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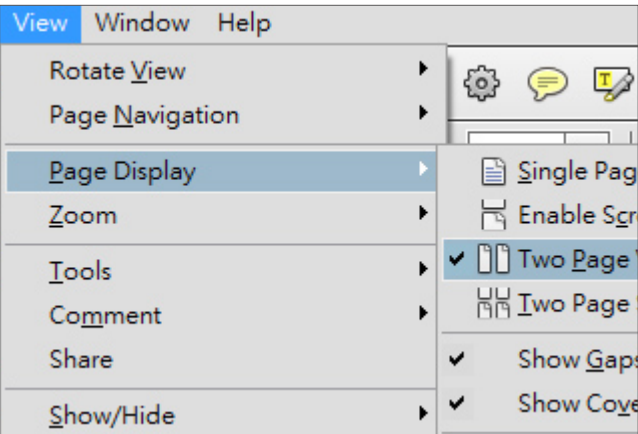


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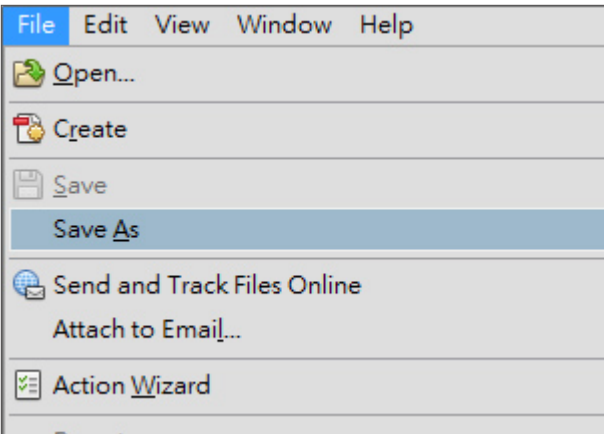
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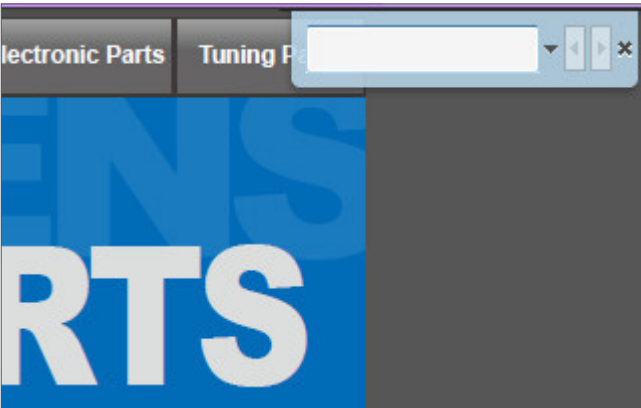
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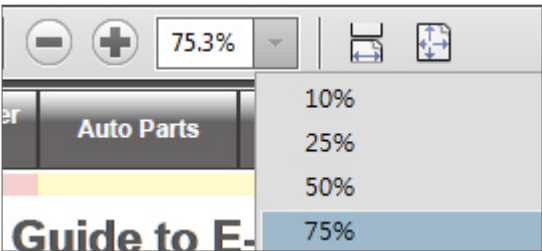
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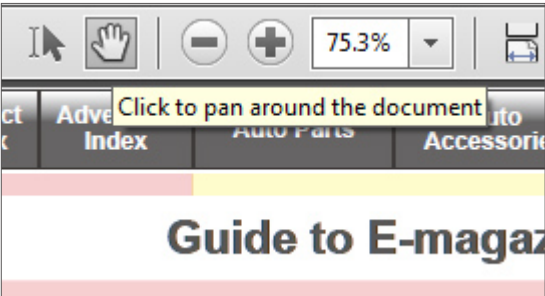


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By STEVE CHUANG

HTC Vive commanded a 17.7 percent share of China's VR headset market as the best-selling model among others in 2016, as reported by Canalys (photo courtesy of UDN.com).

