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Orange Magazine

# ORANGE-TPMS

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**Simple<sup>®</sup>** *The Missing Piece*  
*sensor* *to Your Success*



<http://www.orange-electronic.com>

# Editor's Column

Orange Electronic- An experienced leader in TPMS



Orange CEO



Orange Electronic started as an aftermarket supplier and we've been working with our customers for over ten years. Thus we know exactly what their needs are and we know how to provide TPMS solutions. With experience of supplying products to Toyota, Mitsubishi, Suzuki and Chery, Orange has become an expert in both OE and AM. We are able to comply with all existing TPMS architecture including all protocols, different sensor work flow, Wireless Auto Location and Phase Auto Location.

Orange was chosen over one major player in the TPMS industry on supplying all OE sensors for Chery motor in China. We also were awarded the TMS (tire mounted sensor) project with Pirelli for passenger car and truck in Italy over another major player in TPMS industry. These successful cases prove that Orange is a valued partner to cooperate with long term.

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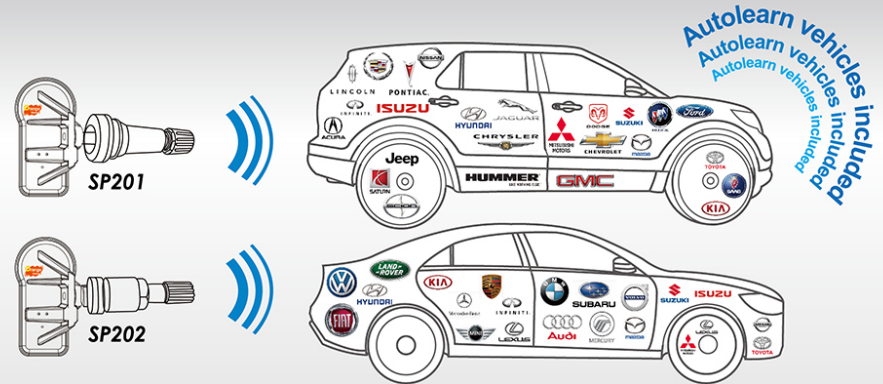
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# Simple<sup>®</sup> sensor



Simple Sensor uses Orange wireless technology to transmit parameter to sensor via OPSSII user-friendly programming tool. Orange Electronic's TPMS program helps our customers reduce cost and inventory concerns. Simple Sensors are available in both snap-in and clamp-in versions to meet all your needs.



◆ Rubber & Metal interchangeable Valve Stems

◆ OE qualification, quality guarantee

◆ Simple & Fast & Convenient

◆ ID Copy & Programmable

◆ Wireless Technology

◆ Reprogrammable

◆ Reduce inventory

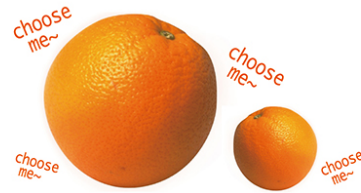
◆ OTO technology

◆ 98% Coverage



# Cover Story

## Why Orange Electronic ?



At Orange Electronic we are committed to providing the highest quality products while maintaining a user friendly sensor at a competitive price in the marketplace.

## Why Orange Electronic ?

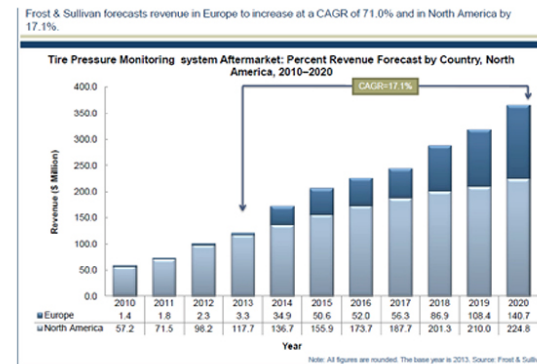
We constantly strive to provide all the necessary tools to ensure our customer's success. Orange has developed training platforms for sales and marketing as well as developing a comprehensive training platform for the technician.

