



**China Driving Recorder Industry Report,
2015-2019**

Dec. 2015

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

Chinese driving recorder market continues to heat up amid growing concerns over traffic accident disputes, such as Pengci, a word referring to fake accidents for extorting money. Driving recorder sales volume is estimated at around 13 million sets in China in 2015, representing a year-on-year surge of 85.71%. Notwithstanding, compared with huge car ownership, the installation rate of driving recorder in China is less than 5%, far below that in Japan, Taiwan, and Russia, indicating enormous potential for market growth.

In 2015, driving recorders are no longer confined to the function of preventing Pengci, but experience significant changes in function and shape. As to the function, besides driving recording, more and more products integrate Wi-Fi, rearview reverse parking camera, voice recognition, and navigation. Regarding the shape, smart rearview mirror leads the trend. Most companies have already developed or are developing such products, and add operating system, 3G module, ADAS, navigation, voice action, and gesture recognition, with the products developing towards intelligent driver assistant system. The integration of navigation has some impact on on-board navigation market.

Companies are rushing into driving recorder field and use it as a medium to make layout in telematics. In addition to makers of on-board terminals including driving recorder and navigator, Internet firms, map companies, and automakers also want to get a piece of the pie. Internet and map companies aim to capture user resources, and carmakers wish to make their way into the driving recorder OEM market.

Internet companies that make aggressive actions include Qihoo 360 Technology, Tencent, Alibaba, and Xiaomi.

- In May 2015, Qihoo 360 Technology launched 360 driving recorder, which has built-in Ambarella A7 image processor and 2-inch 1296P 160° wide-angle TFT display, and is sold at RMB299. 200,000 sets of the product were sold on Nov 11, 2015.
- In Oct 2015, Tencent and DDPai jointly launched “QQ IoT driving recorder”. After DDPai and “QQ IoT” are connected, DDPai driving recorder can be added to “My Device” on QQ, and access and operations to the driving recorder can be gained.
- In Oct 2015, JADO launched smart rearview mirror “Vision” carrying Alibaba’s YunOS operating system.
- On Nov 24, 2015, Xiaoyi Technology under Xiaomi launched a driving recorder. The product has a 2.7-inch 165° wide-angle 16:9HD LED display, uses Ambarella A7LA70 chip (supposedly), supports a max. resolution of 1296P (2304×1296), and can record 60fps 1080P videos. In addition, it also carries ADAS, analyzing the data on lane, vehicle speed, and vehicle distance, and giving the alarm. The crowd-funding price is RMB289.

Representative Driving Recorder Companies in China

Type of company	Representative company/brand	Feature
Recorder company	BlackView, JADO, Angel's Guide, LNSU, JVIN, First Scene, Anytek, ROGA, Baoheizi, DDPai, Goluk	Focuses on function development, and integrated development of smart rearview mirror and driving recorder
On-board electronics company	Eroda, Zhengtu, Zenlane, Conqueror, REXING, Newsmy, PAPAGO!, Hunydon	Usually integrates navigation and E-dog; better quality
Electronic hardware company	HP, Philips, Haier, Lenovo, Founder	OEM production, low price, better service and quality control
Internet company	360, Tencent, Alibaba, Xiaomi, Youhao Car Networking	Small size, low price, used together with mobile APP, sharing & interaction
Map firm	Careland	Better quality, GPS track recording
Carmaker	BYD, Cadillac CT6	Integrates driving recorder into rearview mirror

Source: China Driving Recorder Industry Report, 2015-2019 by ResearchInChina

China Driving Recorder Industry Report, 2015-2019 by ResearchInChina highlights the followings:

- Development of global driving recorder;
- Driving recorder shipments, market size, development characteristics, competitive landscape, and development trends in China;
- Development of driving recorder market segments in China;
- Chinese driving recorder chip market pattern;
- Development of driving recorder chip suppliers in China, including profile, operation, main driving recorder solutions and features of products;
- Development of driving recorder producers in China, covering profile, operation, features of products, and development strategy.

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