

THE LIST CONSUMER ELECTRONICS



PAUL ARLING
Chairman and Chief Executive
Universal Electronics Inc.



STEPHEN MILLIGAN
Chief Executive
Western Digital Corp.



DAVID SUN
Co-Founder and Chief Operating Officer
Kingston Technology Co.



TONO TAKAYUKI
Senior VP
Dynabook Americas Inc.



JEFF VOLPE
President, ViewSonic Americas
ViewSonic Corp.



WILLIAM WANG
Co-Founder and Chief Executive
Vizio Inc.

Employment Flat for Consumer Electronics Makers

WD Cuts in Irvine, While ViewSonic Doubles Size

By CHRIS CASACCHIA

Last year, Orange County's consumer electronics sector was marked by mergers and acquisitions, relocations and other major corporate developments.

All that had little effect on overall employment.

The 20 largest companies here added about 20 jobs, up less than 1%, to 4,102 workers through April. The nominal uptick followed a modest 1.4% decrease in employment a year ago.

The list, now in its fourth year, includes companies based here and others with significant operations in OC.

They range from global manufacturing leaders to startups covering a cross section of industries, including TVs, computers, speakers, storage products and remote controls.

Three companies added jobs and four cut positions. Three companies were flat, and 10 were either Business Journal estimates or didn't provide enough information for comparison.

■ Perennial No. 1, **Western Digital Corp.** (Nasdaq: WDC), reported shedding 99 jobs at its Park Place office to 1,415 local workers, down 6.6%.

The Business Journal in March reported the memory products maker cut its local workforce



ViewBoard screens for Brea's ViewSonic

7%, eliminating 102 jobs in Irvine as part of a larger cost-cutting initiative that eliminated hundreds of positions in California, according to a filing with the state Employment Development Department.

Western Digital's 490,000-square-foot Irvine office holds research and development positions, as well as administrative, marketing and sales departments, according to its annual report.

The company also shed 114 jobs in Milpitas and 97 in San Jose, according to the EDD filing.

Western Digital last year eliminated 51 jobs in Irvine and 66 in San Jose, where its headquarters are registered.

The Business Journal in 2017 was the first to report the world's largest drive maker changed its headquarters designation from Irvine to Silicon Valley, where many of its executives are now based.

■ No. 2 **Kingston Technology Co.** has 650 workers at its headquarters in Fountain Valley. Its **HyperX** gaming unit last year crossed several milestones, including eclipsing \$550 million in revenue, inking new partnerships with

musician **Post Malone**, among other social media stars, and won exclusive naming rights through 2020 to **Allied Esports'** global flagship property at the Luxor Hotel & Casino in Las Vegas.

Kingston's fastest-growing business line has now shipped more than 60 million memory components and 5 million gaming headsets since 2002, when it introduced its first memory products geared for gamers, computer enthusiasts and systems builders.

Kingston is Orange County's largest consumer electronics maker, with 2018 revenue of \$7.5 billion, up 12% from the previous year, according to Business Journal research.

■ Brea-based **ViewSonic Corp.**, a maker of television monitors and other visual display products, moved up three spots to No. 5 after more than doubling local employment to 186 employees.

Jeff Volpe, president of ViewSonic Americas, credited the spike to meeting growing demand of its large format interactive flat panel displays.

"With the ViewSonic ViewBoard display and myViewBoard software, we've experienced tremendous growth and adoption in education classrooms and business workspaces," he said. "We see the growth for collaborative and interactive display solutions, so we want to make sure that we're in front of these needs with next-generation technology in both hardware and software options."

■ No. 8 **Universal Electronics Inc.** had an estimated 164 workers at its Santa Ana office though that number is expected to go down after

the world's largest remote control maker in February announced the relocation of its corporate headquarters from Santa Ana to Scottsdale, Ariz. in an effort to "stem the rising cost of finance and administration services in Southern California."

