bikealarm

Best Smart Lock 바이크알람

(주)디오엔제임스

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1. Company Introduction

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COMPANY INTRODUCTION

Dio & James was established in 2004, has been manufacturing and selling car black box products, the Black Angel and retail sales business for car navigation now.

The company have been a front runner in supplying Black Box and other electrical appliances in a vehicle based on infrastructure for best service, technology and quality. Supported by our prompt and correct decision-making and diverse and smooth internal communication based on efficient and reasonable thinking, we are specialized in development, manufacture and distribution of aftermarket products intended for vehicle aimed at implementing smart information society.

Based on accumulated technology and consistent quality in the relevant industry, we use our best effort geared to winning customer satisfaction by providing best services and products in the business of all vehicle appliances includeing vehicle Black Box, Trip-Interface, Shark Antenna, Rear Parking Guide System and Black Angel Smart CCTV etc.

Achieved annual sales of USD 18 million in 2012 and now we are preparing the future to be a leading edge company in the market for the Car Black Box by developing a brand-new product and exporting our products.

Equipped with strategic information system, we will do our best to lead an high-speed information-oriented society leadng to a super-high speed information communication age.

Dio & James CEO
James Yoon

1. Company Introduction – HISTORY1

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2004	October	• Established Dio & James company • i-cavi navigation Exclusive product supply agreement
	November	• MBC-idio Call Center Consignment operating agreement with MBC (Munhwa Broadcasting Corporation)
2005	February	• Internet shopping mall open (www.idiomart.co.kr)
	May	• Thinkware co., Ltd. agency contract
	June	• Sale of Communications Report
2006	March	• MBC-idio Service Fee and the receiver agent contract
2007	January	• Korea Broadcasting Advertising Corporation DMB TV (MBC, YTN) annual advertising contract
	August	• Thinkware Company Good Dealer Award. • SeJin-electronics. Reboot protector Distributor Agreement.
2008	April	• Small and Medium Enterprise(MAIN-BIZ) Management Certification acquisition.
2009	April	• Navigation Trip-interface development. • Trip-interface development, "i-Trip" Registration of trademarks and product sales.
	September	• Scommtech Distributor Agreement.

1. Company Introduction – HISTORY2

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2010	May	• Rear parking guidance system "Banana-Parking" development.
2011	June	• Car-blackbox 2CH LCD-touch screen "Black Angel" Release.
2012	April	• Acquired ISO 14001 Environmental Management System Certification
	May	• Established R&D Center
		• Car Black Box "Black Angel HD" released
	July	• Trip Interface for Car Navigation is Patented
	December	• Achieved USD19.5 million
2013	March	• Relocate Head Office
	April	• Acquired ISO 9001 Quality Certification
		• USD 90,000 Increase Capital
	May	• Car Black Box "Carma R2" released
	August	• Car Black Box "Horus S2" released
2014	March	• Car Black Box "HD+ - Full HD" released
	April	• Car Black Battery "Number 1 " released
	October	• Black Angel Website renewal
2015	January	• Website Open "I-Trip.co.kr"
	July	• "Ilsan Rockets" Website renewal (www.rockets.co.kr)
	April	• "GAORI Interface" released (Benz,BMW)
	October	• "Bike Alarm" released

2. Products – 1) Development Purpose

The premium bike market has lately grown by leaps.

And bike theft is soared in recent years.

For this reason, needs of anti-theft has also increased.

We tried to suit riders needs. And We developed a product that satisfy these three conditions.

- ✓ Easy to installation,
- ✓ Reasonable price,
- ✓ Smartphone control,

Thus, Bike Alarm will become a necessity for all riders,

And The utilizes a Smartphone that you can conveniently use it.

2. Products – 2) Product Introduction

◀ **Hardware component / Manual**

▼ **Software applications (Android/iphone)**

2. Products – 3) Features

< Security function >

① Anti-theft.
② Super bright rear LED module.
③ 100dB Powerful siren. (when it triggered)
④ Smartphone recognition of Alarm trigger. (sound / vibration modes)

< Communication >

① 1 : 1 / 1 : group Walkie-Talkie on riding.

< Other useful function >

① Bike-Finder.
② Rear LED lights flashing. (5-step patterns)
③ Battery status notification.
④ Shock sensor sensitivity adjustment.

