

## Here roars 'Apacer', world's leading memory module maker in India

The 'memory & flash' battles are getting intense in India. Be it Kingston, Apacer, Transcend, or TwinMos (not to mention the local brands) all of them are bringing their entire logistics together for the protracted battles ensued in the challenging arena of memory modules & flash products. Apacer Technology, the leading memory & storage company globally, looks comfortably positioned in the Indian market as well, and the rumblings are quite audible.

Founded in 1997 as a specialist DRAM module supplier, Apacer Technology, Inc. developed expertise in the area of 'memory & storage'. By extending its full line of memory module products, increasing production capacity developed from vertical integration of semiconductor technology and marketing expertise, Apacer Technology successfully established its independent Apacer brand name. In 1999, it became the fourth biggest memory module maker in the world.

Sensing the market potential of flash products and consumer electronics, in 1999, Apacer Technology expanded its product range to include mobile storage covering flash and USB products. Apacer broadened its operational focus to "memory & storage" and strengthened its digital storage line through increased R&D capacity to become the Digital Storage Provider. In 2002 Apacer Technology founded its firmware R&D team to reposition the enterprise as the 'Digital Storage Application Creator' and has since introduced a wide range of innovative, award-winning and publicly-praised digital storage products.

"In the fast changing and highly competitive IT industry, Apacer's mission is to provide reliable products and services perfectly design for corporate and consumer needs. What motivated Apacer to enter the memory industry remains the stimulus for the company to keep its edge," says Cindy Huang, Director, Apacer Technology, Asia Pacific Sales Marketing Division. "Be it the design or

the development of memory modules, embedded flash, consumer digital storage products and applications, all-out endeavor in every business undertaking is how Apacer demonstrates its commitments to providing customers with a Perfect Memory-sharing Experience," says Cindy.

Apacer's global revenue of Year 2006 was \$ 517 millions. In terms of business in specific markets, the company gained nearly same ratio of the revenue from the North American market, European market, and the Asian market.

The core thinking of Apacer's R&D team is innovation. "In the field of memory modules, constant innovation is what keeps Apacer's R&D team ahead of the pack," says Cindy. Thorough studies of ergonomics, including user habits and health-care, witness Apacer's commitment to product development and innovation. "Understanding industrial user needs is the foundation of our embedded flash design

innovation, and adding values to the consumer electronics market", says she. Working alongside its clients and suppliers in product development, the company has succeeded in achieving continual breakthroughs in key technologies. Based on the spirit of

team sharing, Apacer works with CPU, chipset, motherboard, and system vendors in its supply chain to engage in technology cooperation and interchanges, furthering mutual relationships and enriching product R&Ds.

"As competitors rapidly introduce new DRAM and flash generations, Apacer utilizes advanced technologies to innovate in the smartest way, while always remembering the five core values: trustworthy, creative, stylish, young, and energetic. We focus on fulfill customer satisfaction as it's the core value of our branding", says Cindy.

### India beckons

The entire world is cognizant of the growing economic prowess of India. Business entities



# Apacer

*Access the best*

**Cindy Huang**  
Director, Apacer Technology  
Asia Pacific, Sales Marketing Division



Apacer derives 'the word' from 'Pacer'-meaning a powerful walker, and signifies its goal to becoming a trendsetter for the memory and digital storage market

around the globe aspire tapping the burgeoning IT market in India as well. Apacer too, holds the desire of catering to the Indian cyber markets with numerous products and services. "The Indian market is surely significant for Apacer and that is the reason we set up a branch office in Bangalore in March this year. We firmly believe that to provide Indian users the best services, a branch office is important as it can offer instant services and responses to users. In addition to the best services, Apacer offers best quality of products, reasonable prices, innovative designs, and long-term commitments to customers and consumers", says Cindy.

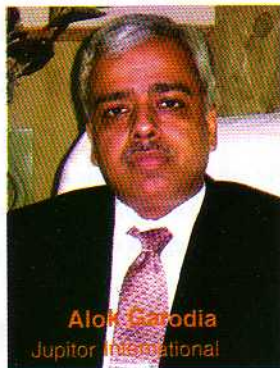
Absolutely, Apacer has fully grasped the Indian promise. The company did a thorough research before entering this market and everything it looks is on the right tracks as Apacer expected initially.

In India the company maintains a small, yet, aggressive team to handle all the major verticals of the business including sales, marketing, technical support and services. Apacer has staffed local sales and marketing people, FAEs and RMA support to build a strong network for Indian customers.

Steve Ku has been assigned to the Indian market as the General Manager and is presently based at Bangalore office. On the other hand, Apacer already appointed Suraj Raina as its 'National Sales Manager' who is a seasoned veteran in this field. However, Apacer aspires to expand its direct team in India. "We plan to have more offices in the major metros in India and will have dedicated staff for the region. This will help us serving the customers better and understanding the requirements of our partners and customers. We plan to recruit more employees to serve this country", says Cindy.

