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商情信息的搜集与分析

赵国英

深圳市科技图书馆（深圳大学城图书馆）

2008.11.30

主要内容

- 商情信息及商情信息的需求者
- 商情信息的搜集与分析案例
  - 面向普通消费者的商情信息搜集与分析案例
  - 面向高校学生的商情信息的搜集与分析案例
  - 图书馆的馆藏资源在企业实践工作的应用
- 图书馆的主要信息情报服务方式及其局限性

商情信息及商情信息的需求者

- 我们生活在一个信息高度发达的商业社会。
- 无论是一个普通的消费者、即将走上社会的大学生，还是在企业从事战略研究、市场推广、产品研发的专业人员，掌握必要的商情信息的搜集与分析方法会给你的工作带来意想不到的惊奇收获.
- 而且这些资源可以通过深圳市科技图书馆的馆藏免费获得。

商情信息

- 商情信息：commerce information
  - Commerce：Cambridge Dictionary Online
    - the activities involved in buying and selling things:
  - 商情：现代汉语词典
    - 有关商品价格和供销等方面的情况

商情信息的需求者

- 普通消费者
  - 买东西：品牌调研；生产厂家的调研；
- 高校的学生
  - 了解人力资源市场/继续的深造机构信息和导师信息
- 企业
  - 战略研究/竞争对手跟踪/市场推广/产品研发

主要内容

- 商情信息及商情信息的需求者
- **商情信息的搜集与分析案例**
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- 图书馆的主要信息情报服务方式及其局限性

面向普通消费者的商情信息搜集与分析案例：

- 金门“胡子王”菜刀
- 创维“六基色”专利

朋友问我，去厦门有没有买什么礼物回来，我说有，三把菜刀两把梳子。朋友惊讶半晌之余继而大笑，真的假的啊？我说，当然是真的。菜刀，为我下厨房之用，显我家庭主妇之贤德能干；梳子---牛角梳子，助我出厅堂之用，可尽展咱小女子妩媚多姿之风采，两者相得益彰，可谓是出得厅堂，入得厨房。这三把菜刀和两把梳子绝对是最完美的黄金组合。听罢我的“高论”，朋友自然是自翻白眼，差一点晕倒。

我这“高论”虽是调侃之语，但我还是很得意于我这三把菜刀的。梳子这里暂且不表，就说说这三把菜刀吧！我买得刀，可不是一般的刀，乃顶顶有名的金门菜刀是也，被称为厦门的三宝之一！最重要的不是它的名气，而是好用的很！

记得厦门之行的最后一天，即将返回温州了，导游按惯例要带我们去购物。对于导游的这个安排，我们不置可否，心想，无非也就是带我们去买些当地的旅游纪念品罢了，但是，导游说，这次带我们去买菜刀，这着实让大家有些意外，谁愿意出门旅游去买把菜刀带回家啊，吃饱了撑着？所以，大家的兴致都不是很高，只是有碍于导游的面子和一番热情，我们才进了菜刀店。

这菜刀店的招牌是“胡子王菜刀”。据说老板姓王，由于满脸的络腮胡子，因此而得名。门面挺小，就一间，但进去里面倒挺大。我们一行浩浩荡荡50个人，每个人发了牌号，在一营业员的带领下，进到一个展示室模样的房间里，原来，还有专门的讲解人员进行讲解的。这和别处卖旅游纪念品的地方倒有些不同。坐罢，一个女人便开始了及其流利的讲解和示范，大嗓门，麻利的动作，一幅豪放的江湖模样。

这金门菜刀有何独特之处？

第一，是历史和战争赋予它的神秘色彩。听说，金门菜刀是用子弹壳做的。由于厦门和金门之间几十年一直战事不断，所以，某一天，金门岛上的菜刀厂因为战事而无法买到做刀的原材料，老板因此愁眉不展。忽有一天，老板看见金门岛海岸边上满地而铺的子弹壳，灵机一动，这不就是最好的原材料吗？而且不用花钱。简直是天助我也！于是，老板就把大量废弃的子弹壳作成了一把把锋利的菜刀，就是金门的胡子王菜刀。也就是这一批菜刀，使他发家致了富。从此，“胡子王菜刀”便被蒙上了一层神秘的面纱，也因此美名远播。而当初买这菜刀的人，我想，很多人就是奔着“子弹壳”这三字去的。这人生啊，有时候就是这么的富有戏剧性。

第二，是这把菜刀过硬的质量。现在的菜刀，当然不再是子弹壳制作的，现在都不打战了，哪来的那么多的子弹壳，如果他们现在还说自己的刀是子弹壳做的，那么百分之一千是骗人的。现在的菜刀是用钨钢做的，听说是国内唯一一家用钨钢做刀的厂家，全世界也就两家而已。“胡子王菜刀”的专利也很多，有几十个或者更多，我忘记了。我买得这套菜刀，一共三把。切刀，剁刀，锯刀。工作人员演示了这三把菜刀的具体用法。这切刀，就是切东西用的，薄而锋利，宜处理蔬果及肉品。但切不可剁，即使是鸡爪子也不可剁，否则容易坏，因为它太锋利了，刀刃很薄；剁刀，厚实有力，适合骨头之分割，我们的团里的一位男士现场演示了用剁刀使劲地去砍一段钢管，结果钢管被砍凹了进去，刀却毫发无损；锯刀的用处是分割冰冻食品，我们平时冰箱里冷冻的食品，如肉，拿出来无须解冻，就

Google检索

- 钨钢是硬度极高的金属材料，在工业上被广泛使用在钻头等需要高硬度材料的地方。不过价格极其昂贵，一个橡皮擦那么大钨钢就要100元左右，最近价格还在涨。

在中国商标网上查到了商标信息

商标的详细信息

注册号/申请号	4452145	国际分类号	21	申请日期	2005-01-06

申请人名称(中文)	厦门金石登五金制品有限公司	申请人地址(中文)	福建省厦门市翔安区新圩镇诗坂村
申请人名称(英文)		申请人地址(英文)	

商标图像		商品/服务列表	炖锅;烹饪锅;炸锅;非贵重金属厨房用具;非电气炊具;铁锅;勺子(餐具);非贵重金属餐具(刀、叉、匙除外);煎匙;锅铲; 查看详细信息 ...	类似群	2101

初审公告期号	1103	注册公告期号	1115
初审公告日期	2008-01-13	注册公告日期	2008-04-14
专用权期限	2008年04月14日 至 2018年04月13日		年
后期指定日期		国际注册日期	
优先权日期	无	代理人名称	北京集佳知识产权代理有限公司
指定颜色		商标类型	普通商标
是否共有商标	否	备注	
商标流程			

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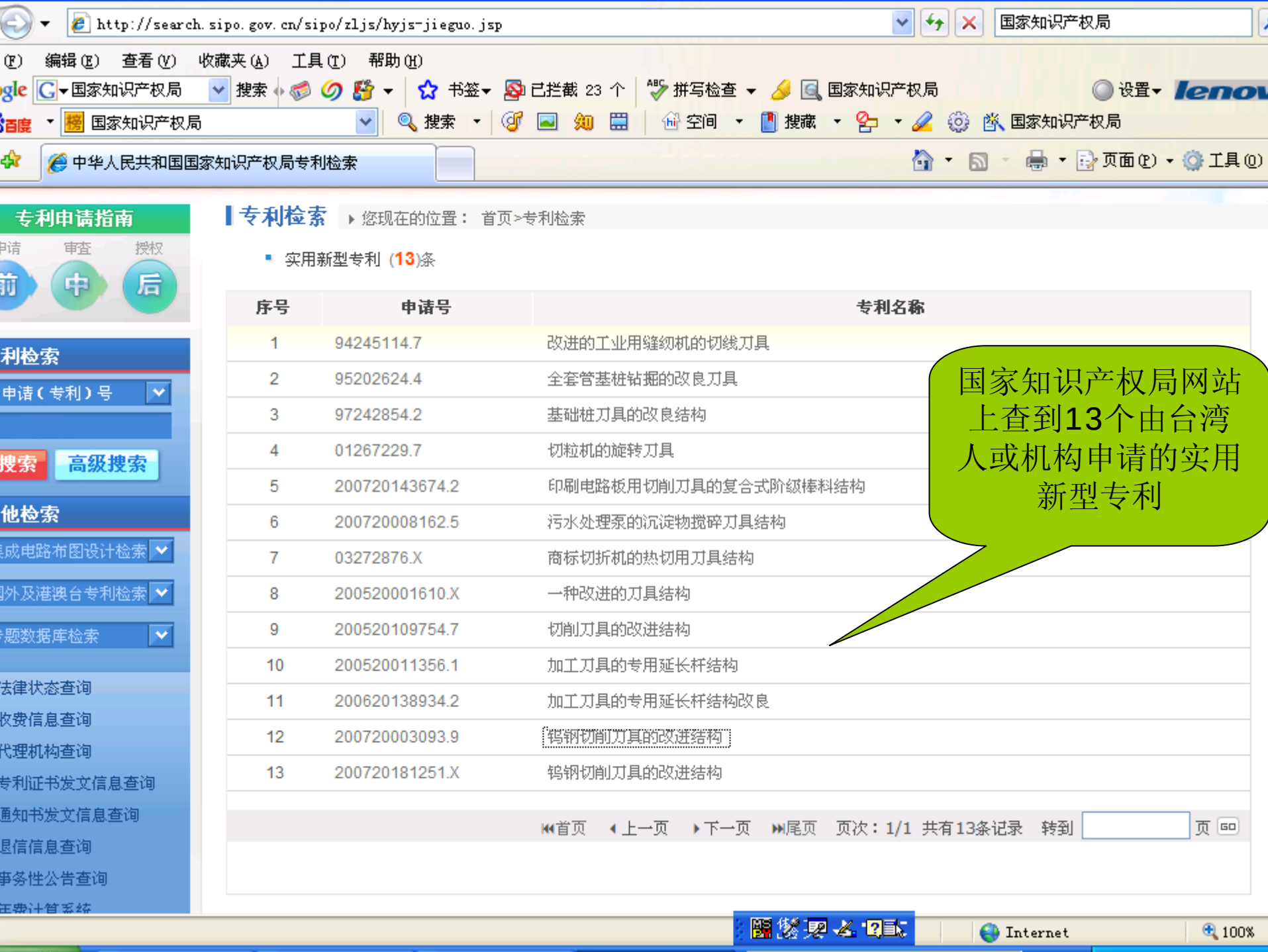
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实用新型专利 (13)条
序号
申请号
专利名称
1 94245114.7 改进的工业用缝纫机的切线刀具
2 95202624.4 全套管基桩钻掘的改良刀具
3 97242854.2 基础桩刀具的改良结构
4 01267229.7 切粒机的旋转刀具
5 200720143674.2 印刷电路板用切削刀具的复合式阶级棒料结构
6 200720008162.5 污水处理泵的沉淀物搅碎刀具结构
7 03272876.X 商标切折机的热切用刀具结构
8 200520001610.X 一种改进的刀具结构
9 200520109754.7 切削刀具的改进结构
10 200520011356.1 加工刀具的专用延长杆结构
11 200620138934.2 加工刀具的专用延长杆结构改良
12 200720003093.9 钨钢切削刀具的改进结构
13 200720181251.X 钨钢切削刀具的改进结构
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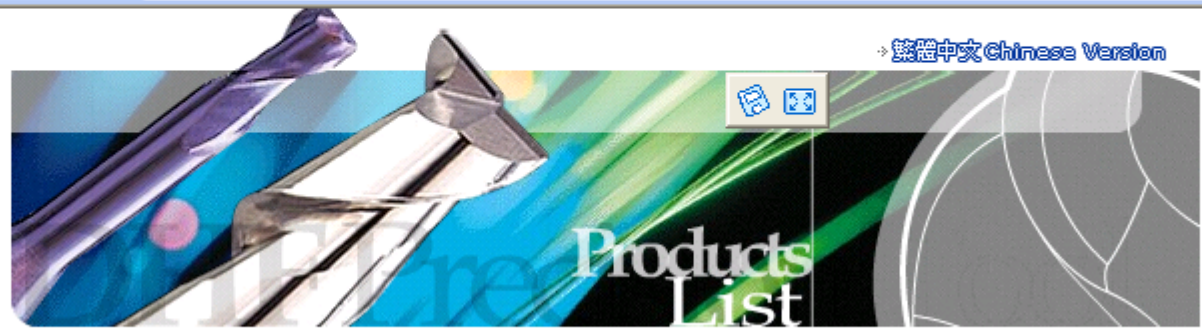
实用新型说明书(6)页

