



Construction Cam

建築工程記錄專用機，用於長期工程拍攝數個月甚至整年的記錄過程，方便檢視施工過程的進度與管理，如地基建造、水泥灌漿、鋼筋打樁、連續壁等重要的監工記錄應用。Construction work recording camera, which records the process of long-term construction spanning from months to one year. The recorded videos provide convenient scheduling and management for the record of the construction process, including foundation construction, concrete pouring, piling, and diagram wall building.

FAST FORWARD YOUR UNIVERSE

A Niche Market Identified by Brinno

微縮你的大千世界—Brinno的品牌利基之道

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台灣設計公司這幾年如雨後春筍冒出，雖然數量眾多但經營不易，有能力服務國外客戶還限制接案量更是異數。2007年創立自有品牌Brinno的呂錡，目前已達損益兩平，營收持續成長，這樣成績對正在經營品牌的科技、文創設計或傳產企業來說都不簡單。今年初他們也加入創櫃板來募資，未來以上市作為目標，膽敢挑戰資本市場勇氣，是許多設計師無法想像的，我們好奇甚麼原因讓Brinno可以走自己的品牌之道。

In recent years, an increasing number of design companies have emerged in Taiwan. Their work hasn't been easy, however, and only a few of these companies have been able to serve foreign clients and limit their number of projects to ensure quality. In 2007, Brinno founded its own brand and has since achieved breakeven and continued to grow in revenue. This is a rare showing in technological, cultural, and creative design, or for a traditional company still in the branding phase. At the beginning of this year, Brinno joined Go Incubation Board for Startup and Acceleration Firms (GISA) to seek out fundraising opportunities, and plans to go public in the future. This courage to challenge the capital market is near unimaginable to many designers, making us curious as to how Brinno has been able to succeed in their branding.



MAC200

工程專用的縮時攝影兼偵防的相機，可從每秒2~3張至一天拍一張，當有人闖入偵防範圍時，相機會加速拍攝，提供完整影像。Time-lapse and motion sensor camera dedicated to construction applications. Settings range from 2-3 pictures per second to one shot per day. The camera increases its speed of shooting and provides complete images when anyone enters the detection range.

唯有品牌才能創造重複營收

擁有自有品牌Brinno背後的设计公司叫邑錡，過去其實相當低調，但你絕對使用過它們的產品，客戶包括一線科技大廠羅技、微軟、索尼、惠普等等。邑錡創辦人陳世哲總經理表示：「其實不少人找我們分享Brinno經驗，但過去因為還沒做到一定成績，所以我都婉轉拒絕。」邑錡受到眾多國際大廠客戶青睞，但為什麼有穩定獲益仍投入品牌，陳世哲總經理有感而發的說：「設計服務案的金額再怎麼高，都只是一次性收費，唯有品牌才能持續創造重複性利潤。而且設計師幫許多品牌服務，其實內心都有一個夢，那就是做自己的品牌！」因為一個初裏加上面對公司成長的願景，因此讓邑錡毅然決然投入品牌之路。

用生活結合科技切出利基市場

自創品牌知易行難，首先得面對資金問題。邑錡是靠設計起家，只能仰賴設計服務來養品牌，但自家品牌難道不會與客戶打對台嗎？「前提是你獲得客戶信任才有辦法，而且選擇類別一定要避開客戶品類。」陳世哲總經理進一步解釋，因創業夥伴中有人專門研究影像領域，因此也選擇看似一片紅海的相機市場，但透過「生活」結合「科技」的創新，從中切出專攻縮時攝影的全新領域。Brinno率先推出市場的首款產品是BirdWatchCam動態感應相機，當時陳世哲總經理飛到美國，與影像技術團隊一同找出生活應用面的消費者需求點。由於國外許多人會在戶外裝設觀鳥器，但人不可能24小時在旁守候，因此當有動物進到視線範圍時，BirdWatchCam會自動感應並開始拍照，等動物離開時就停止；另一個產品系列是縮時攝影相機，產品





設計服務案討論會議。Meeting for design service projects.

對Brinno來說，目前挑戰之處反而不在產品開發，在於與消費者的溝通和教育。目前Brinno是透過國外行銷公司來操作，並且運用代理經銷制度，不僅能學習國外做法，而且能運用最少的人力管理全世界的市場。而產品力也是最好的行銷武器，集結多年消費者意見和代理商回饋，變成調整及開發新產品的絕佳利器，來持續提升產品水準。



PHV MAC來客拍

能夠自動偵測接近物體並立即拍攝影像，具有影像儲存功能，就算人不在家還是能記錄每天的訪客日記。Automatically detects approaching objects and shoots photos instantly. Offers image storage functions, to record your daily visitors, even when you are away from home.

