

# Computer Terminals

Essential sourcing intelligence

April 2011

US\$495

## China supplier profiles

Detailed profiles of 31 verified suppliers and contact details of an additional 10 exporters

## Product gallery

Specifications and full-color images of 78 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

## COMPUTER TERMINALS

China suppliers are confident the country will retain its 80 percent share in the global production of computer terminals in the months ahead. To secure the lead, they are focusing on product-driven efforts. Traditional lines are being boosted and alternatives explored to compete with increasingly popular rival devices.

Desktop PC manufacturers are complementing their selections with mini and all-in-one subcategories to align with the miniaturization trend and vie against laptops, tablet computers and netbooks. In turn, those producing the last are enhancing cost efficiency to stay viable as slimmer laptops and tablet PCs gain steam.

Graphics and sound card suppliers will still emphasize conventional discrete units for desktop computers amid R&D challenges in switching to integrated variants. To expand reach, they offer external USB versions.

## Key findings

1. Prices are expected to climb due to the continuing appreciation of the yuan and adjustments in raw material and labor costs. The upturn in outlay for memory chips is also a contributing factor. Forty percent of the component's supply comes from the quake-hit Japan.
2. The majority of interviewed makers will keep the increase in quotes in 2H11 within 5 percent because of intense competition. This is also the reason some are looking to reduce prices or keep them at current levels.
3. A number of suppliers project mini and all-in-one computers will increase shares in the country's total output in the desktop segment from 40 and 35 percent in 2010.
4. Traditional desktop PCs remain buoyant, driven by demand locally and from the Asia-Pacific region.
5. Netbook makers are leveraging industry consolidation to strengthen presence, confident of growth despite decelerating demand. They take advantage of the OEM/ODM channel.
6. Most respondents anticipate revenue higher by at least 10 percent this year. They are optimistic about the continued global economic recovery and are therefore expanding and enhancing selections.
7. North America and Europe will remain key export destinations. At the same time, emerging regions such as the Middle East and Africa are increasingly targeted, especially for conventional and low-end products.

Stable orders from the government and education sectors are expected in the next few years.

## Scope &amp; methodology

This report covers the major products of China's computer terminals industry, namely desktop and mini PCs, netbooks, and graphics and sound cards. 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. Hong Kong- and Taiwan-invested and publicly listed/SOE businesses are also covered.

The province of Guangdong is the main production center. Reflecting this structure, 82 percent of featured companies are based

there. The other suppliers are spread over Fujian province and Beijing.

To produce the 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 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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Published by Publishers Representatives Limited (on behalf of Trade Media Limited)  
4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands  
c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong

ISBN 978-988-15017-7-6

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## Abasourcing Technology Co. Ltd



Abasourcing generates 30 percent of sales from expansion cards, which reached \$8 million last year. Exports contributed \$7.5 million. The products were sent to Africa, the Americas, Europe, the Asia-Pacific region and the Middle East.

The locally owned maker will strengthen marketing efforts in the last to meet a targeted increase of more

than 20 percent in overseas sales in the months ahead. It also plans to boost annual capital expenditure by up to 50 percent.

Abasourcing has a 260-member workforce and can churn out 450,000 expansion cards monthly at its factory in Shenzhen, Guangdong province. Production averages 22,000 units, 91 percent of which are exported.



**Model:** Aba-DDR

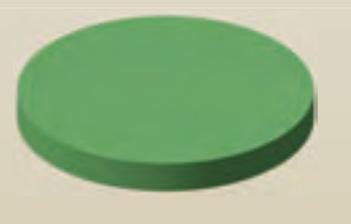
**MOQ:** 50 units

**Description:** DDR SDRAM; 1GB; DIMM slot; 3 CAS latency; PC3200 speed; 400MHz; 2.6V; non-ECC; 32M\*8/16C configuration; TSOP package; 1-year warranty; 134x22x4mm; 16.7g; for desktop PCs; CE, RoHS, FCC

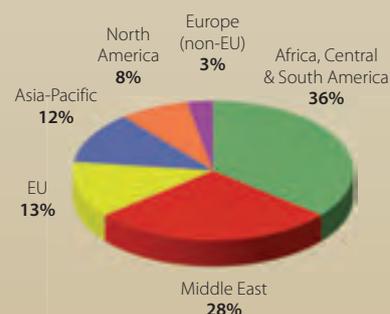
See more popular export models in the Product Gallery.

