VoIP Products

Essential sourcing intelligence for buyers

China manufacturer profiles
Detailed profiles of 15 suppliers with verified manufacturing and export credentials

Product & price trends
Prices and specifications of 64 top-selling export products

Supply centers & market trends
Coverage of leading and emerging supply centers, plus insight into capacity, output and R&D

September 2010  US$495
VoIP PRODUCTS
Supplier capability in China

EXECUTIVE SUMMARY
China suppliers of VoIP equipment are boosting output and exports and at the same time strengthening product development under efforts to sustain growth in the line. Makers are taking advantage of the opportunities brought about by the recent financial crunch to highlight the cost advantages of an IP-based communication setup, especially among SMEs. The upturn in recent months, in fact, resulted from the migration of more enterprises to VoIP channels to leverage improving quality and reduced expenditure compared with traditional technologies.

The strong market penetration of wireless standards is providing additional impetus. Mobile VoIP in particular is seen as a key growth area. Traffic upswing in this sector is expected to exceed 100 percent annually till 2014.

Under efforts to boost competitiveness and widen market reach, suppliers in China are underscoring high-value models. Several makers provide a broader selection of VoIP equipment to position themselves as a one-stop sourcing solution.

In the VoIP phone category, the latest releases boast multiple VoIP lines and protocols, with some capable of multimedia capability. For manufacturers of PBXs, the focus is on hybrid units that serve as transitional products to IP without replacing legacy systems.

Several makers are boosting sales by targeting niche categories. A few, for instance, provide VoIP phones suitable for industrial environments.

The following are some of the key trends in China’s VoIP products industry:

• Feature enhancements will drive R&D in coming months as companies strengthen competitiveness. More VoIP phones will integrate multimedia capability and touchscreens.

Manufacturers of VoIP routers are rolling out digital versions, also called E1 voice gateways.

• The shift to wireless technologies will gather momentum. Many VoIP phone suppliers are introducing wireless units based on 802.11b/g or DECT. In the PBX line, combination VoIP-GSM types expected to be popular in the years ahead.

• Manufacturers are likewise broadening compatibility with existing VoIP equipment.

• In addition to upgrading quality, makers are improving operating efficiency, and shortening design and development turnaround time to boost export capability.

• Increasing production expenses pushed up export quotes in the past three months, but most adjustments were limited to 5 percent. Some companies decreased prices to remain competitive.

• Makers will be increasing shipments to the EU to bolster overseas business, which many expect to grow by more than 20 percent in coming months.

This report covers the key VoIP devices manufactured in China, namely routers, gateways, phones, PBXs and ATAs. Wired and wireless equipment is also discussed. These categories are discussed in the Products & prices section, which tackles common features and functions found in mainstream models, and price and development trends.

The Industry Overview identifies the factors shaping the market, including challenges faced by makers and steps taken to overcome these hurdles.

The majority of China’s more than 250 suppliers in the line are based in Guangdong province. Shenzhen, in particular, is the center of production activity. Other manufacturers, mostly of VoIP phones, can be found in Fujian province.

In this report
• 15 in-depth company profiles
• 64 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.
The product is in fact displacing TDM variants in government, financial and medical institutions, call center agencies, and a host of other firms that can benefit from an IP PBX or hosted PBX. Forecasts from In-Stat estimate VoIP penetration among US businesses will climb rapidly in the next few years to reach 79 percent by 2013 from just 42 percent last year. This includes enterprises with a VoIP solution deployed in at least one location.

Some companies are broadening market reach by catering to specific applications. A few providers of VoIP phones are releasing units designed for industrial setups where cellular-based counterparts could face performance issues.

**Steady growth forecast**

Leveraging the technology’s cost advantages over traditional communication channels, manufacturers are taking advantage of tightened IT spending resulting from the economic downturn to attract more buyers. They are hoping the cost savings presented by VoIP setups will encourage more enterprises to make the switch from conventional techniques even as economies around the world continue to stabilize.

Many companies are also banking on the broadening adoption of wireless protocols to bolster sales. The ubiquity of Wi-Fi-enabled products worldwide, from laptops and mobile phones to PDAs and digital cameras and photo frames, is fast-tracking the penetration of wireless technology in the VoIP sector.

More makers are employing the standard instead of DECT and 2.4GHz, which although popular have a limited operating range that restricts use to indoor setups. On the contrary, Wi-Fi phones can be employed anywhere there is a support infrastructure. In some developed countries with mature networks, for example, subscribers can place VoIP calls via hotspots in locations such as supermarkets and cafes.

Moreover, the ratification of 802.11n raises the transmission speed for enabled devices, including handsets. This upgraded specification is projected to spur demand further.

In the domestic market, suppliers are optimistic the Ministry of Information Industry’s approval of the entry of WAPI and Wi-Fi-compatible phones into China will prop up sales. As the local Wi-Fi network setup improves, demand for stand-alone phones and other 802.11 devices will surge.