GardenWatchCam一開始主打花草生長，但因緣際會下發現應用遠甚於此，「縮時攝影的應用其實很廣，設計時我們也沒預料到。從這幾年使用回饋，發現客戶會自行把產品應用在個人生活裡，找到新的使用情境。」像是有客戶買了產品架在樹上，去觀察一天當中有哪些動物經過，找到行蹤出沒規律性，就可以輕鬆打獵，也有建築工地主任利用縮時攝影來監工，或應用在食物生產履歷監控，縮時攝影搖身變成效率提升與加值的利器。第三款產品線用於安全監控，像01PeepHole Viewer數位電子貓眼解決過去居家、飯店可能被不肖人士透過門孔來偷窺房內，這款產品還解決門孔畫面變形問題，並連結無線網路變成監控系統，而且安裝輕易只要三、五分鐘，完全不需拉線。

品牌至少要有一道護城河：Brinno拍照省電技術

雖然Brinno與競爭者相較，比的不是殺紅眼的技術規格，而是生活應用，但反之生活應用看似被模仿的相機，其實早已築起競爭高牆，陳世哲總經理表示，以縮時攝影和動態攝影產品來說，主要應用於戶外，因此電量時間是關鍵。一般相機了不起拍幾千張是極限，但Brinno可以到幾十萬張，高出幾百倍，「這也是拜過往團隊組成，除了工業設計外，還有機構、模具及電子研發人才，才能讓Brinno挑戰省電技術。」陳世哲總經理說明，能簡化不簡單的設計也很重要，例如相機只要一鍵不需數位後製，讀取記憶卡後就能直接觀看完整縮時影像。



代工是魔鬼的誘惑

做品牌是一個不斷與代工拉扯過程，猶如抗拒魔鬼的誘惑。若品牌能堅持走下去，最終就會是自己的。陳世哲總經理接觸許多國外創業家，發現他們只願意做品牌，腦中從沒代工選項：「在台灣10個有9.5個都是走貼牌。雖然OEM是以賺錢為第一優先，但從長期來看反而沒賺到錢。」其實Brinno推出產品後，就有大廠找上門希望能幫忙代工，但陳世哲總經理認為，若接受了短期獲益，反而會賠掉長期，不願意走回頭路。雖然昂錡同時也做設計服務案，但故意限制一年只接5到8件國外單子，完全不接國內，理由是國外對設計的認同直接反應在報價，而且客戶市場是全世界，也有財力願意支付。一般外觀加上機構設計，台灣要收兩萬美金很困難，但國外十萬美金一點都不稀奇。

用四十人的小支點創造大品牌

身為創辦人的陳世哲總經理，公司治理也有自己獨到哲學，他刻意把公司控制在50人以內的規模，「你看我們新的辦公室，其實當初做室內空間規劃，座位數量有刻意控制的。」目前昂錡已經有42人，陳世哲總經理表示若沒有設定目標，公司就會太快速膨脹。以昂錡目前營收達到億元規模，公司一不小心就會到七、八十人，他希望能維持現有人數，但做到幾十億、幾百億的營收，並朝股票市場公開發行目標邁進，讓台灣品牌再創世界奇蹟。



TLC200 Pro

是全世界第一款HDR縮時攝影機，可更換鏡頭，而且僅需單鍵即可輕鬆拍照與影片轉檔。The world's first HDR time-lapse interchangeable-lens camera, which features one-touch shooting and video.





高雄Brinno辦公室 - Yi-Chi's Brinno Office.

Only Branding Can Create Recurring Revenue

Yi-Chi is the design company behind Brinno. It keeps a low profile, but you've surely used their products. The company serves as an OEM for leading technology companies such as Logitech, Microsoft, Sony, and HP. According to Shi-Zhe Chen, general manager and founder of Yi-Chi, "Many people asked me to share my experience with Brinno. But I graciously declined because I hadn't yet achieved the results I wanted." Why is Yi-Chi looking for other opportunities when the company is already favored by numerous international clients and continues to receive stable profits? Chen commented: "Any design service project, no matter how high the profits may be, is a one-time service. Only branding can create recurring revenue. In fact, all designers who work for branding companies have a dream of founding their own brands!" Without a doubt, it was this vision of developing his own company that led Yi-Chi into the world of branding.