The move primarily affects finance, accounting, legal, HR and IT positions, which are expected to relocate over the next two to eight months, according to a spokesman.

"UEI will retain the technical, creative, and innovations teams located at the existing Santa Ana facility," he said.

■ No. 10 **Dynabook Americas Inc.**, formerly known as **Toshiba America Client Solutions Inc.**, added 30 jobs in Irvine to 97 employees, up 62%.

The unit of Japan-based **Dynabook Inc.** spun out last year after its sale to **Sharp Corp.** It no longer shares resources with Toshiba, prompting the company to add administrative and IT positions at its University Research Park offices, a spokesman told the Business Journal.

The unit specializes in laptop and Internet of Things products geared for the North American market.

■ **OrigAudio LLC** moved up one spot to No. 14 with an estimated 40 workers.

The Fountain Valley-based maker of backpacks, Bluetooth speakers, headphones and other accessories was acquired in September on undisclosed terms by **HUB Promotional Group** in Braintree, Mass.

The company, which started in 2009, has estimated revenue of about \$14 million.

Under the plan, its leadership team will remain in OC and continue operating under its brand name, according to a HUB statement. ■

THE LIST

CONSUMER ELECTRONICS COMPANIES

▶ NEXT WEEK'S LISTS

Apparel Companies,
2018 Top Off Market Home Sales

Rank	Company Prev. Rank	Address	Company logo	OC employees •yearly % change	Companywide employees •yearly % change	Revenue for 12 months ended Dec. 31, 2018 •yearly % change	Partial list of products/services	Partial list of customers	Top local official(s) •Title •Phone/fax	
1	(1)	Western Digital Corp. 3355 Michelson Drive, Ste. 100 Irvine 92612-5694 Headquarters: San Jose Website: wdc.com		1,415 -7%	67,521 -8%	\$20.6 billion ⁽¹⁾ 8%	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	
2	(2)	Kingston Technology Co. 17600 Newhope St. Fountain Valley 92708-4220 Headquarters: Fountain Valley Website: kingston.com Email: sales@kingston.com		650 0%	3,500 17%	\$7.5 billion 12%	SSDs, embedded solutions, USBs for mobile phones, card readers, memory cards for camera, phones and tablets; gaming headsets, mouse pads, gaming keyboards and mice	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/(714) 435-2699	
3	(NR)	Red Hydrogen LLC 34 Parker Irvine 92618-1604 Headquarters: Irvine Website: redhydrogen.com		400 ⁽²⁾ NA	500 ⁽²⁾ NA	wnd	Hydrogen One smartphone	AT&T, Telcel, Verizon	Jim Jannard founder (949) 206-7900/(949) 206-7990	
4	(3)	Canon 15975 Alton Parkway Irvine 92618-3731 Headquarters: Tokyo Website: canon.com		390 ⁽²⁾ NA	195,056 -1%	\$4 billion -3%	Digital cameras, digital compact cameras, digital camcorders, printers	Target, Best Buy	Joe Adachi chairman/CEO (949) 453-6900	
5	(4)	D-Link Systems 17595 Mount Herrmann St. Fountain Valley 92708-4160 Headquarters: Taipei, Taiwan Website: us.dlink.com Email: sales@dlink.com		200 0%	2,760 0%	wnd	Home security, home automation, consumer and enterprise networking products	Best Buy, Amazon	Quenton Miao CEO, D-Link USA (800) 326-1688/(866) 743-4905	
6	(8)	ViewSonic Corp. 10 Pointe Drive Brea 92821-7620 Headquarters: Brea Website: viewsonic.com		186 107%	816 29%	\$1 billion ⁽²⁾ NA	LED monitors, ViewBoard interactive flat panel displays, commercial displays for digital signage, projectors, smart displays	Best Buy, Amazon	Jeff Volpe president, ViewSonic Americas (888) 881-8781	

Abbreviations: NA: not applicable; NR: not ranked; wnd: would not disclose

Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first top official listed.