HTC Tops China's Market for VR Headsets in 2016

Escaping from the failure spiral in smartphone business, HTC Corp. has actively invested in the development and promotion of VR (virtual reality) headsets over the past few years. With the effort paying off, the Taiwanese branded vendor topped China's VR headset market by grabbing a share of 17.7 percent in 2016 with its HTC Vive, according to Canalys, a global market research and consulting firm with offices overseas.

Given that China is now world's second-largest market for VR headset, which absorbed about 15 percent of total supply in 2016, Canalys estimates global shipment of such products at some 2 million units in the year, which, however, was much lower than the forecast by other market research institutes.

Based on the estimate above mentioned and HTC's market share, Canalys believes HTC Vive sales in the Chinese market reached some 53,000 units and totaled 350,000 units overseas last year, though the Taiwanese firm has declined to publish its own VR headset sales figures all the time for unknown reasons.

Canalys indicates that HTC's current achievement in China's VR headset market is attributable mainly to its comparatively robust financial health for shoring up marketing, as well as a better established ecosystem for HTC Vive than those for competitors.

Trailing HTC was Deepoon of China, which promoted its all-in-one VR device that features a built-in battery, graphic processing unit and advanced AMOLED (active-matrix organic light-emitting diode) display supplied by Samsung to differ among competing models, and snapped up a 16.9 percent share of the market with sales of an estimated 50,700 units.

Meanwhile, 3Glasses, Deepoon's local peer, whose VR headset model is widely considered comparable with HTV Vive in aspects of hardware specification and VR experience, commanded a 9.4 percent share as the No.3 branded vendor in the market.

Fretted by insufficient content provided in China, Sony, whose PSVR has effectively hyped consumers in Japan, Europe and the U.S. since released, nevertheless, posted a share of 7.7 percent in the market last year, translated into sales of only around 23,100 units, according to Canalys' report.

As to market outlooks in 2017, Canalys opines that players in the competitive landscape in China are likely to come under more challenges, including increasingly heavy pressure given by their investors and majority shareholders to achieve significant sales growth and improving profitability as soon as possible, which, however, could impede them from enhancing technological edges and creating more content as a predictable result. [CENS](#)



Wireless HMDs are considered a new trend among others to drive the development of the global VR industry beginning in 2017 (photo courtesy of UDN.com).

By STEVE CHUANG

MIC Analyst: Taiwan to Remain World's Major Supplier of VR Headsets in 2017

Global VR (virtual reality) headset shipment is forecast to hit an estimated 10.6 million units in 2017, with Taiwan to remain a major supplier in the line, according to a report by Steven Hsu, analyst of Market Intelligence & Consulting Institute (MIC), a Taiwanese government-funded research institute and consultancy for ICT industry.

The report indicates that the forecast VR headset shipment volume is 32.5 percent higher than some 8 million units shipped worldwide last year, to represent overall output value of US\$1.31 billion, compared to US\$930 million in 2016.

In the scenario, Taiwan is expected to continue serving as a major manufacturing base of such products by shipping an estimated 1.2 million units of head-mounted displays (HMDs) all over the world this year, doubling from 600,000 units it delivered last year, says the report.