Creating a Niche Market through Integrated Lifestyle Technology

Branding seems easy, but in practice Yi-Chi's first trial was to find funding. Building upon his designs, Yi-Chi realized that the only way

to develop a brand was to provide design services. But how can a company avoid bumping up against existing clients while trying to launch its brand? General Manager Chen went on: "It can be done, but you first have to gain the trust of your clients. And you have to choose a different product from those of the clients. One of Chen's startup partners was an expert in images, which led them to choose the "red-ocean" camera market. In addition, through an innovative combination of "life" and "technology," Yi-Chi explored and founded a whole new field, with an emphasis on time-lapse photography. Brinno's first product was BirdWatchCam, a motion activated camera, for which General Manager Chen flew to the U.S. and worked with the imaging technical team to study the demands of general consumers. In foreign countries, many people install outdoor bird feeders; these, however, cannot be tended 24/7. To address this, BirdWatchCam automatically senses and shoots whenever an animal enters the sensing region and stops shooting when the animal leaves. Another major product series is GardenWatchCam, a time-lapse camera that records the development of your plants. Fortune has favored Brinno: "It turns out time-lapse photography has far wider application than was known to us during the developmental stage. We gradually found out

through feedback that customers find new uses by using products in their daily lives." One customer mounted the product on a tree to observe animals passing by, and in the process, discovered a trail that could be used for hunting. In another case, a construction site supervisor used time-lapse photography to supervise workers. The product could also be applied to monitor food production. These customers helped Brinno reinvent the product, increase its efficiency, and add value to it. The third product line is for safety monitoring. PeepHole Viewer is a digital peephole viewer that can prevent people from looking through the peephole in houses or hotels. This product also solves the problem of peephole view distortion. By connecting to a wireless network, it can also be turned into a monitoring system. Moreover, the product is wireless and can be easily mounted within five minutes.

Every Brand Needs a "Moat": Brinno Power-Saving Technology for Cameras

Compared to its competitors, Brinno emphasizes the real-life applications of products rather than their technology or specifications. These seemingly easy-to-replicate cameras have, in fact, built a soaring wall against the competition. According to General Manager Chen, time-lapse and dynamic photography products are primarily used in outdoors applications, for which battery capacity is key. An ordinary camera can shoot thousands of pictures, but Brinno offers a hundred-times more battery life through its hundred-thousand photo capacity. "It's all thanks to our research team, composed of talented industrial designers, mechanical designers, molders, and R&D personnel. Their efforts allow Brinno to face up to the challenges of power-saving technology." According to Chen, it's important to simplify complex designs, such as a camera needing just one touch to view the complete set of time-lapse photos on its memory card, without the need for a digital darkroom.

Brinno's current challenge isn't product development but in consumer communications and education. Through working with foreign marketing companies, Brinno hopes to learn the associated set of skills, and thereby oversee its global market with minimum manpower. But in the end, high-quality products are themselves a powerful weapon for marketing. With many years of experience in consumer and distributor feedback, Brinno has the most effective tools for adjusting and developing new products already in its hands, allowing them to continuously enhance product quality.

The Devil's Temptation: OEM

Branding consists of a continuous struggle with OEM, as if trying to resist the temptation of the devil. However, persistence has yielded abundant fruits. General Manager Chen contacted many foreign entrepreneurs and discovered that they solely think of

branding—OEM is never an option for them. "In Taiwan, 9.5 out of every 10 manufacturers adopt the OEM model, which appears profit-oriented, but in the long run earns you nothing." Soon after Brinno launched their products, several large companies inquired about the possibility of an OEM arrangement. Chen declined the offers, as he was not willing to lose long-term profit for short-term benefits. Currently, Yi-Chi still accepts design service projects, but the number of foreign orders is intentionally limited to 5-8 cases. The company doesn't accept domestic orders, because foreign clients are more generous in their offers for their preferred designs. The economic power of clients also shows two different worlds: An exterior and mechanical design project would be difficult to charge US\$20,000 in Taiwan; however, it is common to ask US\$100,000 from foreign clients for the same project.

A Great Brand Supported by 40 People

Shi-Zhe Chen, General Manager and founder of Yi-Chi, has a specific philosophy for operating the company; he deliberately keeps its staff under 50 employees. "Look at our new office. The number of seats was deliberately limited at the interior design stage." Right now, Yi-Chi has 42 employees. According to Chen, the company may have over-expanded if a goal was not set in the beginning. For example, for a company like Yi-Chi that has achieved hundreds of millions in revenue, the number of employees can easily expand to 70 or 80 people. Chen, however, hopes his company will reach upwards of billions in revenue with the existing number of employees. His ambitions even extend to going public on the stock market, creating another global miracle through a Taiwanese brand.

高雄Brinno辦公室 - Yi-Chi's Brinno Office.