2. Products – 4) Specification

Model Name	DNJ Bike Alarm
CPU	8bit ARM-M0
Sensor	Digital Acceleration Sensor (Shock Sensor)
Lighting module	6 LEDs (RED Color)
Beep Sound	100dB
Water Proof	Living Waterproof
Communication	Bluetooth 4.0 (BLE)
Communication Length	60m (open field)
Material	PC-ABS
Battery / Capacity	Li-ion / 1400mAH
Bracket Size (Bicycle Saddle Pipe Size)	22 ~ 34mm PI
Dimension (W x L x H)	7 x 7 x 5 (cm)
Package Dimension (W x L x H)	20 x 10 x 6 (cm)
Weight	180g

3. Competition - 1

The majority of competitive products on the market today bicycle alarm it consists of lower price and simple function. Because it has only a warning function will ensure the technical superiority of its products compared toother products.

JX-610

MITO ALARM

GS101

SMART HALO

DNJ BIKE ALRAM

3. Competition - 2

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Products Name	JX-610	MITO ALARM	GS101	SMART HALO	DNJ BIKE ALRAM
Shock Sensor	O	O	O	O	O
Smart Phone Linkable	X	X	X	O	O
Notification remain battery	X	X	X	X	O
Other control device	X	X	O	X	X
Rechargeable battery	X	X	X	△	O
Low voltage notification	X	X	O	O	O
Bike finder	X	X	O	X	O
Tail-light LED	X	X	X	O	O
Walkie-talkie	X	X	X	X	O
Bike navigation	X	X	X	O	△
Water-proof	O	O	O	△	O
Price	10$	20$ ~	50$ ~	150$ ~	About 129$

4. Products analysis - 1

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S1. Smartphone linkable

S2. Powerful Warning Alarm

S3. Walkie-Talkie function

S4. Not required other controller

S5. Additional tail-light LED

S6. App Update services
& function update

S7. 5pin battery charger

S
Strength

W
Weakness

W1. Bigger than other products

W2. Slightly expensive price

O
Opportunity

T
Threat

O1. Growth of bike market
(40% up for a 3 years)

O2. Purchasing power is increased
(**Age group is move to 10's -> 30's)**

T1. Lack of merit that low cost bike market
(product cost price is similar than bike price)

T2. Exposed to the danger to copy them

T3. Other company is also develop to similar product

4. Products analysis - 2

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	OPPORTUNITY	TREATNESS
STRENGTH	1) Demand increase trend of bike accessory market. 2) Existing products are one-way alarm notification or most of its products This two-way communication with a smart phone products including interlocking features of expensive bikes USER, It is determined to meet the requirements. 3) The application of existing competition in the smartphone through an update and follow-up management. Available differentiation of customer satisfaction.	Ahead of the launch Smartphone works like this available products and their products, but if the domestic market is not clear. First dominate the market by entering the market and being judged challenge is to increase awareness of domestic users.
WEAKNESS	After the market preference and satisfaction of our customers re-identify it being deemed necessary, including additional technical features improved design and functions linked map.	The product size is determined somewhat larger than the other products, after-market that is likely to appear cheap imitation products, continued to add features and third-party and differentiated customer response after the launch service being deemed necessary.

5. Product Differentiation - 1

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- **Smartphone Linkable & control**
  - Except to other controller

- **Exclusive product concept**
  - Theft alarm
  - Smartphone control
  - Walkie-Talkie
  - Tail-light LED