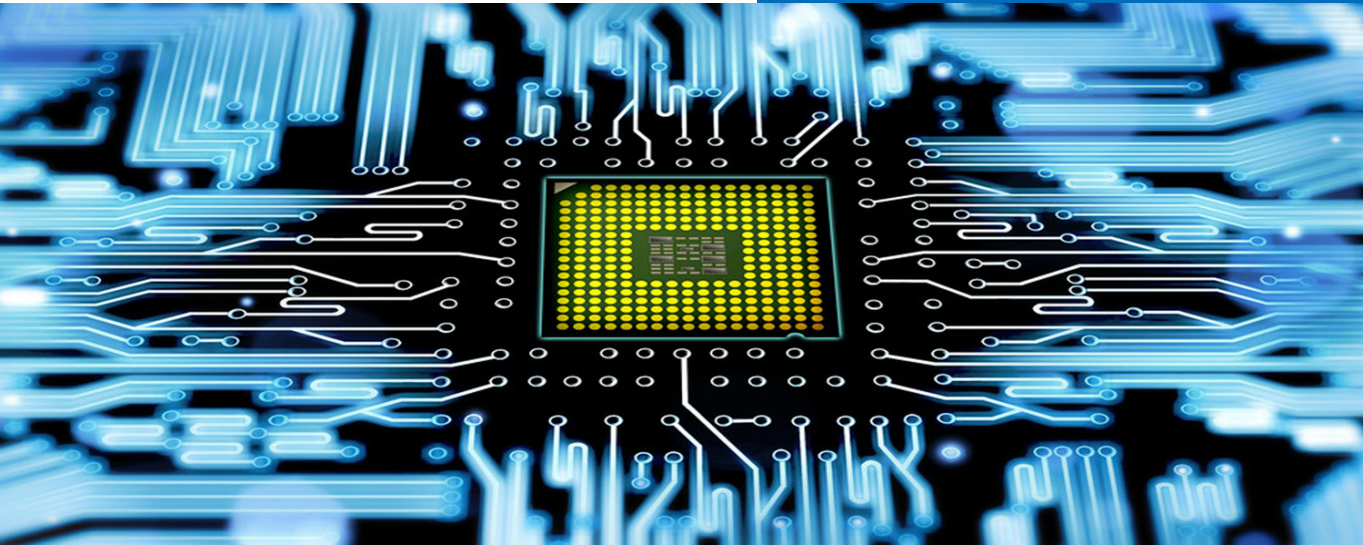
Hsu points out that Taiwan's HMD suppliers, mostly relying on contract orders placed by branded vendors from the U.S., China and Japan, are generally well-recognized for their abundant manufacturing experience in consumer electronic devices, a merit especially significant when supply shortages of needed parts and

relatively high defect rates during production remain common problems that still need time to address at present for the industry.

In light of the competitive edge mentioned above, along with the steadily growing popularity of VR headsets worldwide, the analyst believes Taiwanese HMD suppliers are very likely to see contract orders continue to increase, including those switched by customers from their competitors in foreign countries, in the years to come.

On another front, MIC expects the convergence of standards for software and hardware, the development of wireless VR headsets and the enrichment of VR content to become trends to influence the industry's development in 2017, when Google and Microsoft will keep competing against each other to get ahead in the race to lead the industry in the developing of related standards and VR platforms.

MIC stresses that with ever more players of different backgrounds entering the competitive landscape, a VR ecosystem will take shape and develop sustainably, which, in turn, will help to broaden application of such technology and related content in the future. [CENS](#)