申　请　号：	200720003093.9	申　请　日：	2007.03.07
名　　称：	钨钢切削刀具的改进结构		
公开(公告)号：	CN201006555	公开(公告)日：	2008.01.16
主分类号：	B23B27/16(2006.01)I	分案原申请号：	
分　类　号：	B23B27/16(2006.01)I;B23B51/00(2006.01)I;B23B51/12(2006.01)I;B23C5/22(2006.01)I		
颁　证　日：		优　先　权：	
申请(专利权)人：	德信发企业有限公司		
地　　址：	中国台湾		
发明(设计)人：	杨懵助	国际申请：	
国际公布：		进入国家日期：	
专利代理机构：	北京科龙寰宇知识产权代理有限责任公司	代　理　人：	孙皓晨

DHF
DHF Precision Tool

繁體中文 Chinese Version



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DHF Precision Tool Tel: 886-4-23815088 / Fax: 886-4-23814488 / E-Mail: dhf@endmill.com.tw

交了论文就成博士了？ 创维六基色真假之辨

王红亮 杨柳

2005年12月20日13:15 【字号 大 中 小】【留言】【论坛】【打印】【关闭】

中国的彩电行业流传着这样一句话：概念是厂家的，标准是国家的，技术是人家的。

从被称作“彩电行业寒冬”的2001年开始，一轮又一轮的彩电概念之战就被不同的生产厂家演绎着，升华着。尤其是随着等离子和液晶电视的逐步普及，厂商们欣喜地发现又找到了个可以猛“招呼”概念的地方，于是，“DSP数字超微点阵技术”、“DLP光显背投”、“V12”数字引擎“、”微晶神画”、“丽翔数字引擎”、“六基色”技术等等在市场上此起彼伏。

谁也不知道这些深奥的名词背后究竟蕴涵了多少技术含量，谁也不知道这些被冠以种种称谓的技术究竟对提高产品质量能有多大帮助。反正没人追究，没人过问，就任着厂商的性子稀里糊涂地叫卖着。

常在河边走，很难不湿鞋。就在创维为自己的“六基色”技术一路唱赞歌的时候，一张产品宣传彩页却给他们带来了麻烦。北京的金先生在苏宁电器亚运村店花7999元买了一台型号为26L98PW的创维液晶电视，宣传单上除了写着“魔画六基色专利技术”和“热烈庆祝创维魔画六基色通过专利审批”等字样，而且还标明了专利号200410015190.0。但认真的金先生终于刨根问底的查到了工商局那里，结果却发现这只是国家专利局的发明专利的“申请号”，创维的六基色并没有真正获得专利技术。

■交了论文就成博士了？

事实胜于雄辩，在铁证面前，创维公司也只好低头承认该项技术正在申请专利的过程中而不是已经通过了专利认证。

做出这项认证的深圳市中衡信资产评估有限公司负责人对本报记者表示，创维集团申

法律状态检索

申请（专利）号	200410015190.0	授权公告号	
法律状态公告日	2005.09.14	法律状态类型	实质审查的生效
实质审查的生效			

申请（专利）号	200410015190.0	授权公告号	
法律状态公告日	2005.07.20	法律状态类型	公开
公开			

面向高校学生的商情信息的搜集与分析案例

- 求职：查找本专业领域的公司
- 出国：查找本专业领域的研究机构/导师

利用Gale Business and Company Resouces

- 通过行业代码——获取某一个行业的公司信息

Advanced Search

Select a content area to search, then enter terms into a search box and select the desired field for searching:

Content Area: Company Profiles/Products

philips medical	in	Company Name	AND
	in	Company Name	AND
	in	Company Name	

Document Number:

SEARCH Clear Form

Search History

COMPANY: Company=huawei
INDUSTRY: SIC Code=3660 - Communications Equipment

Business & Company RESOURCE CENTER

Your search (Company Name=philips medical) returned the following results.
To view additional results for the current search, select any active tab.

Profiles. Below are companies 1-4 of 4 found. Select a company to view related information.

Page#: 1

Update Mark List

Mark	Company Name	Location	Revenue
☐	Philips Medical Systems (Bothell, Washington)	Bothell, Washington	$51.20 M Sales
☐	Philips Medical Systems	Andover, Massachusetts	$51.00 M Sales
☐	Philips Medical Systems	Bothell, Washington	
☐	Atl Ultrasound Inc.	Bothell, Washington	

Update Mark List

Philips Medical Systems (Bothell, Washington)

22100 Bothell Everett Hwy.
Bothell, Washington
98041-3003
United States
Tel: (425) 487-7000
USA (800)722-7900
Fax: USA (425)485-6080

Business	Wholesale: Medical, Dental, and Optical Supplies
SIC Codes	5047 - Medical Dental Hospital Equip & Supply
NAICS Codes	423450 - Medical, Dental and Hospital Equipment and Supplies Merchant Wholesalers
Annual Sales	$51.20 M Sales, Verification Letter
Employees	325, Verification Letter
Sales/Employees	$157,538.00
Year Founded	1933
Fiscal Year	Dec 31, 2007

Profiles. Below are companies 1-25 of 1593 found. Select a company to view related information.

Page#: 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 ... 64

Update Mark List

Mark	Company Name	Location	Revenue ▼
☐	Momert Zrt	Dunaujvaros	$86,912.50 M Sales
☐	Cardinal Distribution L.P.	Dublin, Ohio	$37,950.00 M Sales
☐	L'Air Liquide Societe Anonyme Pour l'Etude et l'Exploitation des Procedes	Paris	$17,337.10 M Sales
☐	Mohamed Mahmoud Sons Group	Cairo	$12,955.20 M Sales
☐	Diethelm Keller Holding AG	Zuerich	$9,214.70 M Sales
☐	Al Fajer Enterprises	Dubai	$8,690.60 M Sales
☐	Hitachi High-Technologies Corp. (8036)	Tokyo	$8,538.10 M Sales
☐	Canon Marketing Japan Inc. (8060)	Tokyo	$8,194.20 M Sales
☐	DCC PLC (DCC.I)	Blackrock	$8,127.00 M Sales
☐	Tamro Corp.	Vantaa	$8,027.90 M Sales
☐	Perusahaan Perdegangan Indonesia, PT	Jakarta	$7,739.80 M Sales
☐	Sinopharm International Company Ltd.	Shanghai	$7,218.70 M Sales
☐	Nagase and Company Ltd. (8012)	Osaka	$6,923.30 M Sales
☐	Owens and Minor Inc. (OMI)	Mechanicsville, Virginia	$6,800.50 M Sales

Current Company: Siemens S.R.O.

Siemens S.R.O.

Evropska 33a
Praha
160 00 6
Czech Republic
Tel: 420 233 033 303
Fax: 420 233 031 112

Business	Manufacturing: The Siemens Group in the Czech Republic consists of 32 companies involved in the areas of information and communication, automation and control, power and infrastructure, transporation, medical, home appliances, lighting, electronic components, and purchasing and logistics
Parent	Siemens AG
Ult. Parent	Siemens AG

423690 - Other Electronic Parts and Equipment Merchant Wholesalers
423860 - Transportation Equipment and Supplies (except Motor Vehicles) Merchant Wholesalers
541512 - Computer Systems Design Services

Annual Sales	$4,126.60 M Sales, Company Information
Employees	18,500, Company Information
Sales/Employees	$223,059.00
Year Founded	1890
Fiscal Year	Sept 30, 2007
Features	Limited Liability Company
Principal Shareholders	Siemens AG, Germany (100)
URL	http://www.siemens.cz
Email Address	siemens.cz@siemens.com

Officers	Pavel Kafka - Director Radomir Simek - Director of Finance
Document Number	DC787212

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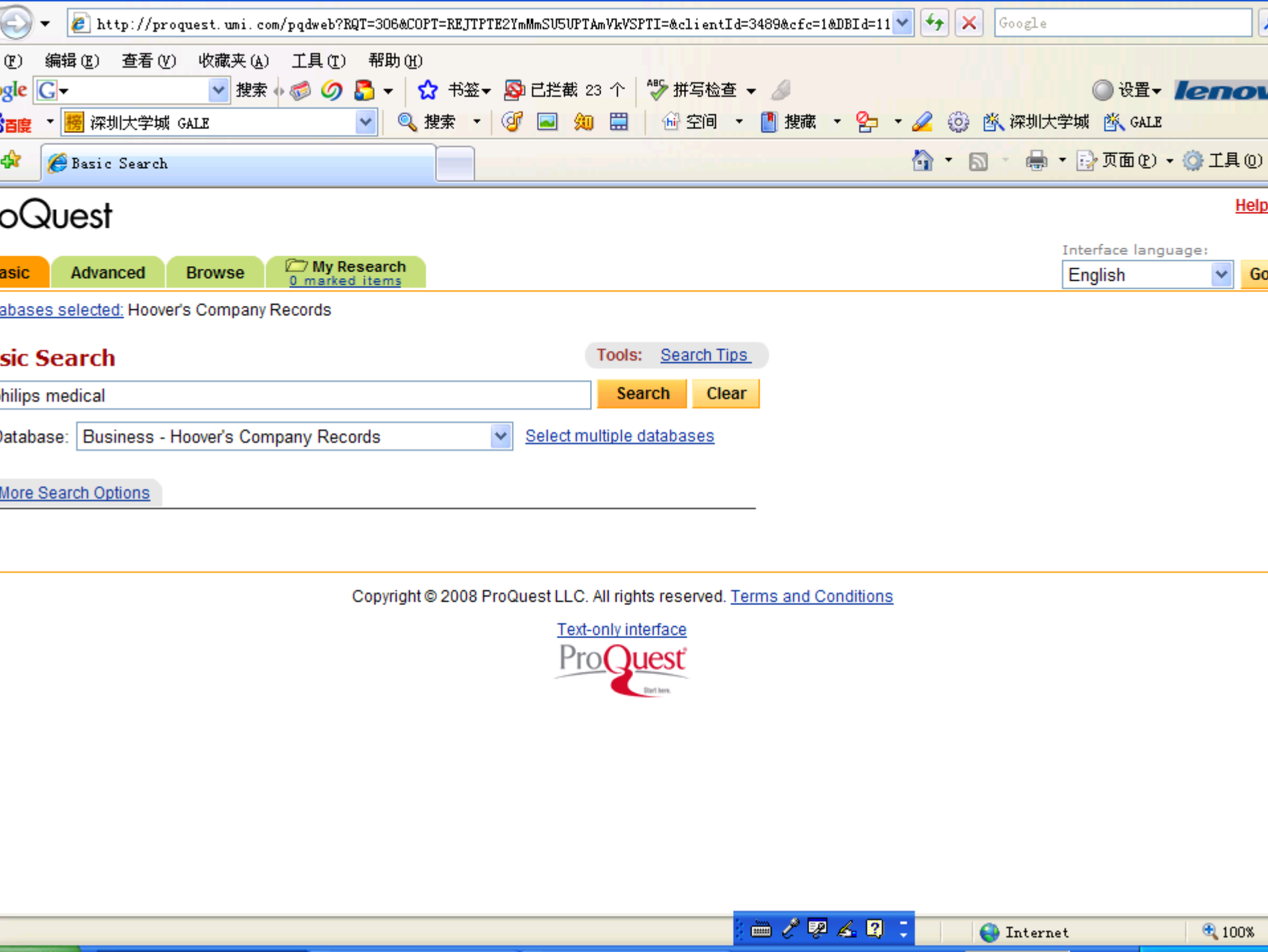
- 通过竞争对手——获取公司信息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Andover, MA 01810-1099

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http://www.medical.philips.com/main/

Hoover's coverage by Anne Law

It may not turn the world day-glo, but Philips Healthcare (formerly Philips Medical Systems) makes it easier to get a look on the inside of things. Its parent company, Royal Philips Electronics, developed the first X-ray tube for medical use in 1896. Today, Philips Healthcare is a top global maker of medical imaging equipment, including X-rays, ultrasound, MR (magnetic resonance), PET (positron emission tomography), and CT (computed tomography) scans. The firm also makes patient monitors and resuscitation products and offers consulting, financing, training, asset management, and maintenance services. Philips Healthcare accounts for a quarter of its parent's sales and has operations in more than 60 countries.