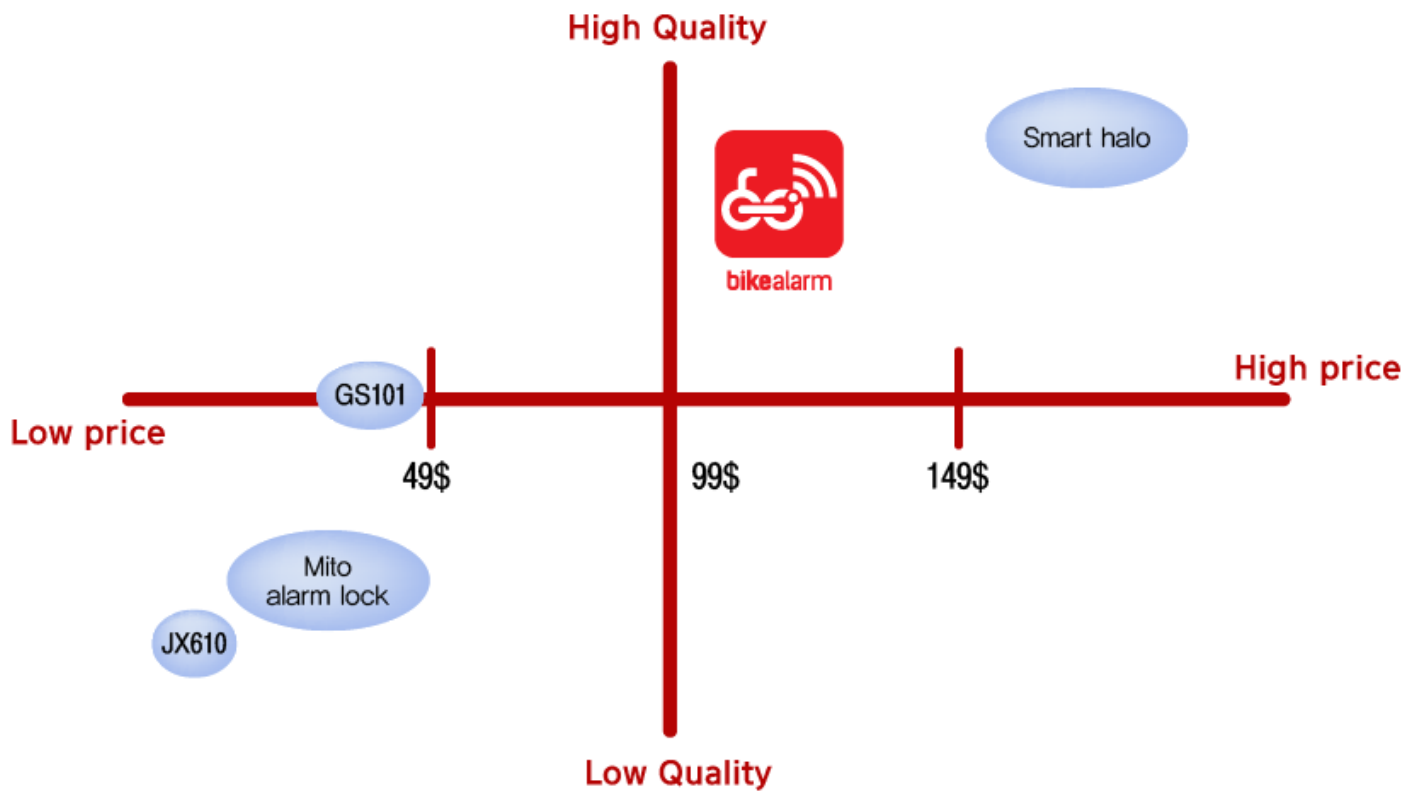
- **Variety Smartphone Application functions**
  - Low Battery notification
  - Bike finder
  - Riding recorder(Riding distance , Time)
  - 5-step tail light LED flashing modes

- **Reasonable price (about 129$)**

- **Easy mounting**

- **Powerful Warning alarm (100 Db)**
  - Equipped with G-sensor
  - Rechargeable Battery
  - Battery remains notification

6. Target Market & Price Policy



BIKE ALRAM will be leading entry for premium market because of **Reasonable price and exclusive function.** other product cost is less than Mostly 50$, so our product pricing is That **about 129$** is appropriate.

7. Target Customers

	Low Quality	High Quality
Low Price	Younger than 10's Riders.	Older than 10's premium bike Riders.
High Price	Older than 10's Cheaper bike riders.	**Middle-aged premium bike Riders.**

Middle-aged have more purchasing power and using premium bike user is our **target customers**.

Warning

This equipment has been tested and found to comply with the limits for a class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation.
This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit diff erent from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

This device comply with part15 of FCC rules.
Operation is subject to the following two conditions:

- This device may not cause harmful interference.
- This device & its accessories must accept any interference received, including interference that may cause undesired operation.

Part15.21 statement
Changes or modifications not expressly approved by the manufacturer (or party responsible) for compliance could void the user's authority to operate the equipment

Use only the supplied antenna. Use of unauthorized antennas, or modifications, could impair call quality, damage the phone, void your warranty, or result in a violation of FCC regulations.
Do not use the phone with a damaged antenna.
A damaged antenna in contact with the skin could cause a singe. Contact your local dealer for an antenna replacement.

Hereby, Dio & James Co., Ltd declares that this B-10 s compliance with the essential requirements and other relevant provisions of directive 1999/5/EC.

FCC RF EXPOSURE REQUIREMENTS
The antenna used with this transmitter must be installed to provide a separation distance of at least 20 cm from all persons, and must not transmit simoustaneously with any other antenna or transmitter except in accordance with FCC multi-transmitter product procedures.