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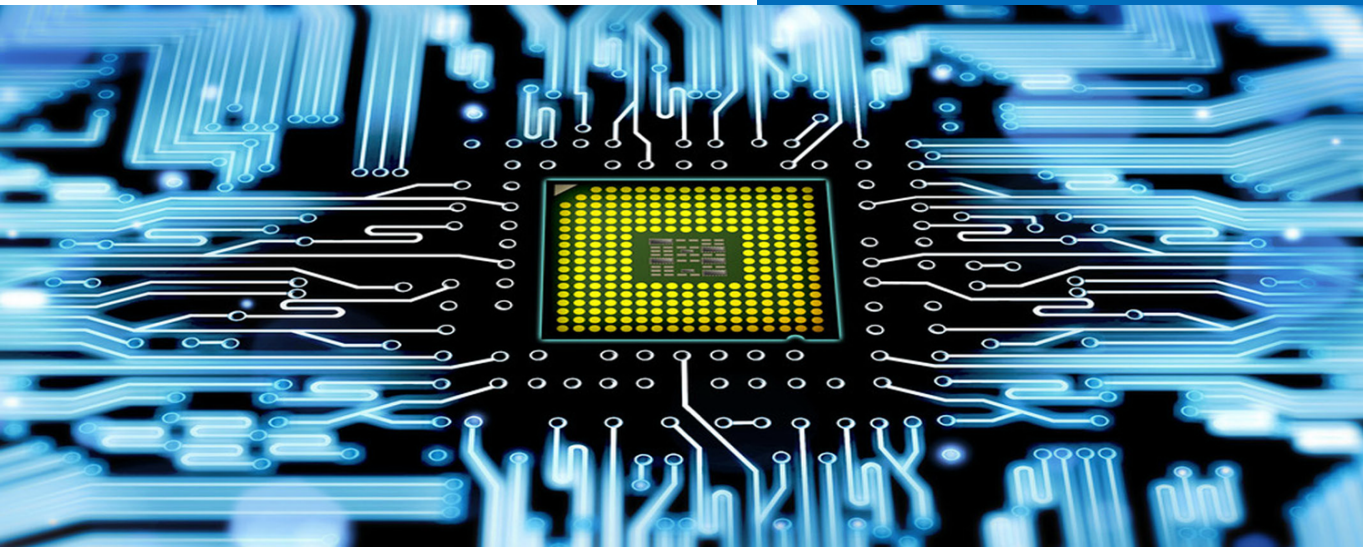
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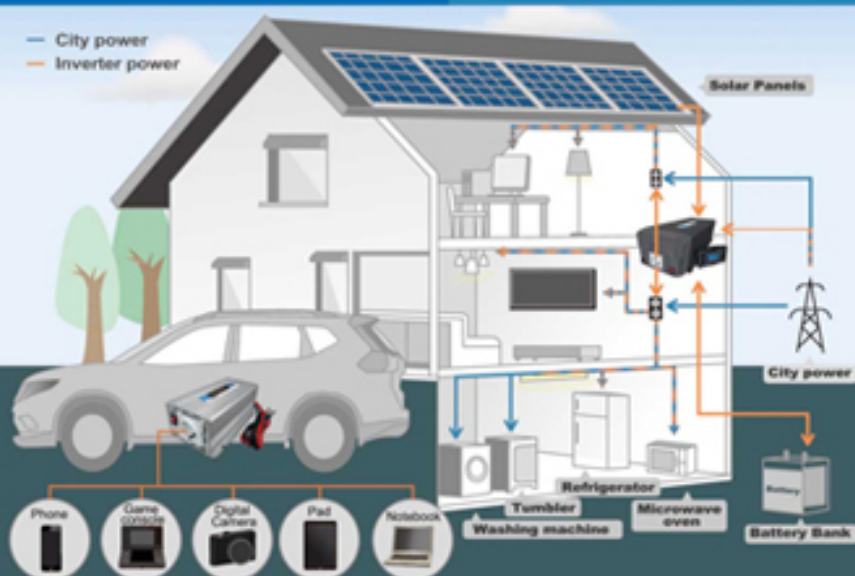
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