### Exports by product

Expansion cards  
100%



### Exports by market



### Company facts

Year established	2006
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Quanzhou (Fujian)
Factory location(s)	Shenzhen (Guangdong)
No. of full-time employees	260
Annual sales (all products)	\$27.0mn
Annual R&D spending	\$800,000

### Sales & output: Computer terminals

Annual sales	\$8.0mn
Share of total sales	30%
Annual export sales	\$7.5mn
Total monthly capacity	450,000 units
Average monthly output	22,000 units
Capacity utilized	5%
Average monthly exports	20,000 units
Export ratio	91%

### Contact details

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Address	Building 4, Fuxinghuayuan, Fengze, Quanzhou, Fujian, China

## PRODUCT GALLERY

### Computer systems



**Qingbang**

(profile page 30)

**Model:** HI12

**MOQ:** 1,000 units

**Description:** Mini PC; Intel Atom D510 1.66GHz or D525 1.8GHz dual-core CPU; Nvidia Ion 512MB RAM GPU; Intel NM10 Express Chipset; 1 or 2GB RAM, up to 500GB HDD; 802.11b/g/n; Windows XP, 7, Linux OS; two USB 2.0 front, one VGA, one HDMI, two USB 2.0, one RJ-45 rear ports



**Shenzhen Bencse**

(profile page 31)

**Model:** Y2105

**MOQ:** 50 units

**Description:** All-in-one PC; 21.5in touchscreen TFT LCD, 1440x900 pixels; Intel Atom D525 1.8GHz dual-core CPU; 2GB DDR3 RAM, 500GB HDD; DVD-RW drive; 802.11a/b/g, Bluetooth; 1.3MP webcam, TV, wireless keyboard and mouse; CE, CCC, FCC, RoHS



**Shenzhen Dongqiao Huahan**

(profile page 35)

**Model:** C798 3D

**MOQ:** 300 units

**Description:** All-in-one PC; 23.6in LED-backlit TFT LCD, 1920x1080 pixels; Intel Core i5-2400S 2.5GHz CPU; Intel H67 chipset; Intel HD graphics card; 2GB DDR3 RAM, 3.5in 500GB 7,200rpm SATA HDD; DVD-RW drive; 802.11a/g/n; 1.3MP webcam



**Shenzhen Dongqiao Huahan**

(profile page 35)

**Model:** B618

**MOQ:** 300 units

**Description:** All-in-one PC; 23.6in LED-backlit TFT LCD, 1920x1080 pixels; Intel Core i3-530 2.93GHz CPU; Intel H55 chipset; Nvidia GeForce 210 512MB GDDR3 graphics card; 2GB DDR2 RAM, 3.5in 500GB 7,200rpm SATA HDD; 802.11a/g/n; 1.3MP webcam



**Shenzhen Dongqiao Huahan**

(profile page 35)

**Model:** DQ MR M300 AIO PC

**MOQ:** 300 units

**Description:** All-in-one PC; HD LED-backlit TFT LCD, 1366x768 pixels; Intel Pine Trail D425/D525 CPU; Intel Pine Trail-D chipset; Intel HD or Nvidia GeForce 210 graphics card; 512MB video memory, 1GB DDR2 RAM, 500GB HDD; DVD-RW drive; 802.11b/g; 1.3MP webcam



**Shenzhen Hasee**

(profile page 38)

**Model:** M215

**MOQ:** 100 units

**Description:** Desktop PC; 21.5in LCD or LED-backlit TFT LCD, optional touchscreen, 1920x1080 pixels; Intel Core i3-380M 2.53GHz CPU; Intel GMA HD or Nvidia GT330M 1GB DDR3 graphics card; up to 8GB DDR3 800MHz/1GHz DDR3 RAM, 250GB SATA HDD; Windows XP, 7 OS; CE, FCC

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