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United Kingdom
Phone: +44-1494-544-000
http://www.gehealthcare.com

Primary US Office
3000 N. Grandview Blvd.
Waukesha, WI 53188
Phone: 262-544-3011
Fax: 262-548-3384

Hoover's coverage by Kristi Park

The health care unit of diversified giant GE, GE Healthcare is a leading maker of diagnostic imaging equipment, such as MRI, ultrasound, and computed tomography (CT) scanners. And while such equipment is the unit's main offering, it has its fingers in other diagnostic pies as well. It makes cardiology diagnostic equipment (such as ECG and Holter monitors), as well as contrast agents used in imaging procedures. GE Healthcare also makes clinical equipment such as patient monitors and ventilators; develops life sciences technology for drug discovery; makes clinical and financial management software for health care providers;

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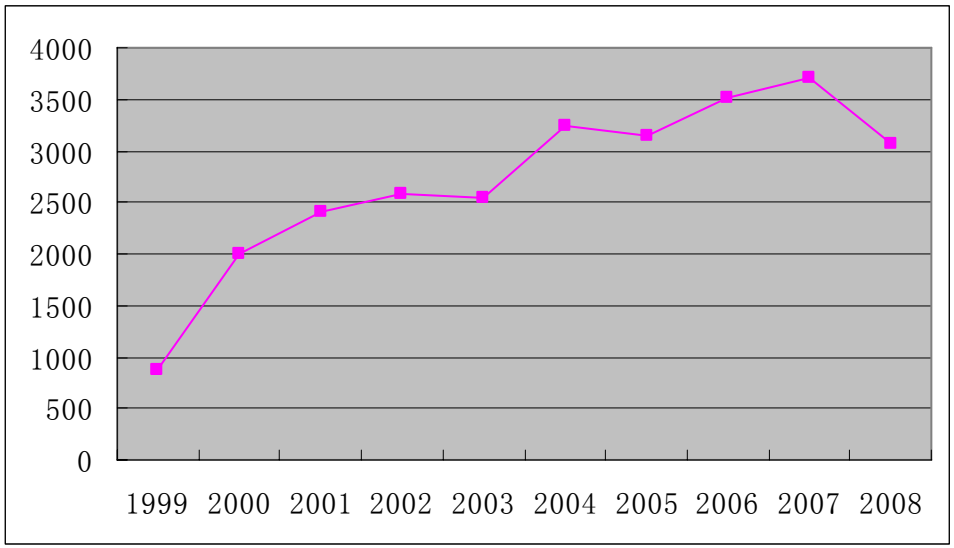

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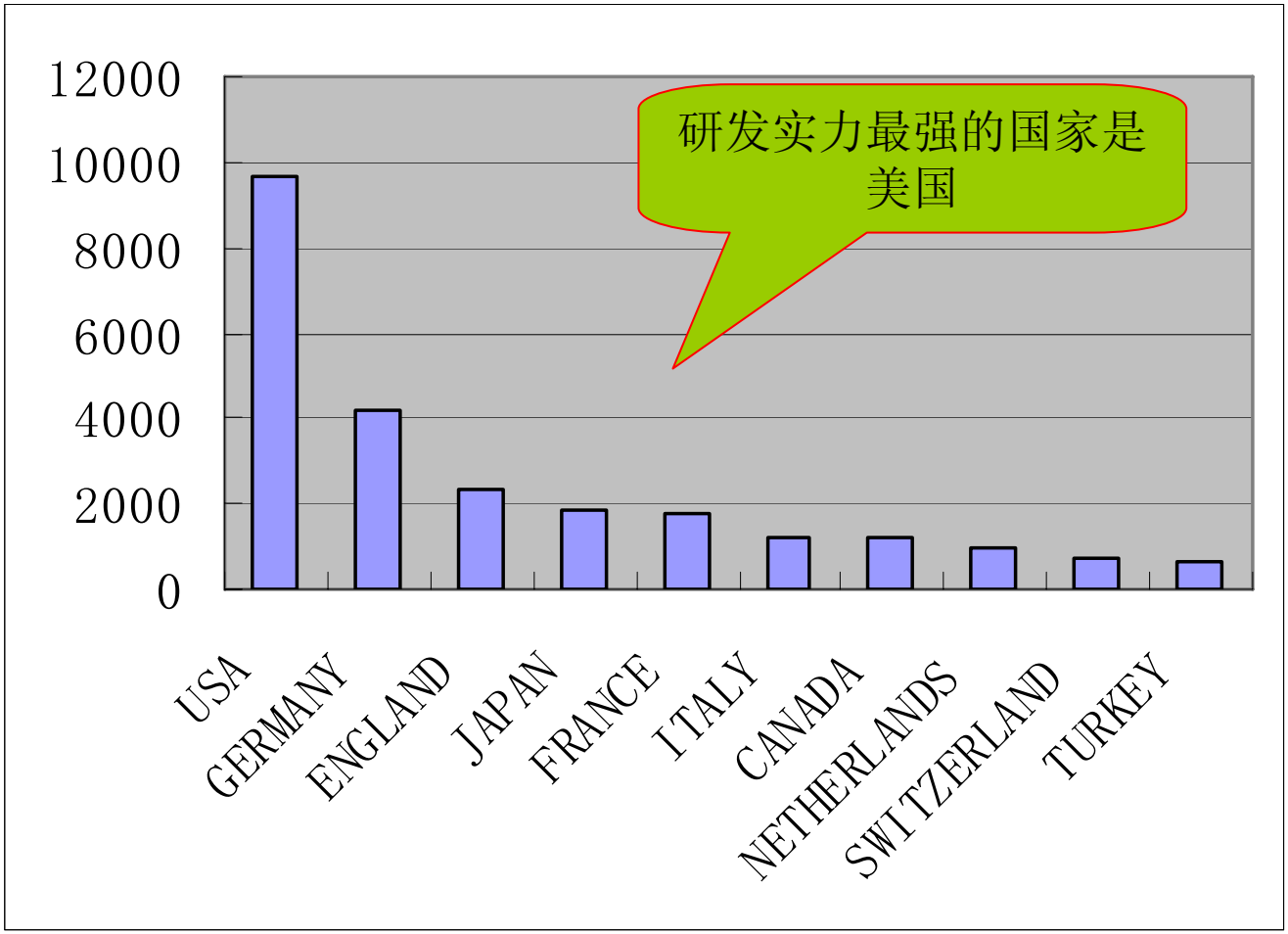
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Time-resolved MR angiography with li

Yuexi Huang [1,2]*, Graham A. Wright [1,2]

[1]Department of Medical Biophysics, University of Toronto, Toronto, Canada
[2]Sunnybrook Health Sciences Centre, Toronto, Canada
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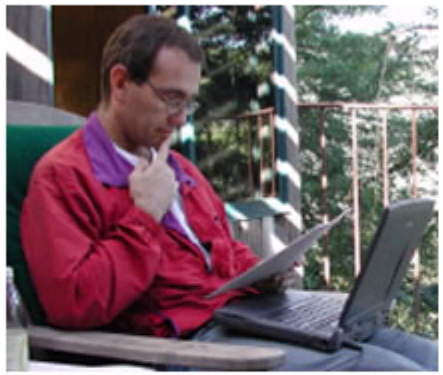

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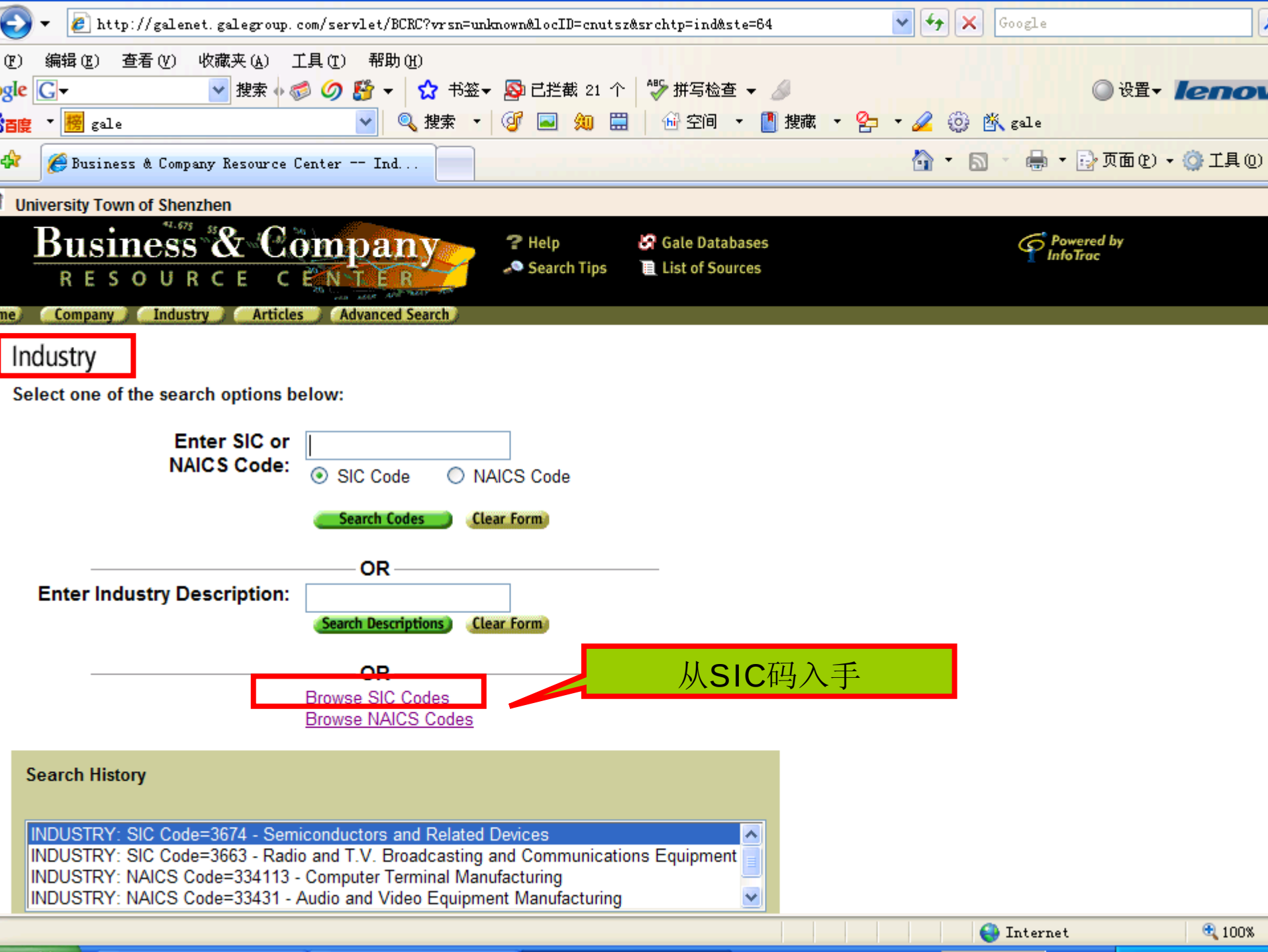
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Industry Snapshot

产业快照

In simple terms, radio frequency identification (RFID) technology involves the use of small radio tags that are able to communicate with a networked device known as a reader. These tags, which vary in size, price, and capability, consist of a digital memory chip and a transponder. They are affixed to, or embedded within, a wide range of items that manufacturers, retailers, and other parties wish to track. Much more than mere tracking devices, RFID tags contain actual data that is transmitted back to the reader. This data may include serial numbers and other specifications, such as the date and time that a product was manufactured or purchased.

By 2005, leading retailer Wal-Mart, as well as the U.S. Department of Defense (DOD), required some of their vendors to use radio frequency identification (RFID) technology as a condition of doing business with them. Specifically, Wal-Mart required its top 100 vendors to use RFID tags on cases and pallets of goods delivered as of January 2005. Mandates such as these were expected to fuel strong growth within the RFID market. Allied Business Intelligence Inc. (ABI) projected that the overall RFID market would grow from $1.4 billion in 2003 to $3.8 billion by 2008.

Despite these optimistic projections, some radio frequency identification (RFID) users indicated that full-blown implementations involving the manufacture, inbound delivery, and outbound shipment of entire product lines were still 10 to 15 years away. This was because many organizations were evaluating the returns they would get from RFID investments. In addition to ROI (return on investment) concerns, during the mid-years of the twenty-first century's first decade, companies also were challenged with high RFID costs and the task of integrating RFID into existing systems without disrupting business. Another roadblock to the widespread adoption of RFID was the fact that many consumers and privacy advocates were concerned about the potential misuse of RFID by companies or government agencies. In particular, these groups were concerned about the potential to link the purchase of RFID-tagged items to a consumer's credit or loyalty card information, thereby enabling marketers to build detailed profiles of their purchasing habits. Some consumers also were alarmed by the prospect of being

行业的组织与架构

Organization and Structure

Technology Overview

There are three main types of RFID tags: passive, semi-passive, and active. During the mid-years of the first decade of the 2000s, passive tags were the smallest variety. At 0.4 mm x 0.4 mm, these tags could be made so small that they were essentially unnoticeable to the naked eye. As their name implies, passive tags do not contain an independent power source. Instead, they rely upon the energy emitted from the reader to transmit and receive data and must be within several feet of the reader to function. According to Frost & Sullivan Inc., the North American market for passive tags was $124.6 million in 2006 and expected to increase to almost $500 million by 2013. At the other end of the spectrum were active tags. Powered by batteries, these coin-sized tags were somewhat larger, but could communicate at longer distances than passive tags (as far as 300 feet). These main classifications of RFID tags varied further depending on the frequency at which they operated. Microwave tags operated at a frequency of 2.45 gigahertz, followed by UHF tags (868 to 956 megahertz), high frequency tags (13.56 megahertz), and low frequency tags (125 to 134 kilohertz).