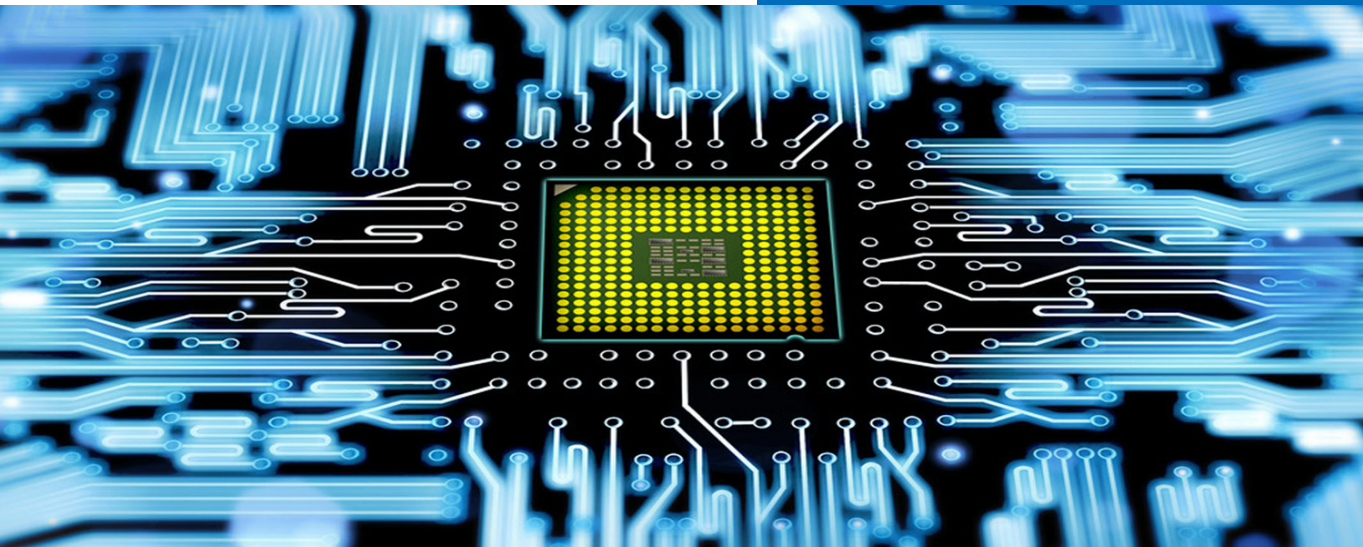
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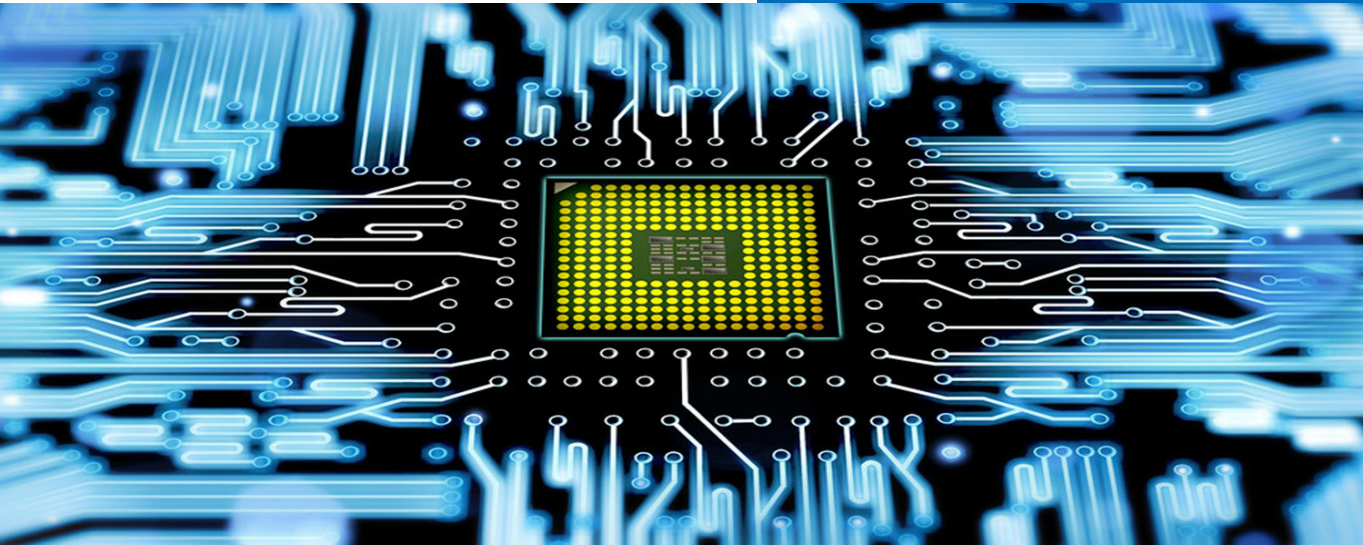
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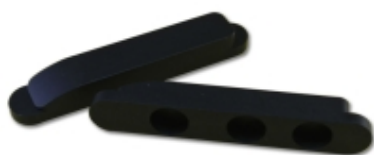