Mobile VoIP is expected to gain more traction in the months ahead. Traffic is forecast to jump by more than 100 percent annually till 2014, with the global user base reaching 288 million by end-2013, according to Morgan Stanley and In-Stat, respectively. At the end of this year, the global industry will have seen 6 billion mobile VoIP program downloads, up from 2.4 billion in 2009, ABI Research estimates.

The increasing presence of smartphone and mobile application stores provides additional impetus, giving people wider access to VoIP services. The merging of the computer, communication and consumer electronics industries is aiding expansion further.

Another trend is the introduction of intelligent systems, which enables users to develop their own platforms for specific applications such as hotel management and digital home.

Overall, companies are optimistic of steady growth in the next few years.
Acetech ships 4,000 VoIP products each month. The supplier, which is based in Fujian province, generated $1.3 million from the devices last year. The line contributed 50 percent to the company’s aggregates sales of $2.5 million in 2009. The rest of the revenue came from digital media centers, Ethernet switches, PoE assemblies, GSM phones and LED bulbs.

All VoIP products from Acetech ship overseas. The main destinations are North America, Europe, the Asia-Pacific region and the Middle East. Export sales are expected to rise by 10 to 20 percent this year with increased deliveries to the EU. To bolster overseas business, the company is broadening its product selection.

Acetech’s VoIP lineup consists of phones, PBXs, gateways, routers and ATAs. R&D initiatives this year will focus on broadening equipment compatibility. The supplier allots $200,000 annually to product development.

Established in 2004, Acetech runs a 43,290sqm factory in Xiamen. Utilizing 8 percent of the total capacity of 50,000 units, the maker outputs 4,000 a month.

### Company facts

<table>
<thead>
<tr>
<th>Year established</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business type</td>
<td>Manufacturer</td>
</tr>
<tr>
<td>Company ownership</td>
<td>Hong Kong-invested</td>
</tr>
<tr>
<td>Head office location</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Number of factories</td>
<td>1</td>
</tr>
<tr>
<td>Factory location(s)</td>
<td>Xiamen (Fujian)</td>
</tr>
<tr>
<td>Total factory area</td>
<td>43,290sqm</td>
</tr>
<tr>
<td>No. of full-time employees</td>
<td>250</td>
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<tr>
<td>No. of R&amp;D/design staff</td>
<td>46</td>
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<tr>
<td>No. of QC staff</td>
<td>20</td>
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<tr>
<td>Annual sales (all products)</td>
<td>$2.5mn</td>
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<td>Annual R&amp;D spending</td>
<td>$200,000</td>
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<td>ISO certification</td>
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### Sales & output: VoIP products

| Annual sales | $1.3mn |
| Share of total sales | 50% |
| Annual export sales | $1.3mn |
| Total monthly capacity | 50,000 units |
| Average monthly output | 4,000 units |
| Capacity utilized | 8% |
| Average monthly exports | 4,000 units |
| Export ratio | 100% |
| OEM % of exports | 80% |
| ODM % of exports | 20% |
| OBM % of exports | — |
| Other products exported | Digital media centers, Ethernet switches, PoE assemblies, GSM phones, LED bulbs |

### Profile

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<th>Production units/mth</th>
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<tbody>
<tr>
<td>Capacity</td>
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<tr>
<td>Output</td>
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<tr>
<td>Exports</td>
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<table>
<thead>
<tr>
<th>Sales $mn/yr</th>
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<tbody>
<tr>
<td>Total sales</td>
</tr>
<tr>
<td>Sales (VoIP products)</td>
</tr>
<tr>
<td>Exports (VoIP products)</td>
</tr>
</tbody>
</table>

### Contact details

**Business contact**

WONG Neo

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URL | www.acetechxm.com
**Address**

553 Xin Min Road, Xi Min Town Tongan, Xiamen, Fujian, China
### VoIP Products

#### SUPPLIER PROFILES

### Capability

<table>
<thead>
<tr>
<th>In-house processes</th>
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<tr>
<td>Software design</td>
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<td>Housing design</td>
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<td>SMT</td>
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<td>Mold making</td>
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<td>Plastic injection</td>
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<tr>
<td>RF testing</td>
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### Exports by product

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<thead>
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<th>MOQ</th>
<th>Packaging</th>
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<th>Price</th>
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<tbody>
<tr>
<td>VoIP phones</td>
<td>500</td>
<td>Colored box and carton</td>
<td>30 days</td>
<td>$34</td>
</tr>
<tr>
<td>VoIP PBXs</td>
<td>500</td>
<td>Colored box and carton</td>
<td>30 days</td>
<td>$34</td>
</tr>
<tr>
<td>VoIP gateways</td>
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<td>Colored box and carton</td>
<td>30 days</td>
<td>$34</td>
</tr>
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<td>VoIP routers</td>
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<td>$34</td>
</tr>
<tr>
<td>VoIP ATAs</td>
<td>500</td>
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<td>30 days</td>
<td>$34</td>
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### Exports by market