Market Overview

During the middle years of the first decade of the 2000s, RFID was poised for explosive growth as leading retailers like Wal-Mart, as well as the U.S. Department of Defense, required their leading suppliers to begin using the technology. According to the research firm International Data Corporation (IDC), spending on RFID within the U.S. retail supply chain alone was expected to increase from $91 million in 2003 to $1.3 billion by 2008. Leading industry players, covered within the Industry Leaders section of this essay, ranged from RFID tag and reader manufacturers to a host of consulting groups that assisted end users with various implementation issues.

Because radio frequency identification (RFID) tags can be used to track virtually anything, the end markets for RFID technology are virtually endless. However, during the middle of the first decade of the 2000s, organizations had to weigh costs against the benefits of using RFID. For

the event of a recall.

Beyond retail, manufacturing, and health care, radio frequency identification (RFID) has been adopted in many other industry sectors. For example, in the security field, ID badges have been equipped with RFID chips and used to control access to buildings. The corrections sector also has used RFID to track populations of inmates. Finally, libraries and bookstores have used RFID to manage and control collections of books.

Associations

Based in Warrendale, Pennsylvania, the Association for Automatic Identification and Mobility (AIM) is one leading trade group within the RFID industry. Its 900 members are located in 43 countries and include RFID manufacturers and service providers as well as producers of related technologies such as bar codes, biometrics, electric article surveillance, and a variety of card technologies (smart cards, optical cards, contactless cards, and magnetic stripes). In addition to hosting an annual meeting and providing its members with print and electronic resources, AIM allowed members to participate in a number of work groups including the Standards Advisory Group, Health Care Work Group, RFID Privacy Work Group, Strategic Alliance Advisory Group, and Technical Symbology Committee.

A joint venture between the Uniform Code Council (UCC) and EAN International, non-profit EPCglobal Inc. seeks "to make organizations more effective by enabling true visibility of information about items in the supply chain." In support of this objective, the industry group oversees and develops standards for a technological development known as the EPCglobal Network. The EPCglobal Network was developed by a global research team called the Auto-ID Center, which was directed through the Massachusetts Institute of Technology and supported by a group of approximately 100 leading companies. According to EPCglobal, its RFID network consists of five main parts: an Electronic Product Code (EPC) used to identify individual items; an ID System consisting of EPC readers and tags; an Object Name Service (ONS) that computers use to locate data about an item containing an EPC code; Physical Markup Language (PML); and a software application called Savant that functions as the network's central nervous system. One final aspect of the network is EPCglobal's global EPCTM number registry service for electronic product codes. Early subscribers to the EPCglobal Network were allowed to participate in the Network Implementation Task Force (ITF), which was responsible

for making the system a commercial reality.

Background and Development

RFID's history is rooted in the development of radio detection and ranging (radar) by Scottish physicist Sir Robert Watson-Watt. During the mid-1930s, Watson-Watt developed radar for the British government to identify incoming German fighter planes during World War II. By calculating the time it takes to bounce a radio wave off of a moving object, radar makes it possible to pinpoint the object's location and distance. However, one limitation was that radar did not allow users to obtain more specific information about an object. This presented a challenge to the British, who were unable to distinguish between returning friendly planes and incoming enemy ones. In response, Watson-Watt worked in secret with the British government to develop an "active identify friend or foe" (IFF) system. In principle, IFF worked in the same manner as RFID. When British fighters were returning home, special on-board transmitters were activated by military radar stations. These transmitters then broadcast signals back to the radar stations identifying the aircraft as friendly.

According to *RFID Journal,* the first U.S. patent for an active RFID chip containing rewritable memory was filed by Mario W. Cardullo on January 23, 1973. Los Gatos, California inventor Charles Walton received a patent for a passive RFID device that same year. Using a card that contained a transponder encoded with a special ID number, Walton's device included a reader capable of unlocking a door without a key. Walton, who had started working with RFID in 1970, ultimately sold his invention to Schlage Lock. However, he continued to make contributions to the RFID industry, including use of the 13.56 MHz frequency that developed into an industry standard.

Government initiatives involving Los Alamos National Laboratory and the Department of Energy led to the use of RFID to track nuclear materials. This same technology was commercialized during the mid-1980s when several former Los Alamos employees started their own company and created RFID systems that tollways could use. This allowed travelers to drive through special lanes and have tolls debited from their credit card instead of stopping to pay with coins

Current Conditions

By the middle of the first decade of the twenty-first century, worldwide spending on RFID had reached $504 million, and Gartner predicted that by 2010 that figure would be more than $3 billion. By 2010, Gartner forecasts worldwide RFID spending to surpass $3 billion. According to Jeff Woods, research vice president at Gartner, "Businesses are beginning to discover business value in places where they cannot use bar coding, which will be the force that moves RFID forward. As the innovators' trials become public, broader deployments across emerging sectors--not just consumer goods and retail--will become evident."

Indeed, new uses for RFID tags were being discovered every day. For example, a patent granted in 2007 and held by Gentag, Inc. (Washington, DC) covers the uses of personal wireless devices such as PDAs, laptop computers, and cell phones as low-cost wireless readers for RFID sensors. According to a 2007 article in *Microwaves & RT,* "The patent provides the basis for the creation of a next-generation wireless technology that will put low-cost wireless readers in the hands of consumers, wireless networks, geolocation, and disposable wireless sensors for various market applications." Another example of a new use for RFID was being tested by Mems-ID Pty Ltd. of Melbourne, Australia, which had developed a microelectro-mechanical-systems (MEMS) chip that is mechanical rather than electronic. The chips can be placed directly onto medical devices, such as surgical instruments, and can withstand high temperatures and irradiation sterilization processes. Also in 2007, NXP Semiconductors and Kestrel Wireless were developing an antitheft mechanism for DVDs using passive RFID chips. According to Paul Atkinson, president of Kestrel Wireless, "10 to 15 percent of the disks--especially newly released films--shipped annually in the United States are believed to be stolen." Considering the fact that stolen DVDs cost sellers billions of dollars a year, the new technology was expected to be well received.

One of the emerging technologies in the mid-years of the first decade of the 2000s was the chipless RFID tag. Traditional RFID tags contain a silicon chip, which is part of the reason their costs are not practical for use on small items. However, according to a 2007 study by IDTechEx, chipless tags could eventually be printed directly on products and packaging for only one cent each. The study predicted that during the late years of the decade, chipless tags will

chipless tags are much more versatile and reliable than regular tags and that chipless tags could replace 10 trillion barcodes per year.

Industry Leaders

Savi Technology Inc.

Sunnyvale, California-based Savi Technology Inc. is a leader in the area of RFID networks that enable companies to manage assets, optimize inventories, achieve real time visibility, and secure their global supply chains. Founded in 1989, by 2005 the company had established regional offices in London, Johannesburg, Singapore, and Washington, D.C. Savi is the main technology provider for the world's largest wireless cargo monitoring network, operated by the U.S. Department of Defense (DOD). Its technology is used by the DOD "to track more than 35,000 conveyances daily across a global network of 1,400 locations in more than 45 countries." This tracking is achieved via a combination of barcoding and RFID as well as cellular and satellite communications systems. In addition to its work with the DOD, Savi also is the leading provider of RFID technology to the United Kingdom's Ministry of Defense.

Texas Instruments acquired Savi in 1995 but sold the company to Raytheon Corp. in 1997. Savi became a private company in May of 1999 when investors and company management bought the company from Raytheon. Since 2000, Savi has received numerous awards. In 2002 the company was included on *Red Herring*'s list of the "100 Companies Most Likely to Change the World." The following year, Savi received the National Defense Transportation Association Company of the Year Award and the European Retail Supply Chain Innovation Award, and was named a Technology Pioneer by the World Economic Forum. During the early years of the first decade of the 2000s, Savi's annual operating revenues totaled $40 million. By 2005 the company employed roughly 250 employees; it held 13 fundamental patents on RFID technology and had approximately 20 more pending.

Intermec Technologies Corp.

they would prefer to reply upon outside resources. These findings were good news for third party vendors and consultants with the knowledge and expertise to assist with integration and implementation issues.

Research and Technology

During the mid-years of the first decade of the 2000s, implantable low-frequency RFID chips were one of the newest, and most controversial, applications of this emerging technology. In addition to being used to identify lost pets, some foreign law enforcement agencies have embedded chips into police officers for various purposes, including their recovery in the event of kidnapping. In October 2004, VeriChip Corp., a subsidiary of Delray Beach, Florida-based Applied Digital, and Digital Angel Corp. obtained FDA approval to offer the world's first implantable RFID chip for medical use in humans. The VeriChip Health Information Microtransponder System included a rice grain-sized implantable microtransponder that individuals had implanted during an outpatient surgical operation. According to the company, "Each VeriChip contains a unique 16-digit verification number that is captured by briefly passing a proprietary scanner over the insertion site. The captured 16-digit number links to the database via encrypted Internet access. The previously stored information is then conveyed via the Internet to the registered requesting health care provider."

Further Readings

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Mountain View, CA 94041-1530

Phone: 650-316-4700
Fax: 650-316-4750
Toll Free: 800-428-0554

http://www.savi.com

Hoover's coverage by Josh Lower

Savi Technology brings practical know-how to supply chains. The company provides asset management hardware and software used in more than 50 countries. Using radio-frequency identification (RFID) devices and supply chain asset management, security, and collaboration software systems, Savi monitors the traffic of containers through all segments of a global supply chain. Its products are also used in airport security and are certified by the FAA. Partners who have integrated Savi's products into their own supply chain management include 3M, CheckPoint, and Sensormatic. The company is a subsidiary of Lockheed Martin.

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Intermec, Inc. (NYSE: IN)

6001 36th Ave. West
Everett, WA 98203-1264

Phone: 425-265-2400
Fax: 425-355-9551
Toll Free: 800-755-5505

http://www.intermec.com

Hoover's coverage by Josh Lower

Intermec keeps assets on track. The company manufactures and supports data collection and mobile computing products. Its offerings include bar code scanners, RFID readers, mobile and fixed vehicle computers, printers, and label media. The company also sells wireless LAN equipment from Cisco Systems. Intermec's products are used to manage distribution, warehouse, and manufacturing facilities. Formerly called UNOVA, the company discontinued its Industrial Automation Systems (IAS) segment in 2005 and changed its name to Intermec -- the name already used by its automated data collection subsidiary -- in 2006.

Full Overview

Intermec Inc

一般信息

地址/联络者

Intermec Inc.

6001 36th Avenue West
Everett, WA 98203-1264
United States
地图

电话: 1-425-2652400

http://www.intermec.com/

附加公司连接

会员类别: 上市
DUNS 提供者 D&B : 799246558
核数师/会计师: Deloitte & Touche, LLP (Deloitte Haskins & Sells)

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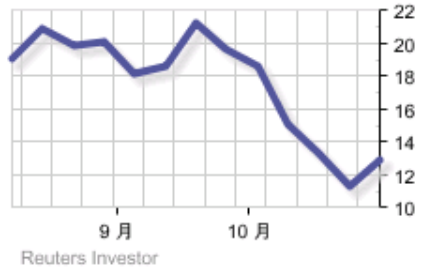

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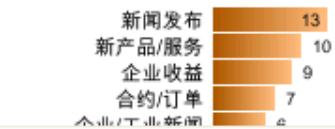

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2. **Intermec Inc. U.S. Army Awards Multiple AIT-III Orders to Intermec for CK61G Mobile Computers and PM4i Printers**
   Science Letter, 2008 年 11 月 11 日, 341 字, (英文)
   2008 NOV 11 - (NewsRx.com) -- Intermec Inc. (NYSE:IN) announced that the U.S. Army has selected its CK61G rugged mobile computers with PM4i barcode printers to globally automate the accountability process for the U.S. Army's Property Book ...

