



科邦科技股份有限公司

COBAN Technologies, Inc.



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Chairman : Mr. Spencer Lee



安裝產品 Installation

負責人 Owner : 李春生 Spencer Lee

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推薦單位 Recommended by :

駐休士頓台北經濟文化辦事處

Taipei Economic and Cultural Office in Houston

休士頓華僑文教服務中心

TECO in Houston

營業項目 Business Items :

警用車載錄影監控系統

Digital Surveillance Systems for Law Enforcement

產品名稱 Main Products :

Fusion, Edge, Titan M7, Interview Room System, DVMS.



<http://www.cobantech.com>



產品 Products



1980年代開始，美國警車就開始配備 DHS 錄影系統。由於使用、保存、管理上諸多不便，而電腦科技日新月異，數位車載錄影系統 (Digital Mobile Recording Systems) 應之而生。2000年 911事件之後，「國土安全」(Homeland Security) 成為美國政府首要任務，因而加速警車對「數位車載錄影系統」的需求。在市場的需要和科技的成熟兩個條件下，2002年在休士頓，由三個台灣留學生和一位本土美國人，成立了 COBAN Technologies, Inc.。

產品價值—強化法治、維護人權、增加效率

美國是一個法治與人權並重的國家。COBAN的產品提供警察有利的搜證工具。而客觀的錄影證據，同時也防止警察執法不當。此外，該產品能整合警車內其它設備，提高警察執勤效率；而所錄檔案，並可為立法機構提供有效資料，制訂法規。

COBAN曾多次被法院傳喚，說明所取得證據的客觀性與可靠性，幫忙法院做出公正的判決，例如：2004年 Yakima警察擊斃毒販；2008年Hollywood警察侵犯人權案。

產品特色—無縫串連、精小強固、功能強大

COBAN是一家電腦系統商(System Integrator)，此系統包含下列四部份：Capture(車內錄影)、Transfer(資料的傳送)、Storage (資料的儲存)、Management (資料的管理)。為完成上述四個過程，需要結合多種軟體和硬體。如何依客戶的需求，將所有硬體和軟體結合(integrate)，這是COBAN賴以生存的 Know-How。

因前端錄影系統是裝在警車之內，所以

在硬體的設計，力求短小精簡(compact)和堅固耐用(ruggedized)。今年初，推出的第四代產品 Fusion，精小且容易安裝、高解析度並採用 H.264先進的影像壓縮技術。

在軟體方面，DVMS (Digital Video Management System) 是COBAN自行開發的「影音資料管理系統」，也是COBAN的核心技術。十二年來，公司一直投注人力，不斷更新，現在已成為一個功能強大的資料管理系統。

開拓市場—重點突破、幅射擴散、網狀佈署

美國警用設備市場非常保守，對新公司、新產品接受度較低。COBAN成立之初，幸與 IBM合作，在大城市做重點突破，繼而向周邊城市，作幅射性擴散。經過多年努力，目前已將美國分成九大區，各區配置業務代表 (Regional Sales Manager)。至今全美十大城市中，有三大城市是COBAN的客源：洛杉磯（第二大城），芝加哥（第三大城）和聖安東尼（第七大城）。COBAN已成為美國警用錄影設備知名品牌之一。

經營管理—延攬精英、改組結構、目標經營

公司漸漸成長之後，經營管理成為迫切需要加强的地方。因此公司積極延攬高階管理人才，對公司機構進行改革，並施行「目標經營」(Management By Objectives)。該計劃將每年公司的營運計劃和經管團隊的表現，以量化方式進行考核，成效顯著，2013年公司營收成長67%。

企業文化—制度透明、管理民主、種族和諧

公司有詳盡的員工守則，升遷制度、加薪辦法、佣金制度、福利制度和醫療保險。用精



繳的制度，讓管理制度化、透明化，以降低人為偏見，讓員工有一個公平合理的工作環境。

目前COBAN員工將近一百人，是一個多種族的公司，而以台灣人和本土美國人佔大都數，為兼容並蓄，公司聘用多位台灣人第二代，他們以流利的英語和中文，融合各色人種，對公司的團結，起了很好的膠合作用。

社會貢獻—維護正義、促進貿易、贊助教育

COBAN的產品對維護法治和保障人權，貢獻甚大。公司的產品一直由台灣工業用電腦廠代工，故每年由台灣進口貨物，超過千萬美金。

董事長李春生酷愛中華文化，他贊助美國大學與台灣大專院校交換學生，捐助慈濟興建中文學校，在休士頓推廣中文教育不遺餘力。

COBAN's Background

After September 11, 2001, "Homeland Security" became the first priority of the US government and the demand for digital mobile recording systems for law enforcement increased. With high market demand and technology availability, COBAN Technologies was founded by three Taiwanese engineers and one American in Houston in 2002.