Please visit our "contact us" page if you would like us to help you with your TPMS needs.

**TPMS has become the largest and fastest growing segment of the automotive aftermarket and predictors are forecasting a tremendous growth in the TPMS segment over the next 10 years.**

In order for our current customers as well as future partners to keep up with this growth, as we move forward, we feel that education is the key to our customer's success. Over the past few years we have spoken to many people in different segments of the aftermarket from tire distributors, retail centers, tire supply company's and big box stores and have found there are a few different reasons why their TPMS business is not reaching its true potential, that reason is "fear" and entering what we call "The land of the unknown". With that being said, there are factors contributing to this, the first and foremost reason is education, with TPMS being in its infancy as well as no mandatory service regulation in place as of yet, many in the industry have been reluctant to dive into the TPMS business for a simple lack of knowledge.

Many believe the technology is too advanced to learn, others are still stuck in the old school way of conducting their business and are not open to such change. The bottom line is "you don't know what you don't know" with that being said here at Orange we have created a training program for every aspect of the tire industry. Our training encompasses service staff, technicians in the front lines as well as distributor training, where we implement strategy for all associated representatives so when they are in the field with their customers they are well versed on TPMS, troubleshooting, programming and installation as well as having the ability to pass the sales process along to each distributor's representative.



Note: All figures are rounded. The base year is 2013. Source: Frost & Sullivan

**Orange Electronic is committed to the U.S. Market and we are the unsurpassed leader in training and support in the field.**

We are dedicated to forming strong alliances within the tire industry and we are forging forward every year with steady growth as well as having a very user friendly product that programs quickly and delivers satisfaction the first time. We encourage you to look at our competition then let us have the opportunity to introduce you to a product that we are sure you will see is "Simply The Best"

# Authorized Distributor

North Gateway Tire Co. (Dunlap & Kyle Tire Co.)



*North Gateway Tire Co. is one of our valued partners in helping tire shops solve their TPMS needs.*

Darrell Hill and Tom Beattie, in partnership with parent company Dunlap & Kyle Co. based in Batesville, Mississippi, first opened North Gateway Tire in November of 1979. Their first location at 4001 Pearl Road Medina, Ohio, grew into what is today the premier retail tire store in Medina county featuring 27 tire and service bays to service the Medina County community. Along side of the retail business, North Gateway Tire has grown into one of northeast Ohio's largest tire wholesalers.

After three different warehouse expansions to the Pearl Road location over the years, in 2007 North Gateway Tire built their new 170,000 sq ft facility in Seville, Ohio. There they moved their entire wholesale division where they have 20 trucks delivering tires to dealers in Ohio, Pennsylvania, Michigan and West Virginia. Following the lead of Dunlap & Kyle's owner, Bob Dunlap, who believes that maximum warehouse space is the answer to a successful wholesale operation.

Having the space to be able to carry an inventory to supply the customer with what they need, when they need it is essential to providing quality service. Especially when your offerings include TPMS, tubes, lawn & garden, passenger & light truck, commercial truck, agricultural and OTR.



Just last month they took occupancy of this addition which now gives them over 250,000 sq ft. with 15 loading docks. They celebrated with their wholesale customers and their suppliers during a ribbon cutting ceremony on April 16, 2016.

We have been working with the team at North Gateway for several months setting up their wholesale TPMS program. They first started by testing our sensors at their retail location to make sure it was a product and we were a company they wanted to partner with. Their sales and knowledge of TPMS continue to grow with our ongoing support.



Source:  
<http://www.tirereview.com/north-gateway-tire-co-expands-warehouse/>  
[http://www.thepostnewspapers.com/medina/breaking\\_news/north-gateway-tire-continues-to-grow/article\\_4d6f8230-c733-54ad-ae7e-0ff6bf e248ea.html](http://www.thepostnewspapers.com/medina/breaking_news/north-gateway-tire-continues-to-grow/article_4d6f8230-c733-54ad-ae7e-0ff6bf e248ea.html)

## OTO Technology

- OTO = Orange Tire Orientation
- Locate and identify each sensor's location



- Identify Direction
- No vehicle relearn required
- No rotation issue



## ID COPY FUNCTION

- Re-learn mode "Free"
- Trigger "Free"
- OBD "Free"
- All Orange sensors can be ID copied and ID Copy function is protected by U.S. patent.