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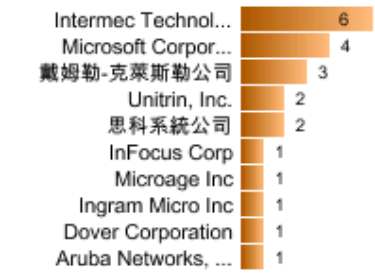

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   Soliditet, 2008 年 11 月 5 日, 167 字, (英文)
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2. **Company Profile For - Intermec Technologies AB**
   Soliditet, 2008 年 11 月 5 日, 169 字, (英文)
   1. Transaction Type 12. Registration Number 55615046623. Report Type K4. Company Name Intermec Technologies AB5. Address Vendevägen 85 B6. Postal Code 18291

3. **Intermec (IN) Beats Street's Q3 Numbers; Guides Q4 Below the Street**
   StreetInsider.com, 2008 年 10 月 30 日, 73 字, (英文)
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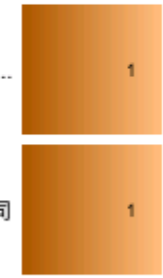

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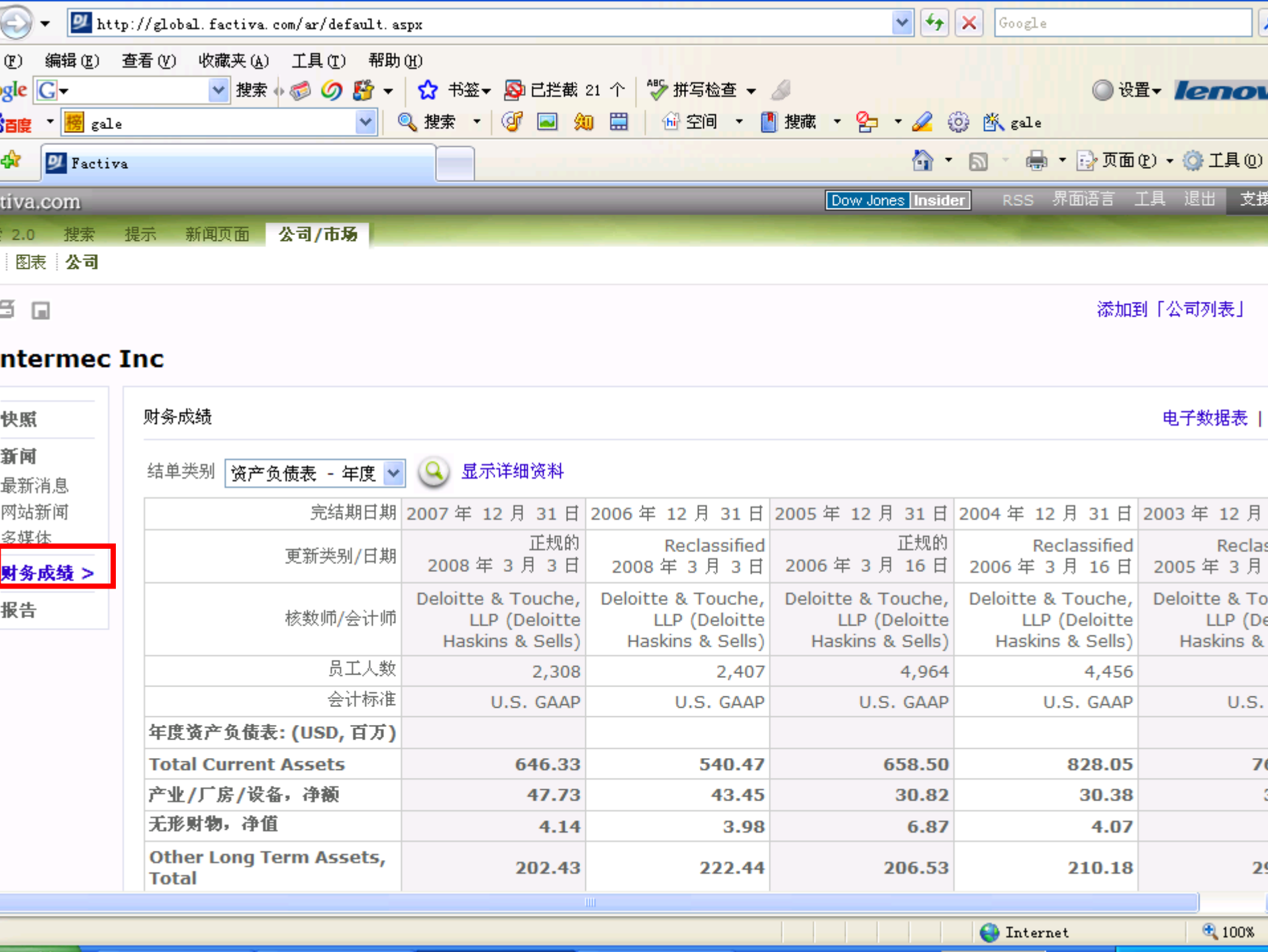
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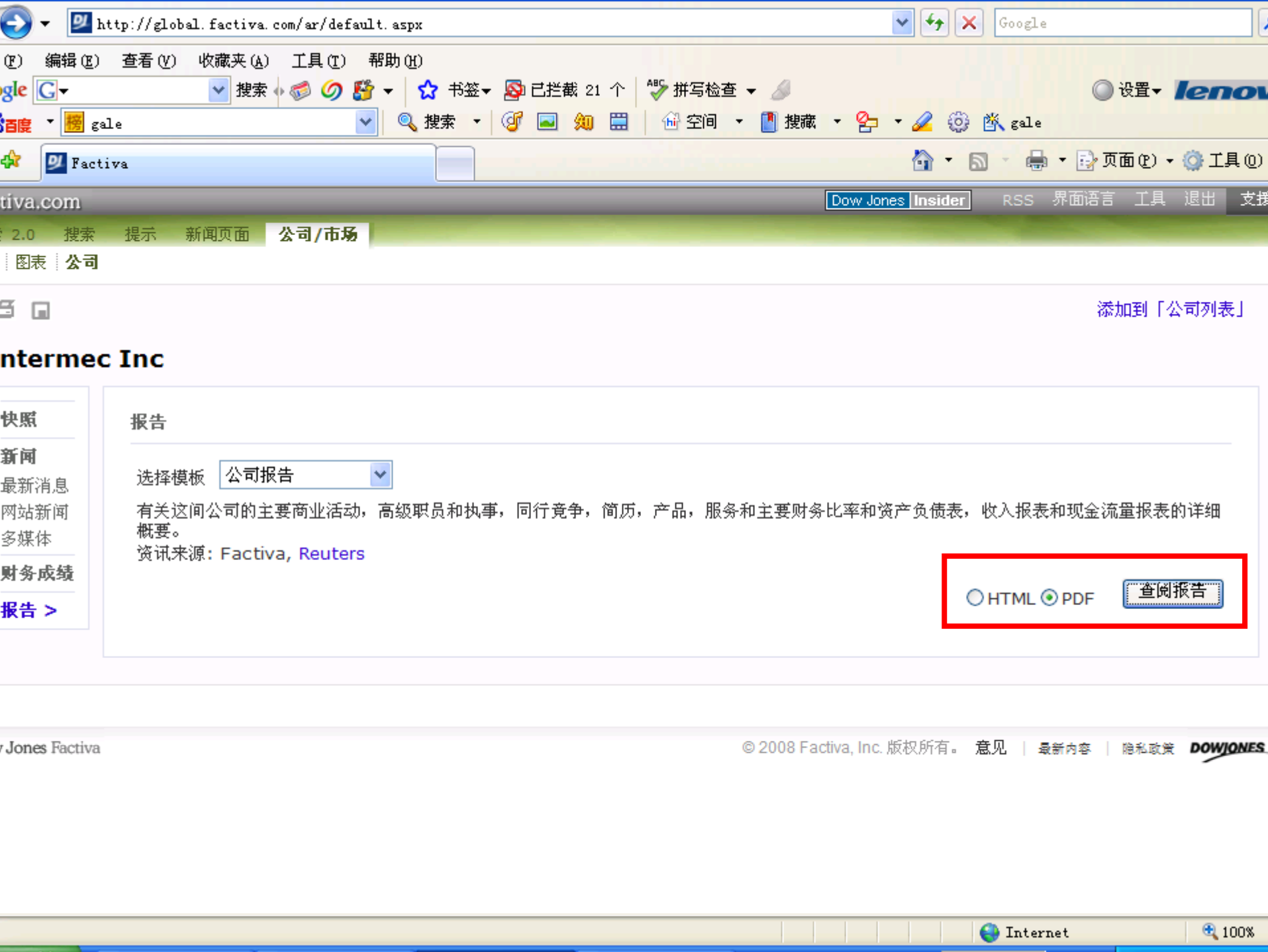
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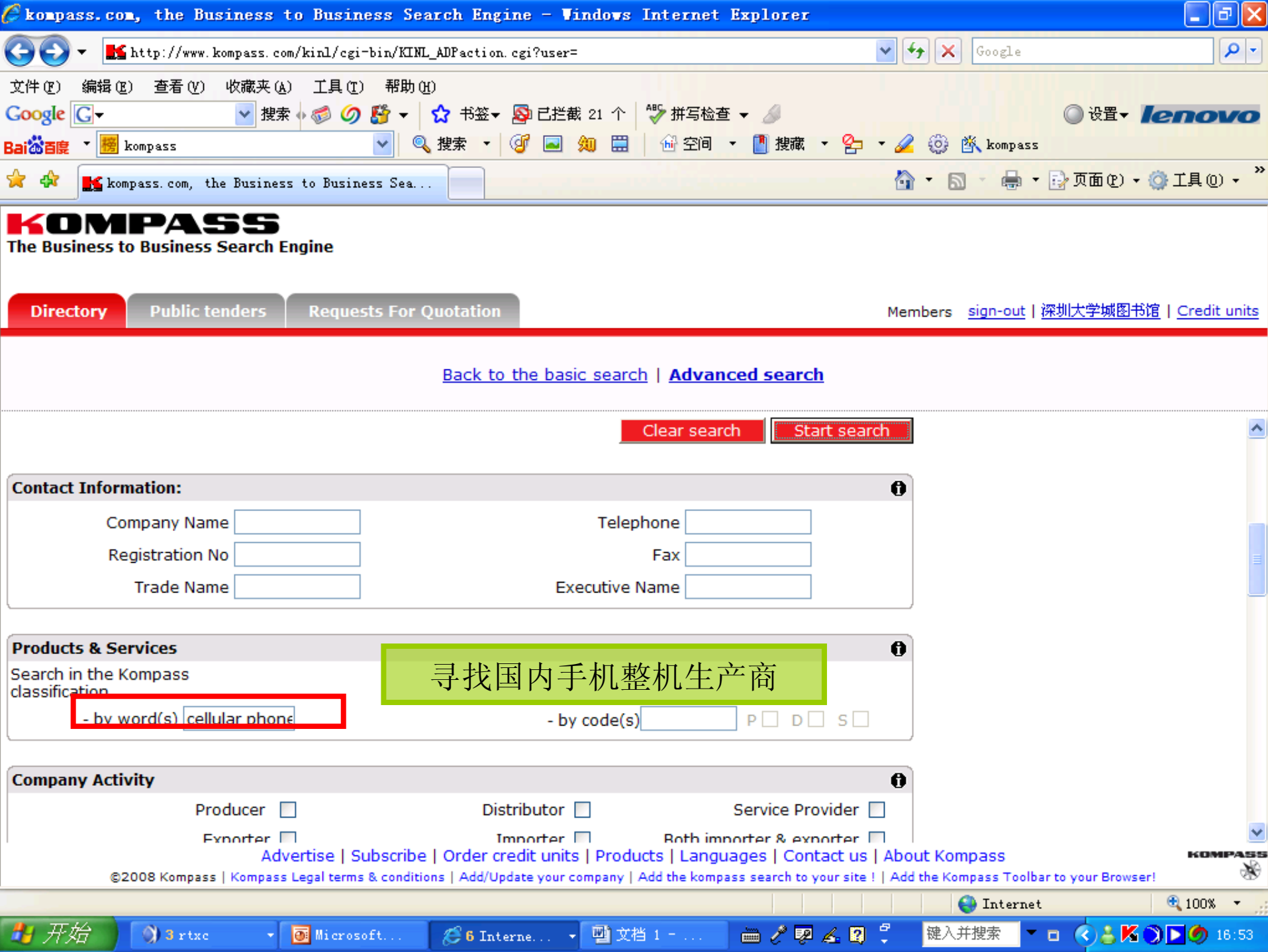
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Czech Republic

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Denmark

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7903 Blicquy

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1 - 20 companies from a total of 115, Page **1** 2 3 4 5 6

