

# Computer Input Devices



March 2009 US\$495

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### China manufacturer profiles

Detailed profiles of 20 verified suppliers and contact details of an additional 57 exporters

### Product & price trends

Prices and specifications of 88 top-selling export products

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# COMPUTER INPUT DEVICES

## *Supplier capability in China*

### EXECUTIVE SUMMARY

China remains the world's largest supplier of computer input devices and accounts for 80 percent of global output. Makers are optimistic about keeping their market lead even as the industry lurches from the impact of the economic crisis.

Although the manufacturing base has been thinning as many suppliers exit the line, surviving companies project that rebounding PC sales will stimulate demand for computer input devices. Makers expect trends for wireless products will spur growth in the wireless mouse and keyboard sectors.

China's PC camera sector is currently driven by CMOS-based models. Some makers will continue to offer CCD units, but mostly for the high-end segment. A growing number of companies will be releasing IP-enabled versions and camera modules for integration into laptops.

Wired models will likely continue to lead the mouse and keyboard segments. Optical and laser mice currently dominate the supply of wired units, which also includes ball and motion-based versions.

Makers of wireless mice and keyboards generally use 27MHz or 2.4GHz RF. Production of Bluetooth units will rise steadily as chip costs continue to decline.

PC remote controls from China are based mainly on IR and 2.4GHz RF technologies. PC microphones support VoIP, Skype and voice-to-text.

The following are some of the key trends we see in China's computer input device industry:

- Although price competition remains the industry's biggest challenge, many companies will be increasing quotes in coming months to compensate for rising production costs and a fluctuating currency exchange rate.
- A few companies will be reducing

quotes to boost competitiveness and penetrate price-sensitive markets.

- Makers' product development efforts are centered on adding value through the integration of new features and functions. New mouse models, for instance, incorporate mini USB speaker, laser pointer and remote control functions. Those targeted at gaming applications have more buttons.

- Design trends are pointing toward more compact and stylish housings. Suppliers of keyboards are introducing flexible models that are made of silicone.

- Makers are also improving production efficiency and sustaining development activities to strengthen OEM and ODM capability. A few are promoting their own brands.

- To boost margins, suppliers are expanding both their domestic and overseas sales. While some will continue to ship products to the US, many companies are exploring new markets in the EU, the Asia-Pacific region and the Middle East.

This report covers PC cameras, mice, keyboards, remote controls and microphones. The supplier survey was conducted on manufacturers and traders of these computer input devices.

The Industry Overview section discusses developments in China's supply market amid a shrinking manufacturing base and plummeting sales. It also mentions key trends and product development priorities in coming months.

China has 200 suppliers of keyboards and mice, more than 200 of PC cameras and 150 of remote controls.

The majority of companies are operating in Guangdong province. Jiangsu is also an important sourcing center for computer mice and keyboards.

### In this report

- 20 in-depth company profiles
- 57 additional suppliers
- 88 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 may or may not be clients of Global Sources.

The selection of suppliers is designed to reflect the composition of the industry in China in terms of geographic spread, business type and company ownership.

For in-depth company profiles, our research teams interviewed senior executives and export managers who discussed their recent performance and provided price, R&D, production and export forecasts for the next 12 months. The interviews were done in person, by phone or e-mail.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including their production and export statistics, and a breakdown of exports by product type and market. Our production checklist details the product-specific manufacturing capability of each supplier.

All profiled suppliers participated in a survey designed to provide insight into product and price trends, and challenges facing the industry in the next 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

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## INDUSTRY OVERVIEW

China is consolidating its position as the world's largest supplier of computer input devices with an 80 percent share of global output. Makers are confident the country will maintain its market lead despite a thinning manufacturing base and slumping sales.

Suppliers' positive outlook stems from a projected rebound in global computer sales in 2010 after a 4.5 percent slide this year. IDC estimates that worldwide shipments will rise to 300.9 million units next year. This will stimulate demand for input devices and peripherals.

Trends emphasizing wireless connectivity are also expected to boost the market for wireless mice and keyboards in the next few years. China suppliers currently pursue these as a secondary line, mainly because wired versions are less-costly to make and are easier to sell. Demand for portable products, the availability of different technologies and the rising supply of components and solutions will, however, speed up the shift to cable-free input devices in China.

The majority of suppliers are preparing, nonetheless, for a tough market this year. Many makers have

left the line due to thinning margins, and many more are expected to exit in coming months as sales continue to weaken. There are currently 200 companies offering keyboards and mice, more than 200 making PC cameras and 150 producing remote controls.

Small and midsize suppliers that rely heavily on price competition are particularly affected by slumping sales in key overseas markets such as the US. Many large companies have started reducing quotes to remain competitive and secure repeat orders. A few are using more locally sourced components toward managing production costs better.

While many suppliers are boosting their domestic sales, most will continue to ship the bulk of their output overseas to leverage rising demand in emerging markets such as the Asia-Pacific region. Several companies are exploring countries in the Middle East and the EU.