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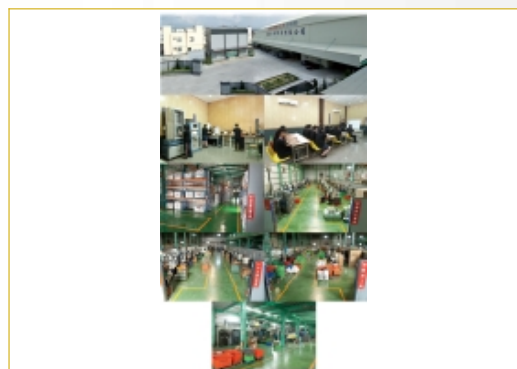
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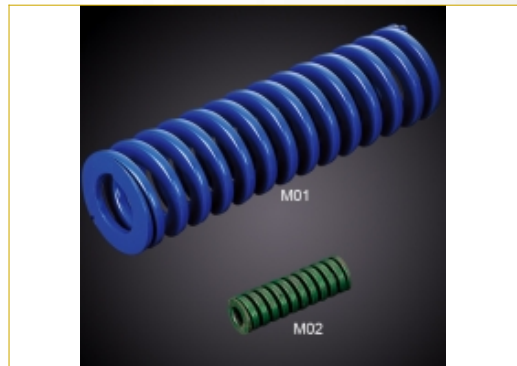
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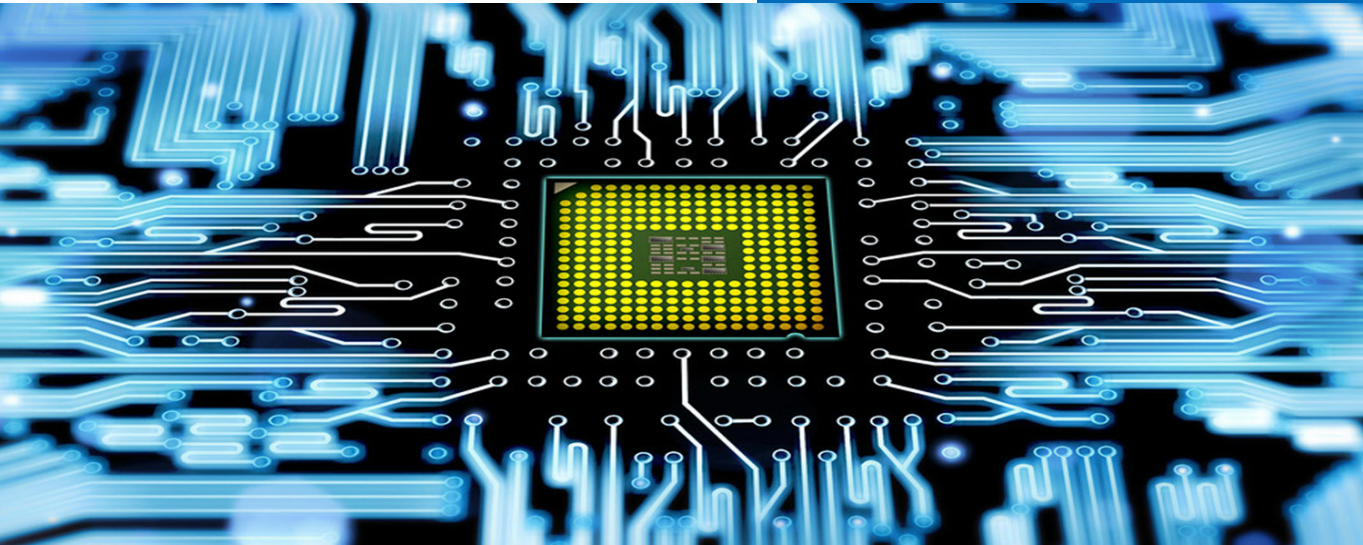
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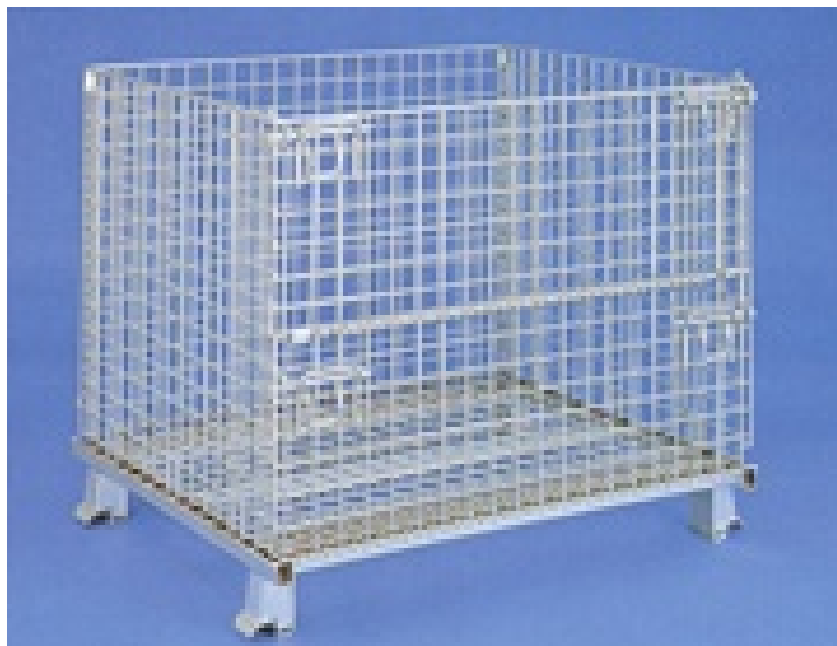
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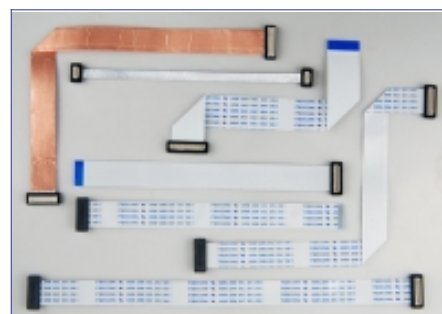
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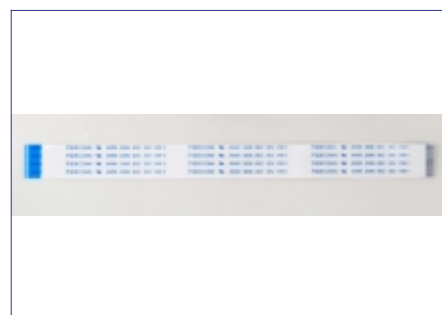
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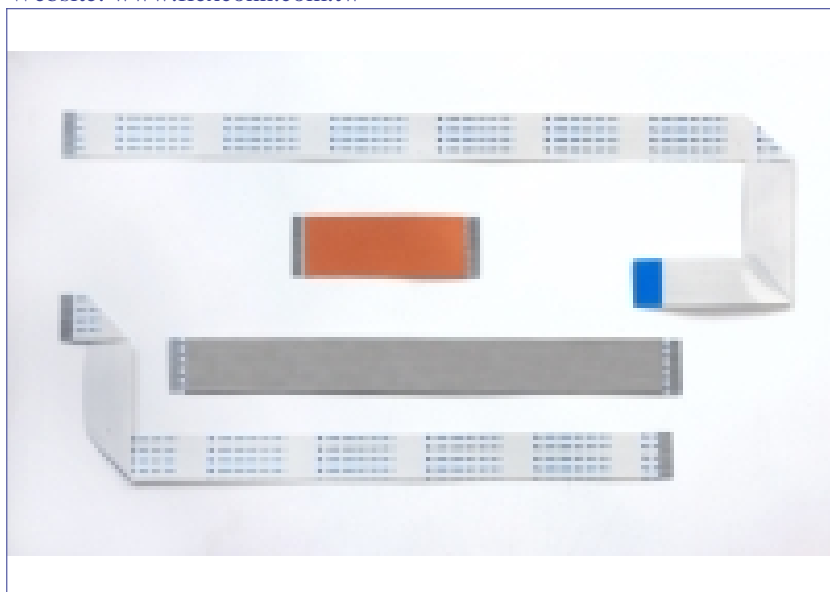
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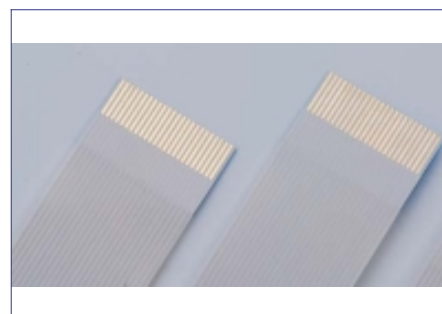
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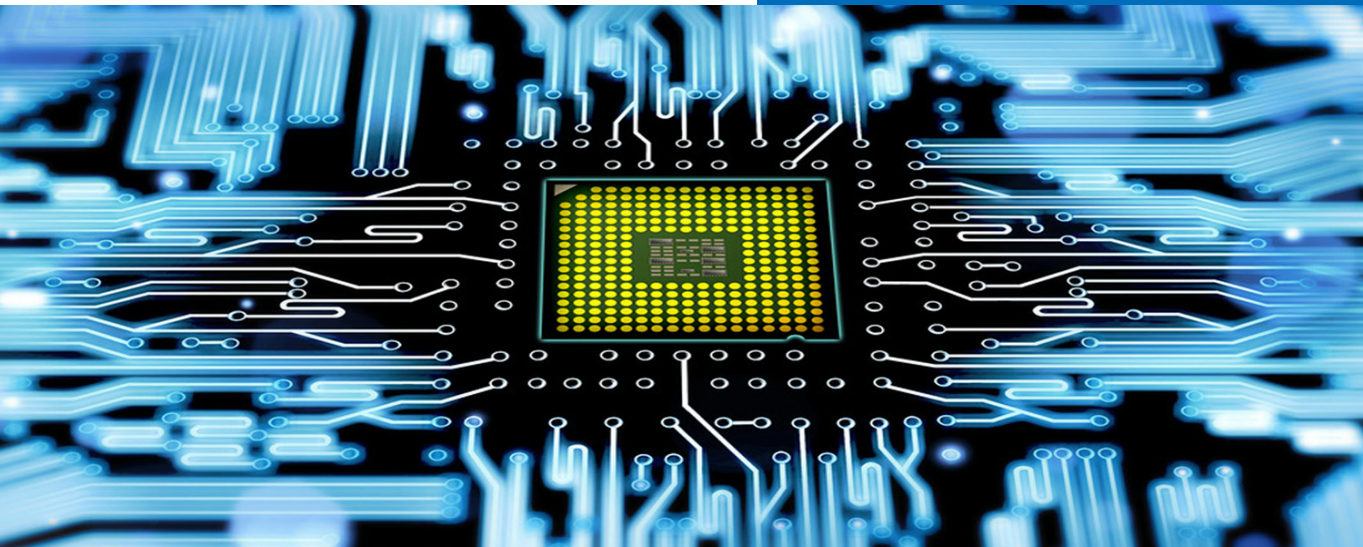
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A **LUMINIUM CHINA** is Asia's top sourcing, learning, networking and branding platform for the complete aluminium