

# A/V Products & Accessories



June 2010 US\$495



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# A/V PRODUCTS & ACCESSORIES

## Supplier capability in China

### EXECUTIVE SUMMARY

Fresh and renewed interest in China's diverse A/V products and accessories industry is pushing suppliers to explore growth opportunities in R&D, capacity buildup and exports.

Fueled by unabated user demand for multimedia and portable entertainment devices, output and overseas sales are expected to rise by at least 5 percent in the next six to 12 months.

While the selection is varied, ranging from professional A/V equipment to nonelectronic accessories such as DVD cases, some key products are moving toward similar directions. Among these are the adoption of "greener" materials and shift to more upscale products.

Makers are likewise highlighting enhancements in portability, multifunctionality, alternative materials and novelty designs.

The following are the key trends in China's A/V products and accessories industry:

- The mounting shift to digital systems is propelling the development of interface devices that support high-definition TVs, home theaters and computer systems.

- Wireless technologies are encroaching upon the industry, as exhibited in the headphones, A/V receivers and remote control lines. Infrared and RF currently dominate shipments, although Bluetooth is expected to soon become the mainstream.

- For mature segments such as microphones and PA systems, makers emphasize upgrades, including wireless options and specialized functions that cater to niche applications such as education.

- Chargers for multimedia players are undergoing several changes in line with technical developments aimed at wider compatibility and lower power consumption. New products support other handheld devices such

as mobile phones and digital cameras, and comply with several standards, including CE, FCC, Energy Star, EuP, GS, MEPS and RoHS.

- Accessories for the iPod, which are a distinct segment, are thriving on robust demand and growing applications. Companies are taking advantage of the booming line by releasing a slew of compatible peripherals, attachments and casings. The range of nonelectronic accessories will also continue to broaden, following the expanding variations of portable entertainment devices.

- On top of rising production costs, challenges such as labor shortage and tight competition are keeping suppliers constantly on the lookout for more efficient operations. Some companies have begun streamlining their processes and evaluating manpower resources to address the difficulties.

This report covers professional A/V equipment, converters and remote controls, recording media and various accessories.

The Industry Overview discusses developments in China's manufacturing and exporting landscape. It provides insights on key issues and challenges currently faced by suppliers.

Individual sections on professional A/V equipment, media player chargers and docking stations, interface devices and remote controls, headphones and other accessories give further details about product and price trends. Each part expounds on the differences among low-end, midrange and upscale models, and presents forecasts on upcoming quote and supply movements.

Manufacturing centers are spread throughout the provinces of Guangdong, Fujian, Jiangsu, Zhejiang, Anhui and Shandong. The first hosts the largest concentration of suppliers, which benefit from the area's abundant component supply and vast network of service providers.

### In this report

- 39 in-depth company profiles
- 42 additional suppliers
- 165 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics & charts

### METHODOLOGY

To produce this report, Global Sources surveyed 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 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 product and price trends, and challenges facing the industry. All survey questions are single choice.

Suppliers are ranked based on 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 continues to strengthen its position as a major manufacturing hub of A/V products and accessories worldwide. More than 1,000 companies make up the country's maker base, the majority of which engage in mixed production and exports.

Supply encompasses the entire price spectrum, although the trend is for midrange and upscale devices. Accessories compatible with the iPod and other media players, and disc storage devices dominate the low-end and midprice categories. Video glasses, professional A/V equipment, and HDMI switches and distributors target the midlevel and high-end markets.

Media player chargers, wired and wireless headphones, and microphones are also being upgraded to address the needs of buyers in the upper end of the price scale.

Recent developments in portable entertainment and multimedia functions are driving growth in the line's various subsegments. Output and exports are therefore expected to rise by at least 5 percent in the next six to 12 months.

Western Europe and North America continue to be the key export destinations of China shipments. Buyers are emerging from Asia, the Middle East, Africa, Eastern Europe and South America.

With R&D activities on the upswing, makers are emphasizing improvements in portability, multifunctionality and nontraditional designs, alternative housing materials and upscale selections.

Reflecting the multifunction trend, more docking stations are going beyond the standard USB interface for MP3/MP4 players and digital video cameras and photo frames.

In the charger line, many are moving away from traditional designs and introducing versions with more interfaces to support additional devices. More suppliers are also

developing pricey models. Solar power chargers, for instance, are emerging, as are wireless variants that are predicted to improve the segment's competitive edge in the years ahead.

An increasing number of makers are likewise riding the "green" trend by addressing the call for lower power consumption. Devices generally comply with CE, UL, FCC, GS, RoHS, Energy Star, EuP and MEPS standards.

