



第25屆國家磐石獎

The 25th National Award of Outstanding SMEs

**brinno**  
brilliant innovation

# 邑錡股份有限公司

## BRINNO INCORPORATED



BCC200 with Accessory

負責人：陳世哲

地址：台北市內湖區洲子街107號4樓

電話：02-87510306

傳真：02-87510549

推薦單位：財團法人中小企業信用保證基金  
玉山商業銀行

營業項目：研究、開發、設計、製造自有品牌  
縮時攝影單體機 & 創新電子產品代  
工服務

產品名稱：縮時攝影相機/數位電子貓眼相機/  
動態感應監控相機

Owner : Chen Shih-Che

Address : 4F., No.107, Zhouzi St, Taipei City 11493, Taiwan, R.O.C.

Tel : +886-2-87510306

Fax : +886-2-87510549

Recommended by :

Small & Medium Enterprise Credit Guarantee Fund of Taiwan  
E. SUN BANK

Business Items :

Research, design, develop and manufacture branded all-in-one  
time-lapse camera as well as innovative ODM services

Main Products :

Time-lapse camera/ Peephole viewer/ Portable surveillance  
camera



董事長 陳世哲先生 Chairman: Mr. Chen Shih-Che



(左)產品-PHV MAC  
(右)產品-TLC120



<http://www.brinno.com>



BCC200 with Accessory



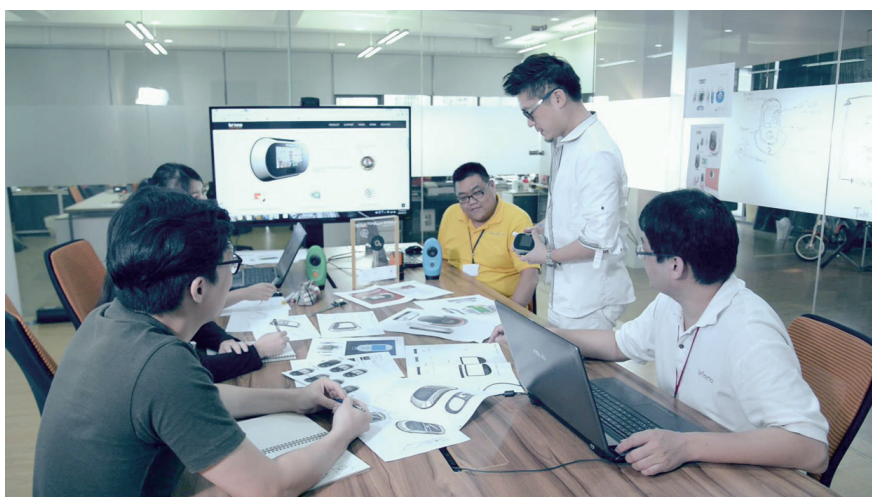
邑錡的自有品牌“Brinno”是結合 Brilliant Innovation 兩字的創新詞，代表了董事長陳世哲先生帶領公司近10年來所秉持的經營理念—唯有“創意、創新”的自我挑戰，企業才能不斷自我提升，達到永續經營。

### 自主開發 累積研發實力

邑錡成立於2003年，早年從事貿易，於2007年陳董事長接手公司後轉型，先以創新ODM服務，提供國際知名科技大廠在小型電子設備從設計、開模、委外量產、交付一站式全方位解決方案的加值服務，開啓輕資產、重複營收的商業模式；公司再以淨流入的資金投入自行研發的縮時攝影單體機技術，以中小企業的有限資源自創品牌，並以全球唯一的創新產品切入市場，成為細分行業的領航者。

### 市場定位 營運策略

邑錡深信深耕品牌，企業方能獨立自主運行，永續經營。公司早在2008年預見影像市

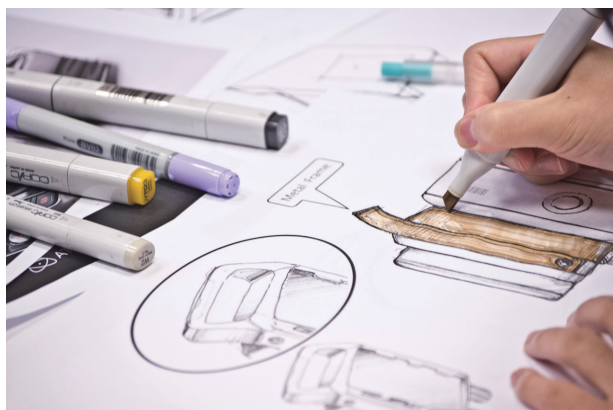


設計發想討論 Design Conference

場高增長前景，特別是即時分享「縮時攝影」影片蘊藏巨大商機，遂結合設計經驗、電池續航力和影像處理的核心技術，自行研發在商業場景、個人休閒生活都能廣泛應用的「縮時攝影」攜帶式單體機，以Brinno自創品牌推向全球市場，成功的與傻瓜相機、附帶攝影功能的智慧型手機做區隔，成為領導快速崛起視角相機裡細分市場的“先行者”。

