

# CONSUMER ELECTRONICS COMPANIES

Rank Prev. Rank	Company •Address	Headquarters •Website •E-mail	OC employees •yearly % change	Companywide employees •yearly % change	Revenue for 12 months ended Dec. 31, 2016 •yearly % change	Partial list of products/services	Partial list of customers	Top local official(s) •Title •Phone/fax
<b>1</b> (1)	<b>Western Digital Corp.</b> 3355 Michelson Drive, Ste. 100 Irvine 92612-5694	San Jose wdc.com	1,700 <sup>(1)</sup> NA	72,878 -5%	\$13 billion -11%	Storage technologies and solutions that enable people to create, leverage, experience and preserve data	Dell Inc., Hewlett-Packard Co., Gateway	Stephen Milligan CEO (949) 672-7000
<b>2</b> (2)	<b>Toshiba America Information Systems Inc.</b> 9740 Irvine Blvd. Irvine 92618-1608	Tokyo, Japan us.toshiba.com	800 <sup>(1)</sup> NA	198,741 <sup>(1)</sup> NA	wnd	Digital products, services and solutions; notebook computers, tablets, branded storage products, digital display solutions and cloud services; imaging products for the security, medical and manufacturing markets	would not disclose	Mark Simons CEO/president (949) 583-3000
<b>3</b> (3)	<b>Kingston Technology Co.</b> 17600 Newhope St. Fountain Valley 92708-4298	Fountain Valley kingston.com sales@kingston.com	650 0%	3,000 <sup>(1)</sup> NA	\$7 billion <sup>(1)</sup> NA	Wireless reader/media streamer, gaming headsets, mouse pads, gaming keyboards and mice, USB flash drives, memory cards for camera, phones and tablets	Tech Data Corp., Best Buy Co., Buy.com, Ingram Micro, Amazon, NewEgg, TigerDirect, GameStop, Synnex	John Tu/David Sun co-founder, CEO/co-founder, COO (714) 435-2600
<b>4</b> (4)	<b>Canon</b> 15975 Alton Parkway Irvine 92618-3731	Tokyo, Japan canon.com	390 <sup>(1)</sup> NA	197,673 4%	\$29 billion -7%	Digital cameras, digital compact cameras, digital camcorders, printers	Target, Best Buy	Joe Adachi chairman/CEO (844) 443-4636
<b>5</b> (5)	<b>Vizio Inc.</b> 39 Tesla Irvine 92618-4603	Irvine vizio.com pr@vizio.com	232 -1%	490 8%	\$4 billion <sup>(1)</sup> NA	Seller of flat-panel Smart TVs and displays, audio products and related electronics	Best Buy, Costco, Sam's Club, Walmart, Target	William Wang founder/CEO (949) 428-2525
<b>6</b> (6)	<b>D-Link Corp.</b> 17595 Mt. Herrmann St. Fountain Valley 92708-4160	Taipei, Taiwan us.dlink.com sales@dlink.com	200 <sup>(1)</sup> NA	2,760 <sup>(1)</sup> NA	wnd	Home security, home automation, consumer and enterprise networking products	would not disclose	Benjamin Yeh president (714) 885-6000/(866) 743-4905
<b>7</b> (7)	<b>Universal Electronics Inc.</b> 201 E. Sandpointe Ave., eighth floor Santa Ana 92707-5778	Santa Ana uei.com info@uei.com	156 2%	3,103 34%	\$651 million 8%	Remote controls, software, accessories, security sensors and home automation	Comcast, DIRECTV, Charter, Samsung, Microsoft, Bose, Sky, Virgin Media	Paul Arling chairman/CEO (714) 918-9500/(714) 918-4100
<b>8</b> (8)	<b>Insteon</b> 16542 Millikan Ave. Irvine 92606-5027	Irvine insteon.com pr@insteon.com	120 <sup>(1)</sup> NA	120 <sup>(1)</sup> NA	wnd	Connected home products such as light switches, outlets, thermostats, garage door controllers, which can be monitored and controlled via smartphone	Walmart, The Home Depot, Target, Microsoft Store, Costco Wholesale	Joe Dada CEO (866) 243-8022