For electronic accessories, a growing number of single-function products will have expanded compatibility. Some chargers for the iPod can already be used to power up other gadgets such as iPhone handsets, portable media players and other mobile phone models.

Among nonelectronic accessories, the selection of cases will broaden steadily as the variations of the iPod, iPhone and other media players evolve. There will also be a wider choice of materials particularly as the cost of these manufacturing inputs decreases. Under this endeavor, developments will focus on environment-friendly options, although color, application and design diversity will also be enhanced.

In addition, some products such as video glasses have evolved from mere accessories to stand-alone portable devices, particularly the wireless units. Makers are now setting their sights on developing models for a range of new applications in the medical, monitoring and military sectors.

Companies are currently ramping up production in the accessories line as orders are increasing significantly, a trend that is expected to continue in months ahead.

In the headphones segment, wired models still account for more than 70 percent of the total turnout from China companies. The rapid development of entertainment devices, car A/V applications and mobile gadgets, however, is stimulating demand for wireless versions. Bluetooth

### Supplier summary

Suppliers surveyed	39
Export sales	\$192.6mn
Export ratio	81%
OEM business	52%
Capacity utilized	67%
Annual R&D spending	\$19.4mn
Full-time employees	17,746

Data: All surveyed suppliers

continues to trail RF in the last.

The rising adoption of flatscreen TVs is fueling growth in China's stands and wall mounts industry. Makers are developing new functions and designs for flat-panel display sets and deprioritizing production of units for CRT models.

To match trends in plasma and LCD TVs, many suppliers expect lighter, more compact variants to roll out in coming months. Some are already exploring ultrathin and remote-controlled versions for upscale applications.

In the mature microphone sector, some companies are highlighting products for a variety of application settings, including entertainment, communications, education and home use. These endeavors come despite output and export projections that veer toward the conservative. Most makers foresee minimal growth in production and overseas business in this line.

On the other hand, limitations in the product's external design and capacity improvement have not hindered the local disc storage manufacturing industry from pursuing R&D as well. A number of companies have introduced novelty designs as an alternative to current models with traditional or standard configurations.

Meanwhile, the professional A/V equipment sector is seen to be slowing down but its makers persist on R&D to keep the line alive. This strategy has prepared them for a shift to midrange and high-end production in light of projections of a stronger demand for upscale units.

## Aesonic Electronics Co. Ltd



Established in 1996, the ISO 9001:2000-certified maker offers various accessories for the iPod and MP3/MP4 players.

Mainland China-owned Aesonic operates a 15,000sqm factory in Dongguan, Guangdong province at 88 percent capacity utilization. It turns out a monthly average of 150,000 units, all of which are shipped overseas.

Products are sent to North America, Europe, the Asia-Pacific region and the Middle East. OEM orders account for 75 percent, with the balance comprising OBM, 20 percent and ODM, 5 percent.

The supplier plans to boost exports by 10 to 20 percent in the next 12 months, with the US as the target destination. It will increase capital expenditure by more than 50 percent in the same period.

Boasting 1,000 full-time employees, Aesonic assigns 20 staff to QC. A five-member team handles R&D, to which the company allots 2 percent of annual sales. The manufacturer invested \$180,000 in product development last year.

Prices rose by 5 to 10 percent in the past three months.

### Company facts

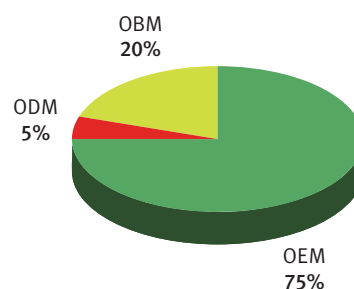
Year established	1996
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Dongguan (Guangdong)
Number of factories	1
Factory location(s)	Dongguan (Guangdong)
Total factory area	15,000sqm
No. of full-time employees	1,000
No. of R&D/design staff	5
No. of QC staff	20
Annual sales (all products)	\$9.0mn
Annual R&D spending	\$180,000
ISO certification	Yes

### Sales & output: A/V products & accessories

Annual sales	\$3.6mn
Share of total sales	40%
Annual export sales	\$3.6mn
Total monthly capacity	170,000 units
Average monthly output	150,000 units
Capacity utilized	88%
Average monthly exports	150,000 units
Export ratio	100%
OEM % of exports	75%
ODM % of exports	5%
OBM % of exports	20%
Other products made	Optical mice; 2-channel computer speakers