### 獨特創新 增加產品競爭力

邑錡獨有縮時攝影技術發展出三個系列的品牌產品，包括攜帶式/穿戴式縮時攝影相機（TLC系列）、智慧家居防盜攝影機（SHC系列），及攜帶式監控攝影機（MAC系列），主要應用在沒有電源的戶外場景，例如大自然探索、生活情趣、偵測保全，以及長效記錄的商業應用。品牌產品在歐、美、亞洲國際展賽中獲獎無數，並在50多個國家成功建立了60多個經銷商的銷售通路；在全球電子商務龍頭企業“亞馬遜”平台長期贏得國際消費用戶滿意度4顆星以上的佳評。公司的品牌價值也充分



研發設計 Research and Design





TLC200 Pro



Brinno辦公室  
-設計部  
Brinno Office-  
Design Department



Brinno Construction Cam

反映在營收數字上，過去3年業績持續保持年平均30%以上高成長，毛利率穩定保持在40%以上。

### 掌握市場趨勢 順勢發展

展望未來，邑錡公司兩大主營業務均將受惠於智慧型攜帶式/穿戴式電子設備的潛在巨大商機。創新ODM業務在雲端大數據的浪潮驅動下，將承接更多科技業者雲端中

“端”（即硬體設備）的實現，滿足消費大眾對日趨多元化智慧型裝置的需求。在自創品牌產品區塊，邑錡甫研發成功節能WIFI模組，結合現有縮時影像處理與電池續航技術，具備跨行業從B2B 服務到 B2C市場的能力，公司將持續深耕B2B商業應用市場，在B2C市場，能解決智慧型電子設備



MAC200DN

在戶外對長效電能需求殷切的痛點，發揮公司產品優勢，快速擴大市場。邑錡憑藉經營團隊多年優異之開發及經營管理能力，秉持一貫嚴謹而積極的精神及態度，未來必能達成設立營運目標，持續創造豐碩的營運成果。■



美國科技雜誌-百大創新產品-2014  
US Technology Magazine-Innovative Product



The company logo "Brinno", a coined word of "Brilliant Innovation", epitomizes what we have been doing for the past 10 years at Brinno" said David Chen, the Chairman. It is his belief that only through creativity and continuous self-challenge can an enterprise thrive for excellence and achieve everlasting success.

### Company History

Brinno was founded in 2003 as a trading company with lack-luster performance. Mr. Chen took over the firm as CEO in 2007, and initiated the transformation of asset light business model. The firm first set up a knowledge-based "Innovative ODM Services" business unit, leveraging its hardware know-how to provide to its world class IT clients one-stop total solutions in design, molding and manufacturing to deliver novel electronic devices. The business unit quickly brought in recurring revenue and positive cash flow. The firm then re-directed the net inflow fund to research, developed time-lapse photography related technology, and introduced in

2008 own its branded all-in-one, handheld time-lapse camera which was unprecedented in the market. Brinno has ever since become the niche market leader of time-lapse camera.

### Market Positioning and Strategy

As an on-going concern, Brinno believes in the power of branding and its importance for a company to control its own destiny.

In 2008, the firm foresaw the high growth prospects of imaging market, especially the potential in instant sharing of time-lapse video clips. The R&D team has thus put together the core technologies of long lasting power, image processing and industrial design to come up with an easy-to-use, all-in-one camera for both industrial and end-consumer use. Brinno positioned the branded time-lapse cam well, differentiated itself from point-of-shoot (POS) as well as mobile phone cameras, and stood out as the first mover in the niche sector of the fast rising alternative point-of-view (POV) camera market. The company has developed from its competitive edge 3 product



邑錡團隊 Brinno Team





員工旅遊-吳哥窟 Company Trip- Angkor Wat



員工旅遊-澳洲 Company Trip- Australia

series including portable/ wearable time-lapse cam (TLC series), smart home/ security cam (SHC series), and portable surveillance cam (MAC series). The products are mainly used for outdoor activities where power is hard to find.

Brinno's products have won many awards for the company from 1st tier international tradeshow and exhibitions. Most importantly, the company has successfully established in 50 countries a solid network of 60+ distribution channels. The products have been long ranked on the global leading e-commerce platform, Amazon, 4 stars or higher satisfactory rating by our mass users.

The brand value has also been manifested in our financial performance. The firm has kept for the past three years an averaged 30% annual high growth rate in revenue with stable gross margin of above 40%.

### Future Outlook

Both the two business units of Brinno benefit from the huge future potential of smart portable/ wearable devices.

The fast growing IT trend in cloud computing and big data has positive impact on the "Innovative ODM Services". Brinno sees increasingly high user demand for various smart sensor devices to access IT cloud services for different new business and personal purposes. For Brinno's own "Branded

Products" business unit, the newly developed low power wifi module will enhance the functions of long lasting power and image processing so as to address users' pain points, satisfy both B2B and B2C outdoor customers, and expand market share.

Brinno management team will continue to aim high and exert efforts to operate efficiently to deliver Outstanding Performance. ■



### 綜合評語 Commentary

以縮時攝影獨步全球，獲得國際市場之肯定，並深知「品牌」之重要性，強調顛覆創新，不打價格戰，追求差異化及附加價值。因反恐事件影響及網路科技之進步，帶動保全/監控業智慧化之革新，市場潛力無窮，未來更具發展潛力。

Brinno has achieved international recognition for its unique offerings in time-lapse photography. Recognizing the importance of "branding", the company focuses on revolutionary innovation. It also pursues differentiation and value adding rather than competing on price. The effects of terrorism and advances in Internet technology have brought about a smart revolution in the security/surveillance industry. This is now a huge market with even greater potential future development.