The Value of the Product

COBAN products collect legal evidence as well as prevent police from infringing on human rights. Our product integrates with other police equipment to improve efficiency and provide effective information for legislative bodies.

Video evidence captured by COBAN systems has been critical in delivering fair legal judgment for both police and the public, including a 2004 case in Yakima, WA and a 2008 case in the Hollywood, CA.

Product Features

COBAN systems consist of four segments:

未來展望—不斷創新、進軍國際、百尺竿頭

公司秉持不斷創新、永續經營的精神，於2013年通過一套五年計劃，將於二年內推出第五代產品，並規劃進入國際市場。

美國是一個成熟的法治國家，和政府單位做生意，比較單純，但需要耐心。而美國的「數位車載錄影系統」市場，尚未飽和，COBAN已在此一市場佔有一席之地，只要腳步穩健，相信會走得更遠，爬得更高。■



銷售與行銷 Sales and Marketing

Video Capture, Data Transfer, Data Storage, and Data Management. Integrating all the hardware and software required to accomplish these processes is COBAN's expertise.

The front-end video unit is installed in police cars, so the hardware design is compact and ruggedized. Our newest system, FUSION HD, is small, easy to install, and uses advanced H.264 video compression technology.

On the software side, COBAN's DVMS (Digital Video Management System) is a "video data management system." It is COBAN's core technology. We spent twelve years refining the solution into a powerful information management system.

Opening up the Market

The US law enforcement equipment market is not very receptive to new companies and products,

but COBAN was fortunate to make breakthroughs with police departments in large metropolitan areas. So far, three major US cities are COBAN customers: Los Angeles (second largest city), Chicago (the third largest city), and San Antonio and Seattle. The number of customers has reached almost 300 and COBAN has become a brand name in Digital Mobile Recording Systems for law enforcement.

Management and Corporate Structure

After the company began to grow, we focused on strengthening our management. The company actively recruited senior management personnel, reorganized the corporate structure, and managed by objectives. As a result, COBAN's revenue grew 67% in 2003.

Corporate Culture

COBAN adopted a series of policies to provide a fair and equitable work environment. COBAN has a comprehensive employee handbook, promotion system, salary system, bonus system, and health insurance.

The company has nearly 100 employees from different backgrounds, with Taiwanese and Americans accounting for the majority of our personnel. The company employs a number of second-generation Taiwanese who play an important role in strengthening the cohesiveness of the company.

Social Contribution

COBAN makes great contributions to promote trade. The company's hardware is OEMed by industrial computer factories in Taiwan and COBAN spends more than 10 million dollars each year

importing goods from Taiwan. Chairman Lee has sponsored the exchange student program between St. Thomas University in Houston and colleges in Taiwan and spares no effort to promote Chinese education.

Future Prospects and Innovation

COBAN always keeps innovation in mind. In 2013, the company adopted a five-year business development plan to launch the 5th generation of the product and enter the international market. COBAN has won a strong share of the US mobile digital video market, which is not yet saturated. As long as our pace is steady, more success will come.

綜合評語 Commentary

- 結合台灣的科技和資金，以及美國的經營管理和市場行銷，成功打入美國主流市場。企業管理制度透明，內部人事管理強調民主，擅以各種面向分析及調和與客戶、員工之間的和諧關係。
- 負責人對連結僑居地與台灣的關係著墨甚深，不但贊助當地中文學校之興建，也致力於中美文化及中文教育推廣，值得海外台商學習借鏡。
- Combining Taiwan's technology and funds together with American management and marketing, it has successfully entered the mainstream American market. The corporate management structure is transparent, and the internal HR management stresses democratic practices. The company is adept at conducting analysis from different aspects and harmonizes the peaceful relations between the client and the employees.
- The company representative invests heavily in forging the relationship between the overseas residents and Taiwan. Not only does he sponsor the construction of the local Chinese language school, he is also devoted in the promotion of Chinese-American culture and Chinese language education. It is worthy of other overseas Taiwanese businesspersons to emulate.



聖誕派對 Christmas Party