Complementing the efforts to raise production efficiency and competitiveness are makers' product development initiatives. These are geared mainly toward adding value through feature enhancement and

### Supplier summary

Suppliers surveyed	20
Export sales	\$72.4mn
Export ratio	70%
OEM business	68%
Capacity utilized	58%
Annual R&D spending	\$8.9mn
Full-time employees	8,142

Data: All surveyed suppliers

design innovations. Most companies will continue to focus on OEM and ODM, but some are building their own brands.

In general, makers of computer input devices also supply other PC peripherals such as memory card readers and USB hubs and fans. Most can conduct the major production processes in-house, including cosmetic design, mold making, final assembly and silkscreen/offset printing. Some companies also handle PCB making, SMT and plastic injection in their own factories.

### Production hubs

Guangdong province is the main manufacturing center for computer input devices in China. It has more than 80 percent of the country's PC camera makers. The majority of PC

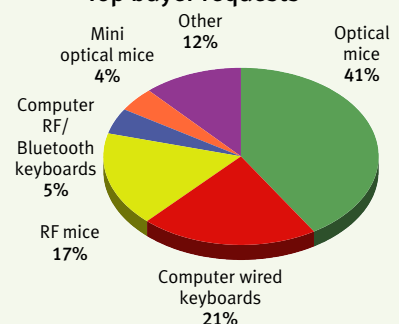
### Global Sources online metrics

#### Computer input devices

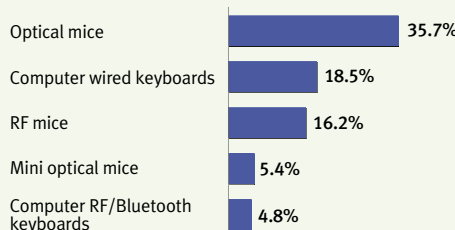
Online metrics are taken from buyer and supplier activity in the featured product group on [www.globalsources.com](http://www.globalsources.com) in the month preceding publication of this update.

- **Buyer requests** track total inquiries from our worldwide community of more than 750,000 buyers.
- **Product profiles** represent the total number of unique products available from suppliers in our online catalogs.
- **New product postings** indicate the number of new product profiles added by suppliers during the period.

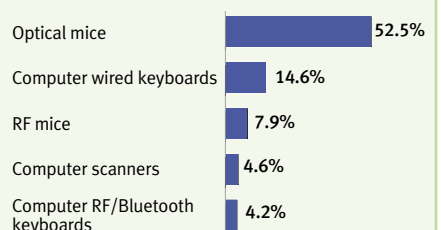
#### Top buyer requests



#### Top product profiles



#### Top new product postings



### 10moons Technology Development Co. Ltd

10moons generates \$3.8 million annually from sales of PC cameras, which account for 15 percent of its \$25 million total sales. Aside from PC cameras, the company offers digital photo frames, DVR cards, DVB-S receivers and HDD portable media players.

The supplier has one factory in Guangdong, where cosmetic design and QC are carried out. The other major production processes such as SMT, plastic injection, mold making and final assembly are subcontracted to its partner factories.

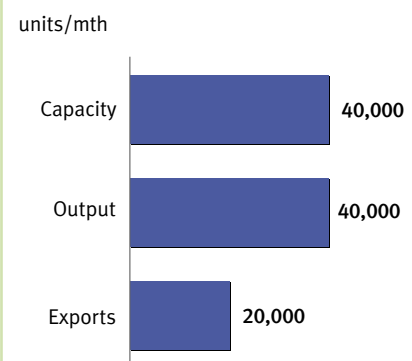
10moons exports 20,000 PC cameras every month. Forty percent of exports are delivered under ODM terms, and the rest equally split between OEM and OBM.

Half of shipments are absorbed by markets in the EU, while the other half are distributed to North America, Eastern Europe, the Asia-Pacific region, the Middle East and South Africa.

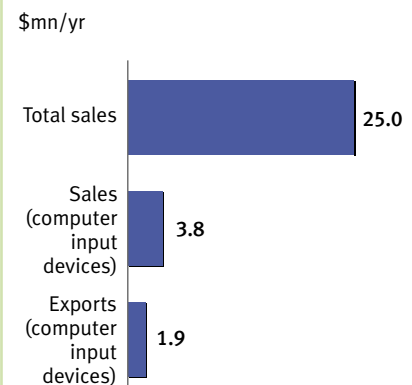
The company plans to further expand its market in the EU in 2009. It projects export sales will increase by less than 10 percent in coming months.