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<thead>
<tr>
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<th>MOQ</th>
<th>Packaging</th>
<th>Delivery</th>
<th>Price</th>
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<tbody>
<tr>
<td>North America</td>
<td>40%</td>
<td>Colored box and carton</td>
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<td>European Union</td>
<td>10%</td>
<td>Colored box and carton</td>
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<td>Europe (non-EU)</td>
<td>25%</td>
<td>Colored box and carton</td>
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<tr>
<td>Asia-Pacific</td>
<td>1%</td>
<td>Colored box and carton</td>
<td>30 days</td>
<td>$34</td>
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<td>Middle East</td>
<td>2%</td>
<td>Colored box and carton</td>
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<tr>
<td>Other</td>
<td>3%</td>
<td>Colored box and carton</td>
<td>30 days</td>
<td>$34</td>
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### Survey

- **Export prices**
  - Decreased
- **Export price decrease**
  - Less than 5%
- **Export sales**
  - Increase 10-20%
- **Target market**
  - European Union
- **Capital expenditure**
  - Increase up to 50%
- **Major challenge**
  - Price competition
- **Export capability**
  - Widen product range
- **R&D focus**
  - Broaden compatibility

### Popular export models

#### VoIP phone

**Model**
- VOB822

**MOQ**
- 500 units

**Packaging**
- Colored box and carton

**Delivery**
- 30 days

**Price**
- $34

**Description:**
- MIPS chipset; Ethernet; SIP RFC 2543, RFC 3261; 64 incoming-, 64 outgoing-call records; 100 address book entries; date/time display; 3-way conferencing; headset; voice mail/pickup call key

#### VoIP gateway

**Model**
- VOB800

**MOQ**
- 500 units

**Packaging**
- Colored box and carton

**Delivery**
- 25 days

**Price**
- $30

**Description:**
- Analog phone adapter; MIPS chipset; Ethernet; SIP RFC 2543, RFC 3261; five LED status indicators for LAN, WAN, PSTN, VoIP and SIP; NAT, STUN and RPNP; T.38 fax; 3-way conferencing; firmware upgradeable through network

#### VoIP phone

**Model**
- VOB820

**MOQ**
- 500 units

**Packaging**
- Colored box and carton

**Delivery**
- 30 days

**Price**
- $33

**Description:**
- MIPS chipset; Ethernet; SIP RFC 2543, RFC 3261; 64 incoming-, 64 outgoing-call records; 100 address book entries; date/time display; 3-way conferencing, call waiting, call forwarding, speakerphone

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PRODUCT GALLERY

VoIP phones

**Acetech**
(profile page 26)
Model: VOB822
MOQ: 500 units
Packaging: Colored box and carton
Delivery: 30 days
Price: $34
Description: MIPS chipset; Ethernet; SIP RFC 2543, RFC 3261; 64 incoming, 64 outgoing call records; 100 address book entries; date/time display; 3-way conferencing; headset; voice mail/pickup call key

**Acetech**
(profile page 26)
Model: VOB820
MOQ: 500 units
Packaging: Colored box and carton
Delivery: 30 days
Price: $33
Description: MIPS chipset; Ethernet; SIP RFC 2543, RFC 3261; 64 incoming, 64 outgoing call records; 100 address book entries; date/time display; 3-way conferencing, call waiting, call forwarding, speakerphone

**Atcom**
(profile page 28)
Model: AT-530
MOQ: 100 units
Packaging: Carton
Delivery: 7 days
Price: $34
Description: Infineon chipset; SIP/IAX; NAT, firewall; VPN, open VPN; DHCP client and server; router and switch modes; PoE optional; dot-matrix LCD, full-duplex speaker; CE, FCC

**Atcom**
(profile page 28)
Model: AT-610
MOQ: 100 units
Packaging: Carton
Delivery: 7 days
Price: $33
Description: Broadcom chipset; SIP/IAX; NAT, firewall; DHCP client and server; router and switch modes; PoE optional; LCD screen, full-duplex speaker; CE, FCC

**Atcom**
(profile page 28)
Model: AT-620
MOQ: 100 units
Packaging: Carton
Delivery: 7 days
Price: $33
Description: Broadcom solution; SIP/IAX, two active lines; NAT, firewall, VPN, open VPN; DHCP client and server; router and switch modes; PoE optional; 128x64 dot-matrix LCD, full-duplex speaker; CE, FCC

**Eacom**
(profile page 30)
Model: VIP300
MOQ: 500 units
Packaging: Carton
Delivery: 30 days
Price: $34
Description: SIP RFC 3261; DHCP, PPPoE or static IP; IP/TCP/UDP/RTP/RTCP, TFTP/HTTP/FTP/DHCP/PPPoE, NAT, DMZ, virtual server, DNS, MAC clone; VPN/PPTP; G.711 A/μ-Law, G.729B with VAD, CNG, G.726 16/24/32/40Kbps, ILBC, GSM; dot-matrix LCD

• Information not disclosed
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