Suppliers	Address	Phone	Fax
View marked (Tick boxes to mark individual companies)			
Galaxy Commutech Limited (Unknown)	Bao'an, Guangdong 518110 Guangdong [China]	+86 755 28023046	+86 755 28010026
Quanzhou Baojia Communication Equipment Co. Ltd. (Unknown)	Quanzhou, Fujian 362000 Fujian [China]	+86 595 22197130	+86 595 22197130
Alcatel Shenyang Telecommunication Co. Ltd. (Unknown)	Shenyang, Liaoning 110141 Liaoning [China]	+86 24 25551240	+86 24 25550000
Dalian Daxian Network System Co. Ltd. (Unknown)	Dalian, Liaoning 116035 Liaoning [China]	+86 411 82168666	+86 411 82168990
H.L.J Hongxing Telecom Equipment Co. Ltd. (Unknown)	Harbin, Heilongjiang 150048 Heilongjiang [China]	+86 451 82934900	+86 451 82934900
SK Telecom Co. Ltd. Beijing Office (Unknown)	Beijing 100004 Beijing [China]	+86 10 65057238	
Holmbergs Industry (Suzhou) Co., Ltd. (Unknown)	Suzhou, Jiangsu 215011 Jiangsu [China]	+86 512 68081216	+86 512 68244964
Trend Harvest Inc. (Unknown)	Huizhou, Guangdong 516006 Guangdong [China]	+86 752 2621818	+86 752 2621818
Shenzhen Kingsun Technology Co. Ltd. (Unknown)	Shenzhen, Guangdong 518067 Guangdong [China]	+86 755 26893060	+86 755 26893063

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1 - 20 companies from a total of 115, Page **1** 2 3 4 5 6

Suppliers	Address	Phone	Fax
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Beijing Ericsson Putian Mobile Communication Co. Ltd. (Over 5000 million RMB)	Beijing 101312 Beijing [China]	+86 10 64575729	+86 10 64575729
Guangdong Nanhe United Enterprise Co. (Over 5000 million RMB)	Bao'an, Guangdong 518114 Guangdong [China]	+86 755 28707333	
Dongguan Nokia Mobile Phones Co. Ltd. (Over 5000 million RMB)	Dongguan, Guangdong 511715 Guangdong [China]	+86 769 2402844	+86 769 2402847
Shanghai Siemens Mobile Telecom Co. Ltd. (Over 5000 million RMB)	Shanghai 201206 Shanghai [China]	+86 21 61011688	+86 21 58548818
Shanghai K and S International Co. Ltd. (Over 5000 million RMB)	Shanghai 200127 Shanghai [China]	+86 21 58735166	+86 21 58731947
Shenzhen Huawei Technology Co. Ltd. (Over 5000 million RMB)	Shenzhen, Guangdong 518129 Guangdong [China]	+86 755 28780808	+86 755 28560111
Motorola (China) Electronics Co. Ltd. (Over 5000 million RMB)	ETDZ 300457 Tianjin [China]	+86 22 25325050	+86 22 25325048
Lenovo Group Ltd. (Over 5000 million RMB)	Beijing 100085 Beijing [China]	+86 10 58868888	+86 10 82876630
	Huizhou, Guangdong 516001 Guangdong		

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1 - 5 categories from a total of 10, Page **1** 2

		I	E
☐	37480 Microphones [**54** companies]	☐	☐
	Select all	D	S
☐	3748001 Microphones, electromagnetic [**5** companies]	☐	☐
☐	3748002 Microphones, capacitor/electrostatic [**7** companies]	☐	☐
☐	3748005 Microphones, piezoelectric (crystal) [**5** companies]	☐	☐
☐	3748006 Microphones, ceramic [**4** companies]	☐	☐
☐	3748007 Microphones, carbon [**3** companies]	☐	☐
☐	3748009 Microphones, moving coil [**7** companies]	☐	☐
☐	3748010 Microphones, moving iron [**3** companies]	☐	☐
☐	3748011 Microphones, digital [**6** companies]	☐	☐

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Home > Category list

1 - 7 companies from a total of 7, Page **1**

Suppliers	Address	Phone	Fax
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Keenion Electronics Factory (10 to 20 million RMB)	Guangzhou, Guangdong 510620 Guangdong [China]	+86 20 38889915	+86 20 38889905
Shanghai Fenglei Broadcasting Equipment Factory (Unknown)	Shanghai 200233 Shanghai [China]	+86 21 64852985	+86 21 64852985
Shenzhen Guokun Electronics Co. Ltd. (Unknown)	Shenzhen, Guangdong 518031 Guangdong [China]	+86 755 83627806	+86 755 83627861
Shenzhen Horn Audio Co. Ltd. (Unknown)	Shenzhen, Guangdong 518109 Guangdong [China]	+86 755 28030883	+86 755 28030747
Shenzhen Guangjixing Electronics Co. Ltd. (Unknown)	Shenzhen, Guangdong 518103 Guangdong [China]	+86 755 82840600	+86 755 82842768
PPHONE IN MAG-ELECTRONICS CO. LTD (Unknown)	Dongguan, Guangdong 523297 Guangdong [China]	+86 769 86319501	+86 769 86313056
Guangdong Enping Lane Electronics Technology Co. Ltd. (Unknown)	Enping, Guangdong 529400 Guangdong [China]	+86 750 7817728	+86 750 7815789

1 - 7 companies from a total of 7, Page **1**

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案例3：研发管理 -- 文献计量分析

- 我是某公司研发经理，想了解LED照明行业的科研情况；
- 获取途径
  - Web of Science
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LED照明领域研究论文的计量分析

- LED照明行业的研究的宏观态势
- 国际上哪些国家走在研究的前列
- 国内哪些机构走在前列

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AND 检索范围 作者

示例: O'Brian C* OR OBrian C*

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AND 检索范围 出版物名称

示例: Cancer* OR Journal of Cancer Research and Clinical Oncology

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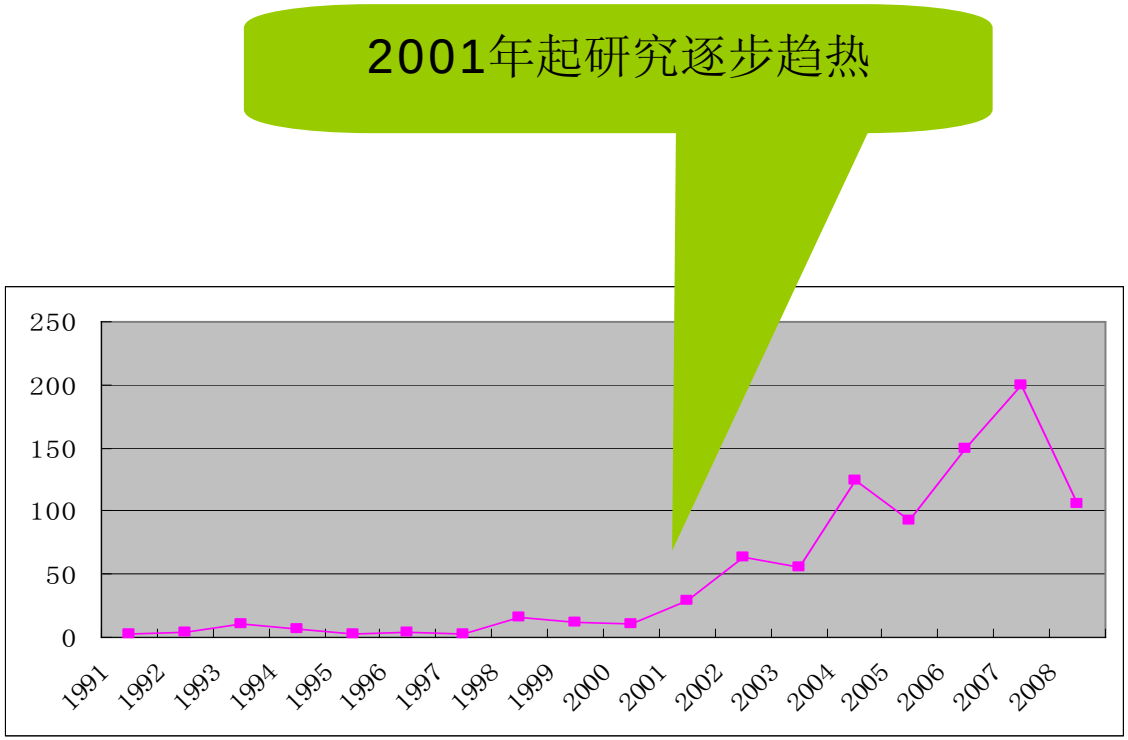
- OPTICS (337)
- ENGINEERING, ELECTRICAL & ELECTRONIC (227)
- PHYSICS, APPLIED (152)
- MATERIALS SCIENCE, MULTIDISCIPLINARY (122)
- PHYSICS, CONDENSED MATTER (107)

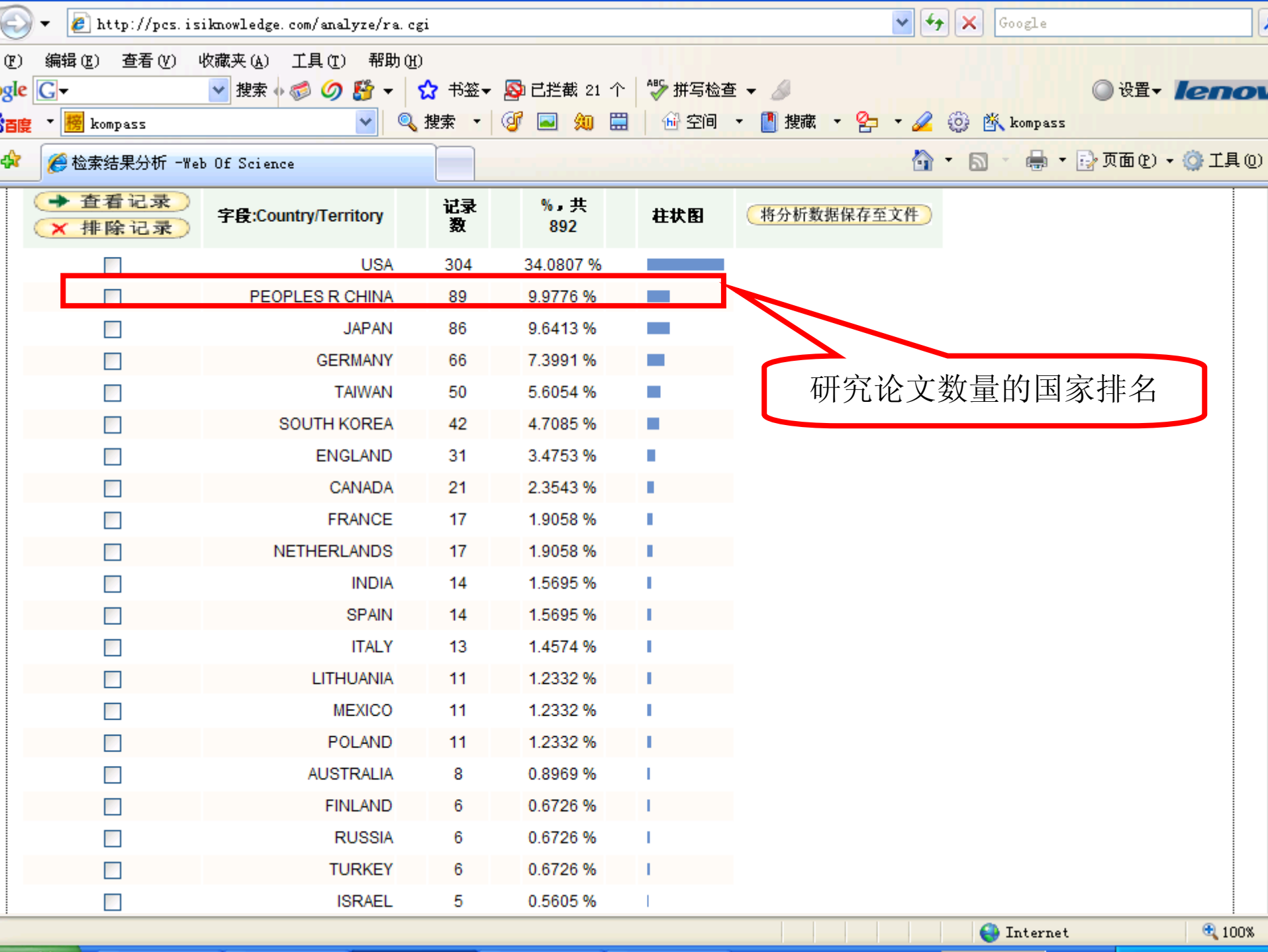
更多选项/分类...