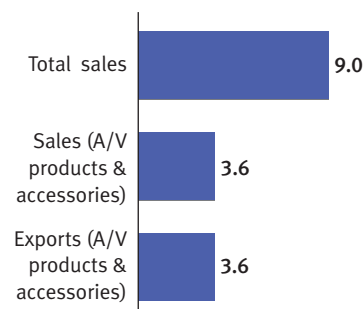
### Profile

#### Exporting profile



#### Sales

\$mn/yr



### Contact details

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#### Address

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Capability

In-house processes

Mold making	No
Cosmetic design	Yes
SMT	Yes
Plastic injection	Yes
Silk-screen/offset printing	Yes
Reliability tests	Yes
RoHS line	Yes

Exports by product

Professional A/V equipment	—
Interface devices	—
Remote controls	—
Accessories for iPod & MP3/MP4 players	100%
Other accessories	—

Exports by market

North America	40%
European Union	40%
Europe (non-EU)	10%
Asia-Pacific	5%
Middle East	5%
Other	—

Survey

- **Export prices**  
Increased
- **Export price increase**  
5-10%
- **Export sales**  
Increase 10-20%
- **Target market**  
North America
- **Capital expenditure**  
Increase more than 50%
- **Major challenge**  
Labor costs
- **Export capability**  
Improve operating efficiency
- **R&D focus**  
Use new materials

Popular export models



Earphones

Model	AE-501
MOQ	3,000 units
Packaging	Blister
Delivery	15 days
Price	•

**Description:** Earphones for iPod, iPhone; 2x10mm Mylar speaker; 10mW maximum input; 20 to 20kHz frequency response; 16/32ohm impedance; 100dB sensitivity at 1kHz; built-in microphone; 3.5mm stereo jack, 1.2m cable; wood, silicone



Earphones

Model	AE-534
MOQ	3,000 units
Packaging	Blister
Delivery	15 days
Price	•

**Description:** Earphones for iPod, iPhone; 2x10mm Mylar speaker; 10mW maximum input; 20 to 20kHz frequency response; 16/32ohm impedance; 100dB sensitivity at 1kHz; built-in microphone; 3.5mm stereo jack, 1.2m cable; stainless steel, silicone



Accessory for iPod & MP3/MP4 players

Model	AS-208
MOQ	3,000 units
Packaging	Gift box
Delivery	15 days
Price	•

**Description:** Speaker; 2x3W rms output; 2in driver; 4ohm impedance; ABS; various colors; 75x85x75mm; 500g

• Information not disclosed

## PRODUCT GALLERY

### A/V cables, adapters & chargers



**Dongguan Stone**  
(profile page 44)  
**Model:** ST-088  
**MOQ:** 500 units  
**Packaging:** PE bag  
**Delivery:** 6 days  
**Price:** \$0.60  
**Description:** USB A/M to Mini-USB M cable; for MP3/MP4 player, PC connection, charging; 3m, custom cable length; black; RoHS



**Dongguan Zhiye**  
(profile page 50)  
**Model:** ZY089  
**MOQ:** 5,000 units  
**Packaging:** Blister  
**Delivery:** 20 days  
**Price:** \$1  
**Description:** USB A-to-Micro-USB 2.0 cable; 1 to 3m cable length; PVC, PU; REACH, RoHS, UL



**Dongguan Zhiye**  
(profile page 50)  
**Model:** ZY090  
**MOQ:** 5,000 units  
**Packaging:** Blister  
**Delivery:** 20 days  
**Price:** \$1  
**Description:** Mini-USB 2.0 cable; PVC, PU; REACH, RoHS, UL



**Dongguan Zhiye**  
(profile page 50)  
**Model:** ZY088  
**MOQ:** 5,000 units  
**Packaging:** Blister  
**Delivery:** 20 days  
**Price:** \$5  
**Description:** RCA-to-iPod USB 2.0 cable; 1 to 3m cable length; PVC, PU; REACH, RoHS, UL



**Shenzhen BluePioneer**  
(profile page 78)  
**Model:** BP-808D  
**MOQ:** 500 units  
**Packaging:** Blister  
**Delivery:** 20 days  
**Price:** \$13.80  
**Description:** Bluetooth 2.1+EDR adapter/charger for iPod nano/touch, iPhone 2G/3G/3GS; 2-in-1 transmitter, receiver; CSR BC05; supports Bluetooth 1.1, 1.2; A2DP; LED power indicator



**Shenzhen Bothwinner**  
(profile page 80)  
**Model:** BW011007  
**MOQ:** 100 units  
**Packaging:** Polybag  
**Delivery:** 6 days  
**Price:** •  
**Description:** A/V cable for iPod, iPhone; USB, RCA connectors; USB charging; analog/composite video, audio output; 1.2m cable length

• Information not disclosed

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