio; CE, FCC, RoHS



Dongguan Ele

(profile page 27)

Model: EM007

MOQ: 1,000 units

Description: MP4 player; Rockchip 2705 chipset; 3in true-color touchscreen TFT LCD; MP3, WMA, FLAC, APE, RMVB, RM, AVI, JPEG, BMP, GIF, TXT; built-in microSD or TransFlash card; voice recording, G-sensor; built-in 600mAh rechargeable battery; optional FM radio



Dongguan Goldyip

(profile page 28)

Model: BT-9252M

MOQ: 1,000 units

Description: Portable Bluetooth CD/MP3 boombox; CD-R/RW; repeat-one, all, programmable playback functions; AM/FM radio; auxiliary, USB ports, earphone jack, SD/MMC slot; digital LCD screen; full-function remote control



Dongguan Goldyip

(profile page 28)

Model: CD-9235

MOQ: 1,000 units

Description: Portable CD player; CD-R/RW; repeat-one, all, programmable playback functions; digital LCD screen; full-function remote control



East Sky

(profile page 29)

Model: ESVP-43B

MOQ: 100 units

Description: MP5 player; 4.3in touchscreen; MP3, WMA, AMR, AAC, FLAC, APE, RM, RMVB, 3GP, MP4, FLV, AVI, ASF, WMV, DAT, VOB, MPEG; Mini-USB port, TransFlash slot; 1.3MP camera, e-book reader, FM radio, speaker, games; TV-out port

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