industry chain - from aluminium raw materials, semi-finished and finished products to production and processing machinery and accessories, bringing together worldwide leading industry trends, cutting edge material technologies and advanced applications. Aluminium China 2017 will give you a comprehensive analysis of the new performance, new technology, new application and new market of aluminium materials. For downstream users, the field of automotive lightweighting is newly introduced to match services with the business, to select high-quality buyers meeting your purchasing needs. Simultaneously, it sets up a high-level platform to have the dialogue with domestic and foreign industry leaders and experts in the application of aluminium, to discuss together how companies deal with the challenge, transformation and upgrading in order to achieve sustainable development in the "new normal" economy.

Exhibitor Profile

- Raw material
- Semi-finished and finished products
- Aluminium products for different applications
- Surface treatment
- Machinery, plant and equipment:
Casting, Extrusion, Rolling ...
- Light-metals trade
- Services & Consultancies
- Industrial environment technology
- And more...

Asian Buyer Delegations

- Aluminium manufacturers / processors / traders
- Transportation:
Automobile, Aerospace, Railway, Motorcycle...
- Construction
- Machinery Manufacturing
- Packaging
- Telecommunications, electronics
- And more...



Face to face
meeting with
500+
*Diamond VIP
buyers



Join The Leading Industry Players



Concurrent Events



- Automotive Aluminium Materials Forum
- Application of architectural aluminum formwork in green construction
- Aluminium Downstream Processing Forum
- Aluminium Engineer Club Technical Forum

*Remark: A Diamond VIP is a senior corporate executive or high level professional within the industry who visits ALUMINIUM CHINA 2017 with definite purchasing intent or a pre-defined procurement plan.

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