<b>9</b> (9)	<b>ViewSonic Corp.</b> 10 Pointe Drive Brea 92821-7620	Brea viewsonic.com	90 <sup>(1)</sup> NA	600 <sup>(1)</sup> NA	\$1 billion <sup>(1)</sup> NA	Monitors, projectors, digital photo frames, accessories	would not disclose	Jeff Volpe president, ViewSonic Americas (909) 444-8888/(909) 468-3757
<b>10</b> (12)	<b>Transcend Information Inc.</b> 1645 N. Brian St. Orange 92867-3423	Taiwan us.transcend-info.com sales-us@transcend-info.com	55 34%	2,400 0%	\$700 million -11%	USB's, solid state drives, car video recorders, memory cards, Apple storage solutions, memory modules, body cameras	Dell, HP, IBM, Oracle, Amazon	Chung-Won Shu chairman/CEO (714) 921-2000/(714) 921-2111
<b>11</b> (10)	<b>Audeze LLC</b> 1559 Sunland Lane Costa Mesa 92626-1514	Costa Mesa audeze.com info@audeze.com	53 <sup>(1)</sup> NA	55 <sup>(1)</sup> NA	wnd	Headphones, microphones, amplifiers	Apple, Selfridges, Loft, Bestbuy	Sankar Thiagasamudram CEO (714) 581-8010/(702) 823-0333
<b>12</b> (11)	<b>olloclip</b> 16291 Gothard St. Huntington Beach 92647-3612	Huntington Beach olloclip.com support@olloclip.com	44 <sup>(1)</sup> NA	45 <sup>(1)</sup> NA	wnd	Lenses and accessories for the mobile photographer; 4-in-1 Lens, Active Lens (featuring ultra-wide and telephoto lenses), Macro Pro Lens and Studio	Best Buy, Apple, Target, REI, InMotion, B&H, Tilly's, and direct to consumers through olloclip.com and Amazon store	Patrick O'Neill/Steve Muttram founder/CEO (657) 204-9861
<b>13</b> (13)	<b>grandPad Inc.</b> 850 E. Chapman Ave., Ste. C Orange 92866-1649	Orange grandpad.net support@grandpad.net	36 20%	57 21%	wnd	Tablet computer for seniors	Comfort Keepers, Lifesprk, Care at Home New Jersey	Scott Lien co-founder/CEO (800) 704-9412
<b>14</b> (15)	<b>OrigAudio LLC</b> 16351 Gothard St., Ste. B Huntington Beach 92647-3633	Huntington Beach origaudio.com info@origaudio.com	30 36%	38 73%	\$13 million 63%	Portable audio products	would not disclose	Jason Lucash/Mike Szymczak co-founders (949) 407-6360/(847) 890-6067
<b>15</b> (14)	<b>Airwolf 3D</b> 130 McCormick, Ste. 105 Costa Mesa 92626-3316	Costa Mesa airwolf3d.com info@airwolf3d.com	25 4%	25 4%	wnd	3D printers, plastic consumables and 3D printing accessories	Boeing, Lockheed Martin, NASA, Orange County Department of Education, Disney	Erick Wolf/Eva Wolf co-founders (949) 478-2933
<b>16</b> (16)	<b>Pear Sports LLC</b> 2211 Michelson, Ste. 300 Irvine 92612-1388	Irvine pearsports.com support@pearsports.com	16 <sup>(1)</sup> NA	16 <sup>(1)</sup> NA	wnd	On demand audible training information such as distance, calories, time, pace and heart rate	would not disclose	Bob Allison co-founder (949) 502-8240/(949) 502 8279
<b>17</b> (17)	<b>Trace</b> 412 Olive Ave., Ste. 149 Huntington Beach 92648-5142	Huntington Beach traceup.com info@TraceUp.com	11 <sup>(1)</sup> NA	11 <sup>(1)</sup> NA	wnd	Action sports tracker	Swell, Surfside Sports Inc., Jack's Surfboards, Katin USA Inc.	Anatole Lokshin/David Lokshin co-founder, CEO/co-founder (888) 568-3264
<b>18</b> (18)	<b>The Joy Factory</b> 9351 Irvine Blvd. Irvine 92618-1669	Irvine thejoyfactory.com marketing@thejoyfactory.com	10 0%	17 13%	wnd	Tablet mounts, tablet cases, tablet kiosks, styluses, tablet accessories, mobile device accessories	Disney, Apple, Blue Diamond Growers, Redzone, GEN BBQ, BobaTime, Amazon, Newegg, Micro Center, B&H, PC Connection, Staples, Walmart	Sampson Yang/Miranda Su president/executive VP (949) 216-8888/(949) 216-8889