In terms of reaching out to the Indian partners and customers, the company has appointed Jupiter International Ltd as its national distributor of USB flash drives, while Delhi-based Silicon Impex Pvt Ltd is its 'regional distributor' for DRAM modules. On the other hand, Vaibhav Enterprises is a partner for Flash cards. "We have good relationships with them", says Cindy.

The selection of these partners is full of merits, and right rationale. If we talk about Silicon Impex, this company is pretty known across the country so far as the memory modules are concerned. The Delhi-based firm has succeeded in establishing itself as a stronger player in the difficult and shifty field of memory modules. Over a period of time, Silicon Impex has created a wide and pervasive net-



**Alok Garodia**  
Jupiter International



**Parvesh Gupta**  
Silicon Impex

work of channel partners in the country. In the area of post-sale services, and warranty assurance, Silicon Impex has become a shining example. "The success of our company is largely due to the nimble post-sale service that we offer" says Parvesh Gupta, Director, Silicon Impex Pvt Ltd.

"With Apacer, we trust, we can cater to even a wider spectrum of memory module market in India. We've the experience of dealing in memory modules from numerous vendors, but Apacer stands brilliantly distinct. Whether, it is memory modules or MP3 players, Apacer products are superb. We are proud of being the distributor of Apacer in India," says Gupta.

In fact, the company, Silicon Impex, has transformed itself smartly in such a way that Apacer as a brand gets the maximum market visibility and attention. The imprint of Apacer on the very psyche and consciousness of Silicon Impex is deep, and solid. On the issue of post-sale service Silicon Impex offers comprehensive warranty coverage on the Apacer products. "At the moment, our partners help us do swap service. We've been planning and discussing with third parties to do local RMA. It is clear that in the near future the local RMA system will be built up", says Cindy.

Kolkata-based distributor, Jupiter International, has a rich vendor repertoire (they even offer IT paraphernalia of their own Frontech brand). Being the national distributor of Apacer's USB flash drives, Jupiter International is making an impressive impact in the Indian market, a market that is seeing players like Kingston, SanDisk, TwimMos, and Transcend getting active in the same field (USB flash drives). Blame it on the growing adoption of mobile phones, digital cameras, camcorders, and other electronic gadgets that is pushing the market of USB flash drives in India. The market of USB flash drives is expanding exponentially in India. I think with quality products from Apacer we're tapping this product category nicely," says Alok Garodia, Managing Director, Jupiter International Ltd.

### Memory module maestro

Apacer offers a comprehensive range of memory modules for desktop, laptop, server, and high-level corporate needs. Besides continual development on memory modules of each segment, in order to meet demand in DIY segment of the desktop PC memory market, Apacer has been focusing heavily on overclocking and DDR3 memory R&D.

"In our development of next-generation desktop PC memory

our new DDR3 1066/1333 memory module to take advantage of the introduction of the new Intel 3 chipset series. Apacer plans to launch the ultra-high-performance DDR3 1600 and the DDR3 2000 over-clocking module before the end of 2007, so that over-clocking gamers can experience for themselves the superior performance and high stability of Apacer memory products," says Cindy.

What sets Apacer's overclocking memory products apart from those of other brands is that, when developing a new overclocking memory product, not only is the company very choosy about which die supplier to be used, the company also implements rigorous quality control based on the specific parameters, frequency and power consumption of the individual IC. "We eliminate those ICs that have excessively high power consumption, and select only the lowest-frequency, low-timing ICs. In this way, we can ensure that our over-clocking memory products provide superior, stable performance," says Cindy.

In India, the company is getting great response around its memory modules. "We've have worked with several big customers in India and got their good feedback. Our products also got the qualification of major brand PC companies (like HP, HCL, and Acer) and OEM companies (such as ASUS, Gigabyte, MSI, and Quanta). Apacer is their qualified supplier for many years. India has many PC and gaming enthusiasts. It can be sure that DDR3 will be widely accepted in India," adds she.

On the other hand, demands of flash card products are enormous and Apacer has seen this trend in India. To meet demands of different segments, Apacer's mobile series flash cards are designed for 3G and smart phone users' audio/video entertainment needs. These Mobile cards provide users with the large capacities that their 3G and smart phones demand, allowing them to enjoy taking high-resolution photos, record videos, listen to MP3s, transfer data wirelessly and download games and multimedia files. Apacer's photo series flash cards are designed for general consumer needs, appeal to a wide range of users and portray a more general digital lifestyle theme. In addition, the professional photo series flash cards target professionals using higher-pixel photography equipment that demand fast read/write speeds, large capacities, and excellent stability. The fast read/write performance allows for fast, continuous high-speed shooting and effectively speeds up data-processing time.

"At the moment in Indian market, we focus both on bundling cases and retail business. We bundle our flash cards with major camera and mobile phone companies. Besides the bundling market, we vigorously promote Apacer in retail markets. For the latest Apacer miniSDHC 4GB flash card, as SDHC specification is going to be widely applied in the market, the fast speed, high capacity and reliability of Apacer miniSDHC 4GB flash card is perfect for Indian users needs", says Cindy.

Apacer has introduced four models of MP3 players and is going to release more models •