1. Title: Experimental study of using fuel cells in dwellings for energy saving lighting and other low power applications
Author(s): Elsarrag E
Source: **INTERNATIONAL JOURNAL OF HYDROGEN ENERGY** Volume: **33** Issue: **16** Pages: **4427-4432** Published: **AUG 2008**
Times Cited: **0**
全文

2. Title: Multistring LED Backlight Driving System for LCD Panels With Color Sequential Display and Area Control
Author(s): Wu CY, Wu TF, Tsai JR, et al.
Source: **IEEE TRANSACTIONS ON INDUSTRIAL ELECTRONICS** Volume: **55** Issue: **10** Pages: **3791-3800** Published: **OCT 2008**
Times Cited: **0**

LED照明研究论文计量分析

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LED照明领域的专利计量分析

- 哪些公司在从事这一领域
- 技术领先的公司是哪些？
- 他们的专利情况

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Derwent Innovations Index SM

检索:

检索范围 主题

示例: recharg* lithium batter*

AND 检索范围 发明人

示例: Von Oepen R or Oepen R V

AND 检索范围 专利号

示例: EP797246 or US5723945-A

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University Town of Shenzhen

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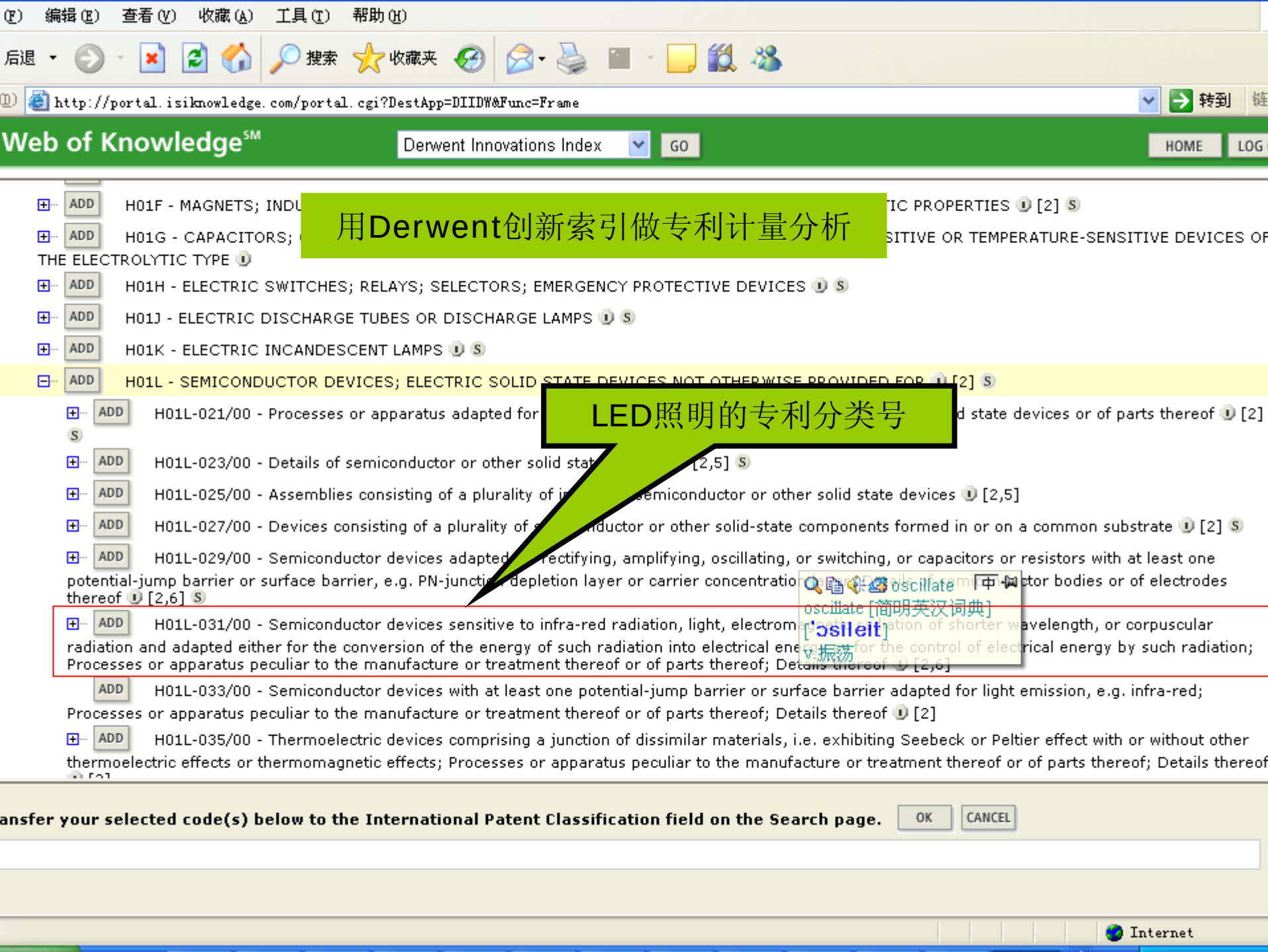
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LED照明的专利分类号
ADD H01F - MAGNETS; INDU ...TIC PROPERTIES [2]
ADD H01G - CAPACITORS; ...SITIVE OR TEMPERATURE-SENSITIVE DEVICES OF THE ELECTROLYTIC TYPE
ADD H01H - ELECTRIC SWITCHES; RELAYS; SELECTORS; EMERGENCY PROTECTIVE DEVICES
ADD H01J - ELECTRIC DISCHARGE TUBES OR DISCHARGE LAMPS
ADD H01K - ELECTRIC INCANDESCENT LAMPS
ADD H01L - SEMICONDUCTOR DEVICES; ELECTRIC SOLID STATE DEVICES NOT OTHERWISE PROVIDED FOR [2]
ADD H01L-021/00 - Processes or apparatus adapted for ...d state devices or of parts thereof [2]
ADD H01L-023/00 - Details of semiconductor or other solid stat... [2,5]
ADD H01L-025/00 - Assemblies consisting of a plurality of i...emiconductor or other solid state devices [2,5]
ADD H01L-027/00 - Devices consisting of a plurality of s...nductor or other solid-state components formed in or on a common substrate [2]
ADD H01L-029/00 - Semiconductor devices adapted ...rectifying, amplifying, oscillating, or switching, or capacitors or resistors with at least one potential-jump barrier or surface barrier, e.g. PN-junctio... depletion layer or carrier concentratio... ...ctor bodies or of electrodes thereof [2,6]
ADD H01L-031/00 - Semiconductor devices sensitive to infra-red radiation, light, electrom... ...avelength, or corpuscular radiation and adapted either for the conversion of the energy of such radiation into electrical ene... ...for the control of electrical energy by such radiation; Processes or apparatus peculiar to the manufacture or treatment thereof or of parts thereof; Details ... [2,6]
ADD H01L-033/00 - Semiconductor devices with at least one potential-jump barrier or surface barrier adapted for light emission, e.g. infra-red; Processes or apparatus peculiar to the manufacture or treatment thereof or of parts thereof; Details thereof [2]
ADD H01L-035/00 - Thermoelectric devices comprising a junction of dissimilar materials, i.e. exhibiting Seebeck or Peltier effect with or without other thermoelectric effects or thermomagnetic effects; Processes or apparatus peculiar to the manufacture or treatment thereof or of parts thereof; Details thereof
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Topic=(light* or illum*) AND IPC Code=(H01L-033/00)
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检索

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- ENGINEERING (31,693)
- INSTRUMENTS & INSTRUMENTATION (31,422)
- CHEMISTRY (15,953)
- POLYMER SCIENCE (3,662)
- OPTICS (3,267)

更多选项/分类…

专利权人名称 精炼

1. WO2008117865-A1 2008-L74085
Title: Illumination device has reflection unit comprising parabolic reflective surface that is surrounded by flat reflective surface
Assignee: KYOCERA CORP
Inventor(s): KON T
Citing Patents: 0
原文

2. WO2008117788-A1 2008-L74050
Title: Light emitting element has laminated structure including light emitting layer provided between p-type and n-type conductive layers, and intermediate layer between light emitting and p-type conductive layers with group III nitride
Assignee: NGK INSULATORS LTD, NAGOYA INST TECHNOLOGY
Inventor(s): SUMIYA S, KOSAKA K, MIYOSHI M, et. al

32,203 records. Topic=(light* or illum*) AND IPC Code=(H01L-033/00)

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精炼依据: AssigneeName=(SHARP KK)

SHARP公司的相关专利

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结果内检索

检索

学科类别 精炼

- ENGINEERING (1,210)
- INSTRUMENTS & INSTRUMENTATION (1,201)
- CHEMISTRY (722)
- OPTICS (118)
- COMMUNICATION (113)

更多选项/分类...

专利权人名称 精炼

- SHARP KK (1,227)
- KAWASAKI M (23)
- ITO S (17)
- HATA T (12)
- TSUDA Y (11)

更多选项/分类...

1. US2008241983-A1 2008-L49779
Title: Nitride semiconductor light-emitting device, e.g. LED manufacture involves contacting surfactant material with surface of n-type nitride semiconductor layer or surface of undoped nitride semiconductor layer, or with grown crystal surface
Assignee: SHARP KK
Inventor(s): KOMADA S, OGAWA A, TAKAOKA H
Citing Patents: 0
原文

2. US2008185610-A1; JP2008192769-A; CN101236996-A 2008-L47234
Title: Resin-sealed semiconductor light-receiving element used for electronic devices, comprises light-receiving element mounted on circuit board whose mounting face is sealed with transparent epoxy resin to expose light-receiving surface
Assignee: KUSHIMATSU Y, SHINDOH H, SHARP KK
Inventor(s): KUSHIMATSU Y, SHINDOH H, SHINDOU H
Citing Patents: 0
原文

3. JP2008218826-A 2008-L40081
Title: Manufacture of nitride semiconductor element, such as nitride semiconductor laser element, having mesa structure, involves carrying out plasma processing of surface exposed by dry etching in atmosphere containing nitrogen plasma

对某一公司的专利分析

- 适用于分析竞争对手的情况……
  - 公司的产品线有哪些?
  - 某一产品线的研发轨迹
  - 人力资源经理可能会关心该公司的技术专家都是谁?
  - 某一产品线的竞争对手是谁?

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Name and code | Name only | Code only

huawei

华为公司的专利分析

INVENTOR: Enter one or more inventor names (see inventor name index).
Example: Von Oepen R or Oepen R V

PATENT NUMBER: Enter one or more patent numbers.
Example: EP797246 or US5723945-A

Search Results -- Summary

AE=(huawei)
Databases=Electrical and Electronic Section, Engineering Section; Timespan=1963-2007

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[1 | 2 ...

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1. WO2007045163-A1 2007-309237
End-to-end stream transmission realization method involves reserving resources for end-to-end stream transmission in several paths between sending end and receiving end
HUAWEI TECHNOLOGIES CO LTD (HUAW-Non-standard)
CHEN H, LI B
Citing Patents: 0
ORIGINAL DOCUMENT

2. WO2007012284-A1; CN1867118-A 2007-308560
Multi-mode wireless system switches multi-mode wireless subscriber signals to deliver cell handover data between wireless base station up-level device by wireless channel
HUAWEI TECHNOLOGIES CO LTD (HUAW-Non-standard)
ZHENG R
Citing Patents: 0
ORIGINAL DOCUMENT

3. EP1748661-A1; CN1829344-A; WO2007012246-A1 2007-304189

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H04Q-007/38	789	11.0566 %
H04L-012/28	739	10.3559 %
H04L-012/56	732	10.2578 %
H04Q-007/20	684	9.5852 %
H04B-007/26	429	6.0118 %
H04M-003/42	414	5.8016 %
		5.5914 %
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H04L-012/24