⁽¹⁾ Revenue for 12 months ended June 29, 2018

⁽²⁾ Business Journal estimate

Researched by Meghan Kliever

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CONSUMER ELECTRONICS COMPANIES

► **NEXT WEEK'S LISTS**
Apparel Companies,
2018 Top Off Market Home Sales

► From page 13

Rank Prev. Rank	Company •Address	Company logo	OC employees •yearly % change	Companywide employees •yearly % change	Revenue for 12 months ended Dec. 31, 2018 •yearly % change	Partial list of products/services	Partial list of customers	Top local official(s) •Title •Phone/tax	
7 (5)	Vizio Inc. 39 Tesla Irvine 92618-4603 Headquarters: Irvine Website: vizio.com Email: press@vizio.com		185 -2%	414 -1%	\$3.5 billion ⁽²⁾ NA	Seller of flat-panel smart TVs and displays, audio products and related electronics	Best Buy, Costco, Sam's Club, Walmart, Target, Amazon	William Wang co-founder/CEO (949) 428-2525	
8 (6)	Universal Electronics Inc. 201 E. Sandpointe Ave., eighth floor Santa Ana 92707-5778 Headquarters: Scottsdale, Ariz. Website: uei.com Email: info@uei.com		164 ⁽²⁾ NA	3,707 23%	\$680.2 million -2%	Entertainment and voice remote controls, embedded and cloud software services, security and home automation sensors and temperature controllers	Comcast, AT&T, DirecTV, Sony, Samsung, Ring, Liberty Global	Paul Arling chairman/CEO (714) 918-9500/(714) 918-4100	
9 (NR)	Samsung Electronics America Inc. 18401 Von Karman Ave. Irvine 92612-1542 Headquarters: Ridgefield Park, N.J. Website: samsung.com		100 ⁽²⁾ NA	320,671 ⁽³⁾ NA	wnd	Digital displays, TVs, mobile and smartphones, memory storage,	would not disclose	Tim Baxter CEO/president, Samsung Electronics North America (949) 468-1143	
10 (7)	Dynabook Americas Inc. ⁽⁴⁾ 5241 California Ave., Ste. 100 Irvine 92618-1608 Headquarters: Tokyo Website: us.dynabook.com		97 62%	2,400 0%	wnd	Enterprise-grade hardware and software offerings, including mobile computers, innovative wearable devices, augmented reality applications and security solutions	would not disclose	Tono Takayuki senior VP (949) 583-3000	
11 (9)	Transcend Information Inc. 1645 N. Brian St. Orange 92867-3423 Headquarters: Taipei, Taiwan Website: us.transcend-info.com Email: sales-us@transcend-info.com		60 0%	2,400 0%	\$650 million -7%	USBs, solid state drives, car video recorders, memory cards, Apple storage solutions, memory modules, body cameras	Dell, HP, Amazon, GE Healthcare, Panasonic, General Dynamics	Peter Shu CEO (714) 921-2000/(714) 921-2111	
12 (11)	Insteon 1621 Alton Parkway, Ste. 100 Irvine 92606-4846 Headquarters: Irvine Website: insteon.com Email: support@insteon.com		50 ⁽²⁾ NA	50 ⁽²⁾ NA	wnd	Manufacturer of smart home wall switches, keypads, plugs, outlets and more that can be controlled by a smart phone or smart speaker such as Amazon Alexa, Google Home, Microsoft Cortana and others	Amazon, Smarthome.com, Menards	Rob Lilleness CEO (866) 243-8022	
13 (13)	GrandPad Inc. 850 E. Chapman Ave., Ste. C Orange 92866-1649 Headquarters: Orange Website: grandpad.net Email: support@grandpad.net		47 4%	100 4%	wnd	Tablet computer for seniors with companion app and customer service	Home Instead, Consumer Cellular	Scott Lien co-founder/CEO (800) 704-9412	
