


# Enriched lineup strengthens sector

## Typical features

- **Memory:** Makers offer 64 to 128MB RAM and 128MB to 1GB flash memory, although the latter is provided at an additional charge. Upscale types pack 256MB RAM and up to 4GB flash memory.
  - **Power source:** Lithium batteries are the common power source, with capacity ranging from 800 to 2,000mAh.
  - **Housing:** Most units adopt ABS, with high-end models employing aluminum alloy. The surface finish options are UV and piano paint, and silk-screening.
  - **Chipsets:** High-end varieties employ the SiRFprima from CSR. For midrange kinds, the SiRFatlasV is used. Makers adopt MediaTek's MT3351 for basic units. The other chipset providers are Telechips, STMicroelectronics and MStar.
  - **Screen:** Units incorporating 5in displays with 480x272 or 800x480-pixel resolution dominate supply. Entry-level variants feature 4.3in screens, and upscale types 7 and 8in. Most adopt resistive touchscreens.
  - **Add-ons:** To raise product value, makers integrate an FM transmitter, traffic message channel and Bluetooth. DVB-T or ISDB-T function may also be added.
  - **Ports:** Models come with USB or Micro-USB ports to enable data transmission and power charging. Many also have a TransFlash or microSD card slot for added storage capacity.
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Price range (per unit)	Basic features
\$40 to \$55	MediaTek MT3351 or SiRFatlas IV or V CPU; 4.3in touchscreen TFT LCD, 480x272 pixels; 64MB RAM, 64MB to 128MB flash memory; Windows CE 5.0 OS; e-book reader; FM transmitter; optional Bluetooth
\$50 to \$80	MediaTek MT3351 or SiRFatlasV CPU; 5in touchscreen TFT LCD, 480x272 or 800x480 pixels; 64 to 128MB RAM, 128MB flash memory, optional up to 32GB; Windows CE 5.0 or 6.0 OS; e-book reader; FM transmitter; USB 2.0 port; optional Bluetooth, DVB-T, ISDB-T
\$70 to \$120	MediaTek MT3351 or SiRFatlasV CPU; 7in touchscreen TFT LCD, 800x480 pixels; 128 to 256MB RAM, 128MB to 1GB flash memory; Windows CE 5.0 or 6.0 OS; e-book reader; FM transmitter; USB 2.0 port; optional Bluetooth, DVB-T, ISDB-T

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## Top trends

- **Performance enhancements:** Under efforts to boost product performance and broaden market reach, makers are introducing models adopting the hardware of mobile Internet devices. The latest releases pack 800MHz CPUs and 7in 800x480-pixel screens. These can support GPS, Wi-Fi, 3G and A/V playback.
- **Advanced solutions:** Suppliers utilize Arm11 processors, and turn to key providers Telechips, MediaTek and CSR for the chipsets. High-end portable GPS devices run on the SiRFprima from the last. Other units are based on the SiRFatlasV, TCC8901 and TCC8902 from Telechips, and MediaTek's MT3351.
- **Adding value:** Makers equip models with DVR function to enable simultaneous real-time recording and navigation while driving. An FM transmitter, 1 to 3MP camera and TPMS sensors may also included.
- **Sales & price outlook:** Sales are projected to stay unchanged or decline in 1H12 as a result of rivalry from other product lines such as mobile phones and car DVD players that support GPS function. The majority of suppliers anticipate quotes of basic models to remain stable despite fierce competition and a stronger yuan.

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### [Gat Wick Enterprise Ltd](#)

★★★★★

**Model:** GW-T501

**Description:** Telechips TCC8902 Arm11 CPU; 256MB DDR2 RAM; 5in TFT LCD, 800x480 pixels; 3G optional

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### [Kinwei Technology \(Shenzhen\) Co. Ltd](#)

★★★★★

**Model:** KW-GM5008S

**Description:** STA2064N CPU; 128MB DDR2 RAM, up to 4GB flash memory; 5in TFT LCD, 480x272 pixels

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### [Olivesky International Electronic Co. Ltd](#)

**Model:** EG-7013

**Description:** MediaTek MT3351 468MHz CPU; 7in TFT touchscreen, 800x480 pixels; 128MB SDRAM, 128MB NAND flash memory



### [Shenzhen Sukconn Electronics Co. Ltd](#)

★★★★★

**Model:** SY-50DR

**Description:** 5in screen; 640x480 pixels at 25fps; Windows CE 6.0 OS; 1.3MP camera; CE, FCC, RoHS

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### [Shenzhen Topband Co. Ltd](#)

★★★★★

**Model:** TB-G703

**Description:** SiRFatlasV CPU; 7in screen, 800x480 pixels; 128MB DDR RAM, 128MB to 32GB NAND flash memory

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### [Waysion Technology \(Xiamen\) Co. Ltd](#)

★★★★★

**Model:** M-728

**Description:** Freescale i.MX28 Arm11 CPU; 7in touchscreen LCD with Mobile Data Terminal; microphone, webcam

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