



TAITRONICS, Taiwan RFID and Broadband Taiwan 2010 Top Electronics Procurement Venue in Asia Global Buyers Wowed by New Products

TAITRONICS (the 36th Taipei International Electronics Show), Taiwan RFID (the 4th Taiwan International RFID Applications Show) and Broadband Taiwan (in its 3rd edition) that were co-organized by TAITRA and TEEMA attracted 40,000 visitors including 3,200 international industrial professionals. Most of the buyers this year came from Asia with Top 5 buying countries being Japan, USA, China, Hong Kong and Korea.

Meanwhile Taiwan's leading LED packaging company Everlight Electronics Co., Ltd. unveiled its new "LED Retrofit Lighting" that cuts power consumption by 80% to replace traditional incandescent light bulbs (all without the use of external converters). Everlight also partnered with DEM Inc., a popular design studio in Taiwan, on the design of the "Multipurpose LED Desk Lamp", a stylish product that immediately captured market attention.

Large instrumentation maker GW Instek has built upon the "Doctor Battery" concept to offer its new GBT2000 battery testing device. Its complete modular design simplifies maintenance and updates to offer an effective tool for use during battery R&D, manufacture and inspec-


while the integrated remote function allows the user to lie back on a sofa while they use Google TV to surf the Internet or type.

Integrating information technology into everyday life was the theme of Broadband Taiwan. Leading Taiwanese vendors displayed their cloud application services for 11 applications including the entertainment cloud, travel cloud, hotel cloud and health cloud.

The "e-Butler" service from Chunghwa Telecom integrated community and home access control, disaster prevention, energy-saving and communications while the "i-Homeware" service offers up-to-date lifestyle and entertainment information. These services also include smart monitoring that users can access on their mobile phone for checking on family members' safety. Delta Group's Delta Networks used very large glass-free 3D TVs to display the broadband technologies needed for 3D movies, successfully catching the attention of many consumers.

All the symposiums this year were booked up. The "LED Applications and Technologies Trend Seminar" invited R&D managers from NXP Semiconductors and Richtek to explain the latest technical developments in LED. The "Low Power Design Seminar" introduced the latest power supply solutions from Chroma, a leading domestic vendor. The "Bluetooth Technology Information Session" featured well-known Bluetooth vendors such as SIG, Qualcomm and Anritsu to show the latest applications and product solutions used by Bluetooth technology.

The shows hosted more than 500 one-on-one procurement meetings that helped 250 suppliers gain orders worth tens of millions of US dollars. The most popular products ordered included electronic components, communication products and components, and LED. The New Product Launches attracted strong attention of 24 top vendors. They offered many new and innovative products included LED learning lights, children and elderly safety management systems, remote RFID inventory and other novel and interesting high-technology products.

TAITRONICS, Taiwan RFID and Broadband Taiwan provide an important and professional sourcing platform for buyers and customers from all around the world. Nearly all visitors were inspired by the professional service and quality of these shows. Computer system vendor VIPA for example expressed his satisfaction with the price and quality of Taiwanese products. For this reason, he visits the show every year to look for suitable solutions. The bulk of exhibitors also gave top marks to these shows. Among them were Array Networks, which received a significant number of orders to boost their Q4 outlook. Taking part for the first time was the U.K group of the Taiwan market. They reported that they exceed expectations. The three electronic trade shows will continue to push for greater international exposure and specialization in the development of electronics components and related parts. Now it's time look forward to meeting with all the buyers once again next year at the Nangang Exhibition Hall in Taiwan. 



TAITRONICS has always been considered a window to electronic industry trends, and this year the spotlight was shown on energy-saving carbon reducing products to highlight the strong growth of Taiwan's green electronics industry. As part of its bid to build up its energy business, Tatung Co. has been focusing on the smart grid market for the past five years. This year, the company brought together all of its resources for the "Green Electronics Pavilion" showcasing solar power modules, polycrystalline silicon, lithium LiFePO4 batteries for energy storage, power-generating fuel cells and smart grid architecture as part of the eye-catching "Smart Energy-Saver House".

Making it special are its power supplies and testing outputs that are fully separated to prevent mutual interference.

Taiwan International RFID Applications Show brought a human face to its technology through the use of lively scenario displays. Key local RFID vendor Champstek used the audio-video guide system within the "Information and Communications Pavilion" at the Shanghai World Expo to illustrate innovative applications of RFID. FAVITE Inc., one of the top RFID tag makers in Asia, showcased its RFID wireless keyboard that was specially designed for Google TV. The special design of the keyboard makes it thinner, lighter and smaller