#### Profile

##### Production



##### Sales



#### Contact details

##### Business contact

HUANG Sarah

##### Phone

(86-752) 209-1869

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##### E-mail

hyq@10moons.com

##### URL

www.10moons.net

www.globalsources.com/10moons.co

##### Address

Block A, 3F and 6F 10moons Park,  
6 Hechang Road, Zhongkai High-Tech  
Zone, Huizhou, Guangdong, China

#### Company facts

Year established	1996
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Huizhou (Guangdong)
Number of factories	1
Factory location(s)	Huizhou (Guangdong)
Total factory area	20,000sqm
No. of full-time employees	200
No. of R&D/design staff	100
No. of QC staff	10
Annual sales (all products)	\$25.0mn
Annual R&D spending	\$100,000
ISO certification	Yes

#### Sales & output: Computer input devices

Annual sales	\$3.8mn
Share of total sales	15%
Annual export sales	\$1.9mn
Total monthly capacity	40,000 units
Average monthly output	40,000 units
Capacity utilized	100%
Average monthly exports	20,000 units
Export ratio	50%
OEM % of exports	30%
ODM % of exports	40%
OBM % of exports	30%
Major customer	Lenovo (China)
Other products made	DVB-S receivers, DVB-T receivers, DVR cards, digital photo frames, digital video editing systems, HDD portable media players, PC-to-TV converters

### Capability

#### Production checklist

Cosmetic design	Yes
Mold making	No
PCB making/design/ subassembly	No
SMT	No
Plastic injection	No
Silkscreen/offset printing	No
Final assembly	No
QC/QA testing	Yes

#### Exports by product

PC cameras	100%
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#### Exports by market

North America	20%
European Union	50%
Europe (non-EU)	8%
Asia-Pacific	15%
Middle East	2%
Other	5%

### Outlook

- **Export prices**  
Decrease
- **Export price decrease**  
Less than 5%
- **Export sales**  
Increase less than 10%
- **Target market**  
European Union
- **Capital expenditure**  
No increase
- **Major challenge**  
Cost of raw materials
- **Export capability**  
Improve operating efficiency
- **R&D focus**  
Improved performance

### Popular export models



#### PC camera

Model	UVCK CAM
Minimum order	500 units
Packaging type	Buyer-specified
Delivery time	20 days
Indicated price	•

**Description:** CMOS sensor; 3MP; 15 to 30fps; BMP, JPEG; USB, PS/2; Windows XP, Vista; auto-white balance, edge enhancement, adjustable hue, brightness and contrast



#### PC camera

Model	UVCI CAM
Minimum order	500 units
Packaging type	Buyer-specified
Delivery time	20 days
Indicated price	•

**Description:** CMOS sensor; 3MP; 15 to 30fps; BMP, JPEG; USB, PS/2; Windows XP, Vista; auto-white balance, edge enhancement, adjustable hue, brightness and contrast



#### PC camera

Model	UVCI-CAM
Minimum order	500 units
Packaging type	Buyer-specified
Delivery time	20 days
Indicated price	•

**Description:** CMOS sensor; BMP, JPEG; USB, PS/2; Windows XP, Vista; auto-white balance, edge enhancement, adjustable hue, brightness and contrast

• Information not disclosed

PRODUCT GALLERY

PC cameras



**10moons**  
 (profile page 26)  
**Model:** UVCK CAM  
**Minimum order:** 500 units  
**Packaging type:** Buyer-specified  
**Delivery time:** 20 days  
**Indicated price:** •  
**Description:** CMOS sensor; 3MP; 15 to 30fps; BMP, JPEG; USB, PS/2; Windows XP, Vista; auto-white balance, edge enhancement, adjustable hue, brightness and contrast



**10moons**  
 (profile page 26)  
**Model:** UVCJ CAM  
**Minimum order:** 500 units  
**Packaging type:** Buyer-specified  
**Delivery time:** 20 days  
**Indicated price:** •  
**Description:** CMOS sensor; 3MP; 15 to 30fps; BMP, JPEG; USB, PS/2; Windows XP, Vista; auto-white balance, edge enhancement, adjustable hue, brightness and contrast



**10moons**  
 (profile page 26)  
**Model:** UVCI-CAM  
**Minimum order:** 500 units  
**Packaging type:** Buyer-specified  
**Delivery time:** 20 days  
**Indicated price:** •  
**Description:** CMOS sensor; BMP, JPEG; USB, PS/2; Windows XP, Vista; auto-white balance, edge enhancement, adjustable hue, brightness and contrast



**Shenzhen Eloam**  
 (profile page 54)  
**Model:** 6655  
**Minimum order:** 1,000 units  
**Packaging type:** Gift box, blister  
**Delivery time:** 15 days  
**Indicated price:** \$7.50  
**Description:** 300,000 pixels to 1.3MP for USB 1.1, 1.3 to 8MP for USB 2.0; up to 30fps; UVC series, plug-and-play, glass lens, built-in microphone, snapshot



**Shenzhen Eloam**  
 (profile page 54)  
**Model:** 6642  
**Minimum order:** 1,000 units  
**Packaging type:** Gift box, blister  
**Delivery time:** 15 days  
**Indicated price:** \$5  
**Description:** 1.2 to 5MP; up to 30fps; USB 2.0; UVC series, plug-and-play, glass lens, built-in microphone, snapshot



**Shenzhen Eloam**  
 (profile page 54)  
**Model:** 6608  
**Minimum order:** 1,000 units  
**Packaging type:** Gift box, blister  
**Delivery time:** 15 days  
**Indicated price:** \$6  
**Description:** 640x480-pixel CMOS VGA sensor; 2MP for video, 8MP for photo; 30fps; USB 2.0/1.1; plug-and-play, built-in microphone, snapshot, multifunction base

• Information not disclosed