Abbreviations: NA: not applicable; wnd: would not disclose  
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<sup>(1)</sup> Business Journal estimate

Researched by Dana Truong

# Consumer Electronics Makers' Employment Flat

## 18 Biggest Marketers, Makers Employ 4,618

■ By CHRIS CASACCHIA

A headquarters move and an axed sale were the big headlines generated recently by Orange County's largest consumer electronics makers as employment held steady.

The 18 biggest marketers and manufacturers of consumer electronics here added 30 positions in the year ended April 30, ending with 4,618 employees, up nearly 1%.

The list, which is in its second year, includes companies based here and others with headquarters in Asia that have significant operations in OC. They range from global leaders to startups covering a cross-section of industries, including TVs, computers, speakers, storage products and remote controls.

■ No. 1, **Western Digital Corp.**, the world's largest disk drive maker, had an estimated 1,700 local workers at its Irvine office at Park Place. That number will decrease by at least 51 by June 6, according to a recent layoff notice with the state Employment Development Department.

The company, which posts annual sales of about \$13 billion, will have shed more than 250 local positions, including the recent round of job cuts, since the beginning of last year.

The Business Journal last month reported



3355 Michelson: Western Digital's OC operations to remain key hub despite recent headquarters move to San Jose

that Western Digital moved its headquarters from Irvine to San Jose as its Silicon Valley operation took on greater importance since its \$4.8 billion buy of San Jose-based HGST in 2012 and its \$17 billion takeover last year of SanDisk Corp. in nearby Milpitas.

Its former headquarters at Park Place will remain a key operational hub, according to the company, though it hasn't provided details regarding operations or employment there, despite several inquiries.

■ No. 5, **Vizio Inc.**, cut two jobs, leaving it with 232 workers at its Spectrum headquarters.

The company's proposed \$2 billion sale to Chinese conglomerate **LeEco** collapsed last month due to "regulatory headwinds," the companies said.

The Business Journal had reported for months that the deal was in jeopardy as LeEco faced a cash crunch due to expanding product lines and markets, including a U.S. launch.

Vizio, which competes against **Samsung** as the top U.S. seller of smart TVs, hasn't signaled a new path since the axed deal, though it pondered an initial public offering in 2015 before being courted by LeEco and agreeing to the sale last July.

Vizio was the sixth largest private company headquartered in OC last year based on \$3.5 billion in sales in 2015.

■ Taiwan-based memory product maker **Transcend Information Inc.**, whose U.S. headquarters is in Orange, moved up two spots to No. 10 after adding 14 employees,

taking it up to 55, a 34% jump over a year earlier.

"Transcend's growth has been driven by three main factors: the proliferation of IoT devices globally, insatiable appetite for solid state drives, and a longer than expected NAND shortage that continues to drive prices higher," General Manager **Andy Hinckle** said. "We've seen tremendous growth in the medical, gaming, security and surveillance and industrial PC markets over the past year."

NAND flash is the most popular rewritable memory chip used in USB drives, cameras, iPods, smartphones, tablets and other devices.

■ Huntington Beach-based **OrigAudio LLC** moved up one spot to No. 14 after adding eight positions to take it to 30 workers. The 36.4% increase was the biggest jump of any company on the list.

The company, which came on to the scene in 2009 with its Fold n' Play speaker, has diversified into new products, including headphones and other accessories, such as power banks and cords.

Its latest launch of smart-tech backpacks has been a hit, according to founder **Jason Lucash**.

"We designed them in-house, which meant we had complete control of materials, functionality, and features. We paid attention to every detail, down to the zipper pulls, and made sure we designed something we'd be proud to wear and use on a daily basis," he said. "The bags have really taken off for us and have become the largest area of growth thus far in 2017."

Employers on the list added 5,390 companywide jobs during the year, taking their combined workforce to 482,029, up 1%. Tokyo-based **Canon Inc.** led the gains, adding about 8,100 positions for 197,673. ■



Lucash: OrigAudio's smart-tech backpacks its biggest growth line