14 (10)	Audeze LLC 3412 S. Susan St. Santa Ana 92704-6936 Headquarters: Santa Ana Website: audeze.com Email: info@audeze.com		40 -25%	42 -24%	wnd	Headphones, microphones, amplifiers	Apple, Selfridges, Loft, Guitar Center	Sankar Thiagasamudram CEO (714) 581-8010/(702) 823-0333	
14 (14)	OrigAudio LLC ⁽⁵⁾ 17391 Mt. Cliffwood Circle Fountain Valley 92708-4102 Headquarters: Boston Website: origaudio.com Email: help@origaudio.com		40 ⁽²⁾ NA	40 ⁽²⁾ NA	\$20.9 million 40%	Portable audio products	Amazon	Jason Lucash/Mike Szymczak president/COO (949) 201-1927	
16 (15)	Airwolf 3D Printers 11208 Young River Ave. Fountain Valley 92708-4109 Headquarters: Fountain Valley Website: airwolf3d.com Email: info@airwolf3d.com		25 ⁽²⁾ NA	25 ⁽²⁾ NA	wnd	3D printers, 3D printer filament, plastic consumables and 3D printing accessories	Boeing, Lockheed Martin, NASA, Orange County Department of Education, Disney	Erick Wolf/Eva Wolf co-founder/co-founder, CEO (949) 478-2933	
17 (12)	olloclip 19655 Descartes Foothill Ranch 92610-2609 Headquarters: Foothill Ranch Website: olloclip.com Email: support@olloclip.com		16 -20%	17 -19%	wnd	Mobile photography lenses	Apple, Best Buy and direct to consumers through olloclip.com and Amazon store	James S. Weisz CEO/COO (877) 655-6257	
18 (17)	Trace 16561 Bolsa Chica St., Ste. 201 Huntington Beach 92649-3575 Headquarters: Huntington Beach Website: traceup.com Email: q@traceup.com		13 ⁽²⁾ NA	13 ⁽²⁾ 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	
19 (18)	RapidX 26801 Vista Terrace Lake Forest 92630-8117 Headquarters: San Clemente Website: rapidx.io Email: kris@rapidx.io, ammar@rapidx.io		12 ⁽²⁾ NA	20 ⁽²⁾ NA	\$5.4 million ⁽²⁾ NA	Creates products for modern charging technology designed everyday life; products include multi-device USB car phone chargers, USB charging stations, high performance ergonomic office and gaming chairs, Bluetooth LED lamps and trackers	Amazon, Grommet, Ace, Walmart, Target, Home Depot, Wayfair, Overstock, Micro Center, Bed Bath & Beyond, Best Buy, Nebraska Furniture Mart	Ammar Adra founder/president (844) 234-0830	
19 (18)	The Joy Factory 9351 Irvine Blvd. Irvine 92618-1669 Headquarters: Irvine Website: thejoyfactory.com Email: pr@thejoyfactory.com		12 ⁽²⁾ NA	20 ⁽²⁾ NA	wnd	Tablet mounts, tablet cases, tablet kiosks, styluses, tablet accessories, mobile device accessories	Amazon, Disney, Apple, Blue Diamond Growers, Redzone, BobaTime, Amazon, Newegg, Micro Center, Staples, Walmart, Netflix Production	Sampson Yang/Miranda Su president/executive VP (949) 216-8888/(949) 216-8889	

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⁽²⁾ Business Journal estimate
⁽³⁾ Reflects Samsung Electronics Co. Ltd.

⁽⁴⁾ In October 2018, Sharp Corp. completed its acquisition of Toshiba Client Solutions, now Dynabook Inc., which is the owner of Toshiba America Client Solutions Inc. (formerly Toshiba America Information Systems Inc.) in Irvine
⁽⁵⁾ Boston-based HUB Promotional Group acquired Fountain Valley-based OrigAudio LLC, effective Sept. 14, 2018