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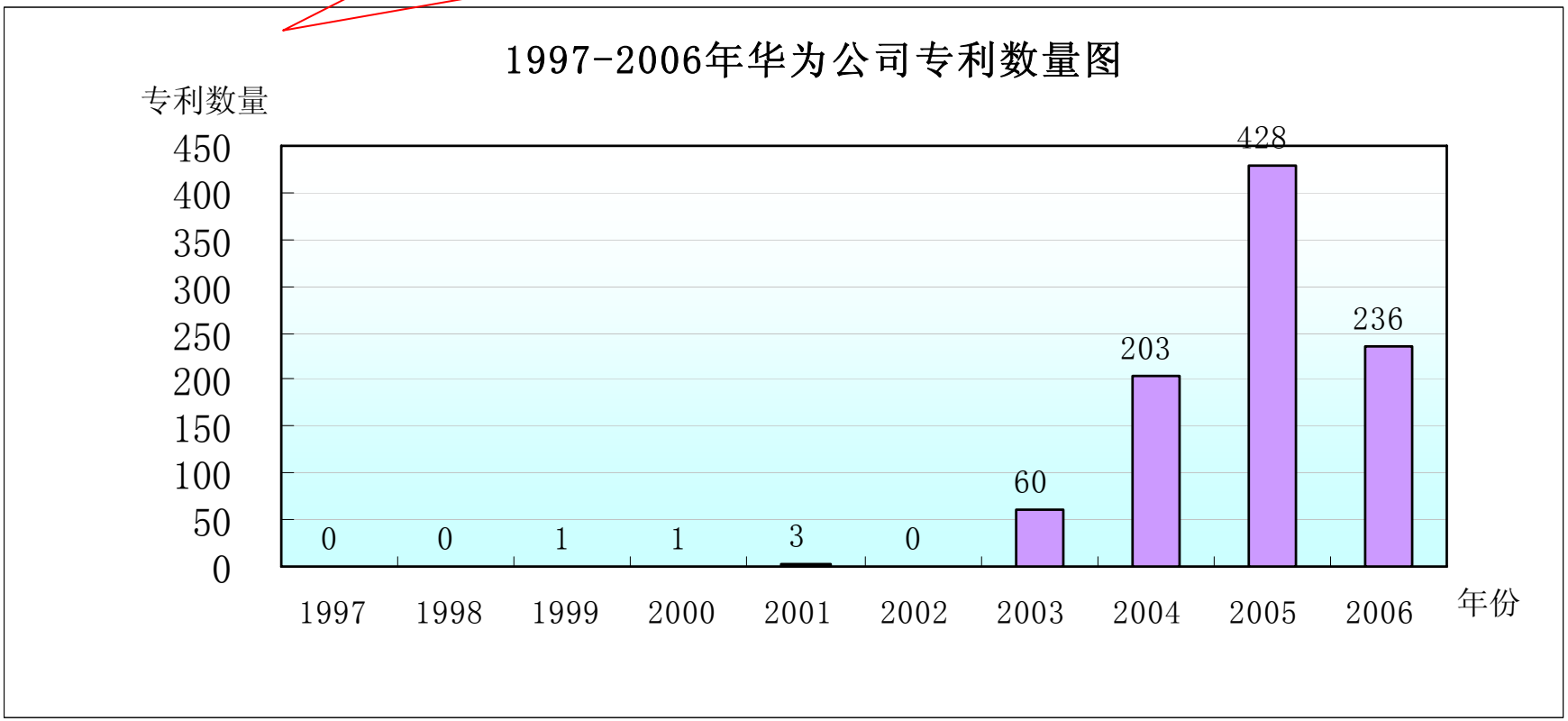
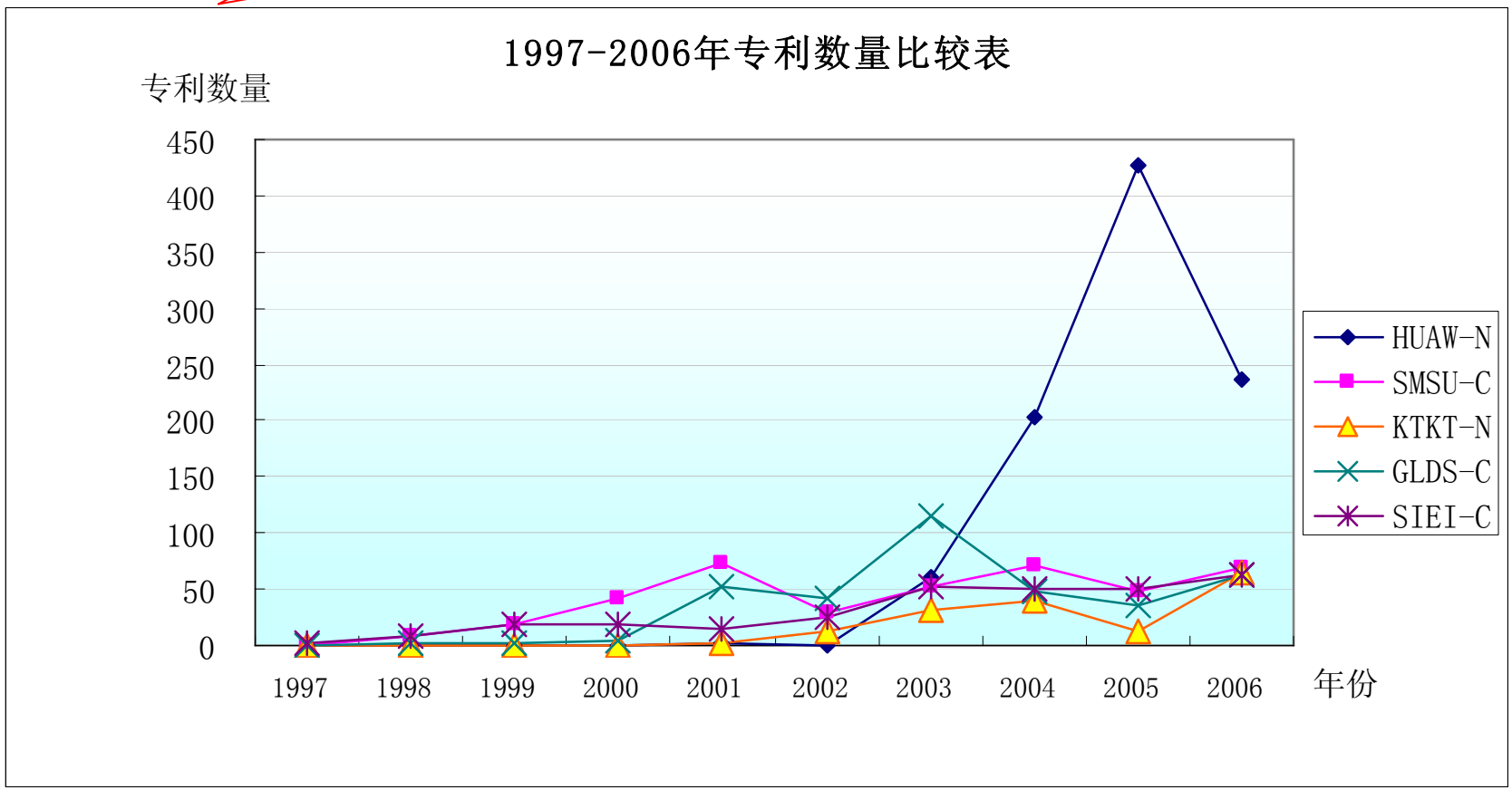


0 6 年在H04 L － 0 1 2 /24领域专利数量排前 5 位公司



Results Analysis

7,136 records. AE=(huawei)

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☐	LI Y	175	2.4524 %		
☐	LI Z	163	2.2842 %		
☐	ZHANG J	163	2.2842 %		
☐	WANG Y	137	1.9198 %		
☐	LI J	134	1.8778 %		
☐	WANG Z	130	1.8217 %		
☐	CHEN Y	125	1.7517 %		
☐	ZHANG Y	124	1.7377 %		
☐	ZHANG W	122	1.7096 %		

在华为公司所有专利中的发明人的排名，可以看到Wang J 是205项专利的发明人,排第一位

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CHEN Y	47	3.9898 %	
WANG J	39	3.3107 %	
WANG Y	34	2.8862 %	
WU D	31	2.6316 %	
FAN L	29	2.4618 %	
ZHANG W	26	2.2071 %	
LI Z	24	2.0374 %	
LI J	20	1.6978 %	
XU B	20	1.6978 %	
YANG L	18	1.5280 %	

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(801 Inventor value(s) outside display options.)

在**H04L-012/24**（数据开关网络）领域中，**CHEN Y**排在第一位。

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Results Analysis

12914 records. IP=(H04L-012/24)

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☐	NITE-C	646	5.0023 %		
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☐	SMSU-C	452	3.5001 %		
☐	GLDS-C	395	3.0587 %		
☐	SIEI-C	362	2.8032 %		
☐	HITA-C	344	2.6638 %		
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在**H04L-012/24**中按专利权人的排名；
NEC CORP LTD 的专利数紧跟在华为之后。

主要内容

- 传统图书馆与现代图书馆
- 图书馆的馆藏资源在企业实践工作的应用
- **图书馆的主要信息情报服务方式及其局限性**

传统图书馆与现代图书馆

传统图书馆与现代图书馆

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  - 宏大建筑
  - 丰富藏书（印本）
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    - 图书上架
    - 图书借阅……
  - 读者对图书馆的使用
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- 现代图书馆
  - 现代建筑
  - 电子馆藏
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  - 兼具高校图书馆和公共图书馆双重职能
  - 专业性、研究型、数字化、全开放

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- 日接待读者能力8000人次

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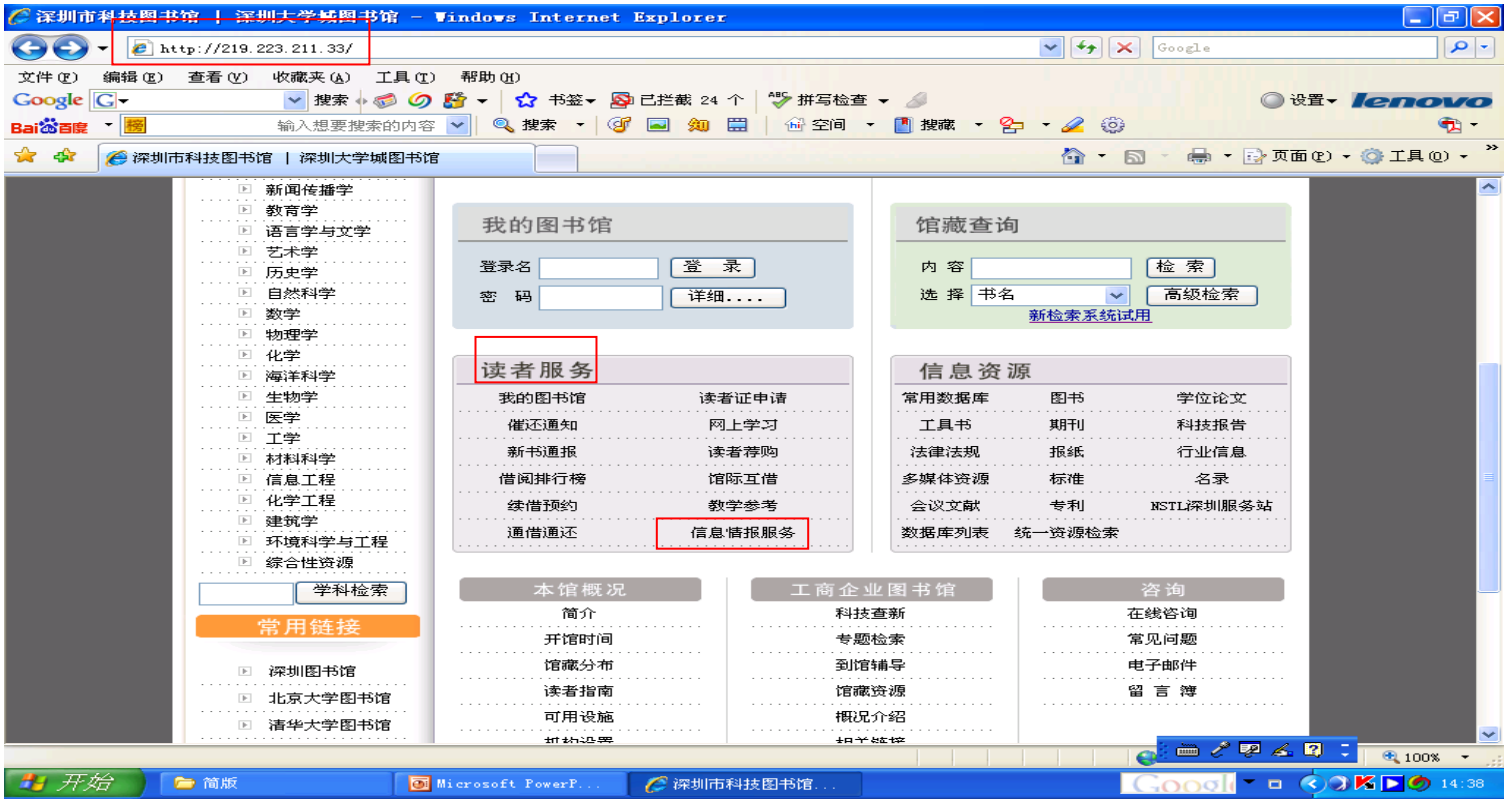
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  - 电话咨询：**26032350**
  - 网上咨询
- **原文传递：参见http://219.223.211.33/news/2008-05-13/4315_1210641231763.shtml**
- **馆际互借：参见：http://lib.utsz.edu.cn/fuwuzhinan.shtml**
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  - 如一些知名咨询公司的报告；
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Thank You!