- ID Copy 4 sensors in less than 5 mins
- By pass vehicle relearn
- Save your labor cost
- Simplify your installation procedure

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# Simple Sensor Starter Kit

Get special bundle price for 12 sensors + OPSS II tool

## ■ ■ ■ Fragrance anyone? Touch-free car controls split world's drivers

Germans love the latest wave of touch-free car controls, which respond to the flick of a wrist or the swipe of a hand, as it means no messy fingerprints on their spotless dashboards. Italians, known for an extravagant hand gesture or two, are not so sure. A simplistic stereotype, but it captures the split among the world's drivers over the newest in-car tech on display at the Consumer Electronics Show in Las Vegas this week.

### NATIONAL DIFFERENCES

The Japanese, some of the keenest consumers of novelty technology, are likely fans of Pioneer's 'bio-sensing system' that squirts out fragrance, said the company's marketing head Russ Johnston. Enthusiastic visitors to Pioneer's booth at CES suggested cappuccino and peppermint as good wake-up smells, he said. The Japanese were the first to embrace back-up, or reversing, assistance because they did not want to bang their cars, said Guillaume Devauchelle, head of innovation at French auto parts supplier Valeo, who identified cultural preferences as a huge factor in adoption.

"There's no universal solution," said Devauchelle, whose company hired an ethnologist to make sense of different cultures with different tastes. He pointed out Germans' dislike of touchscreens, the risks of gesture control with expressive Italians, and the eager uptake of any kind of new tech by the Chinese.

Regardless of national tastes, the market for gesture recognition technology in vehicles - and the cheaper, more prevalent proximity sensing, in which the approach of a hand will trigger a touchable menu screen - is growing rapidly. IHS Automotive predicts a seven-fold jump in unit sales of such technology to 30.4 million in 2021 from 3.7 million today. But full consumer buy-in is an open question, and cost may keep such features a limited, luxury option.

Germany's BMW demonstrated a 7 Series car that recognizes five simple gestures, from a finger twirl to the right to raise the music volume and a hand swipe to decline an incoming call. Japan's Pioneer had a minty scent shoot out of a dashboard to revive a driver after a car seat sensor detected a falling heart rate, a possible prelude to nodding off.

"It's certainly weird, certainly odd and certainly unproven. But Pioneer is not off base to connect one sensory organ to others," said Mark Boyadjis, an analyst at consulting firm IHS Automotive. Given that drivers have enough to do keeping their hands on the wheel and eyes on the road, touch-free controls for some non-essential functions makes sense. But it is not clear all drivers want gesture, eye-tracking or even lip-reading technology.

"The jury is out" on how widespread it will become, said Jeffrey Owens, chief technology officer for Delphi Automotive, which made BMW's gesture software.

### SAFETY QUESTIONS

Safety experts have cautiously welcomed dashboard simplification, but note gesture control and other such features may actually add to confusion.

"If a driver doesn't know how to use it, will that increase the distraction?" asked Henry Jasny, vice president of Advocates for Highway and Auto Safety in Washington. "There's no proof that it will improve safety."

Automakers are free by law to test an array of options in their cars. The industry has voluntary guidelines that say drivers should complete tasks in a series of single glances taking no more than 2 seconds each, for a total of 20 seconds.

Systems are never foolproof, noted IHS' Boyadjis, who said he once triggered a blaring radio with an innocuous gesture. Car makers and industry watchers are divided on whether touch-free controls will catch on, or even be overtaken by self-driving cars.

The human-machine interface "will be the differentiator for car makers" after safety systems, said Rainer Holze, head of connected car automotive software for Elektrobit, a subsidiary of German auto supplier Continental AG.

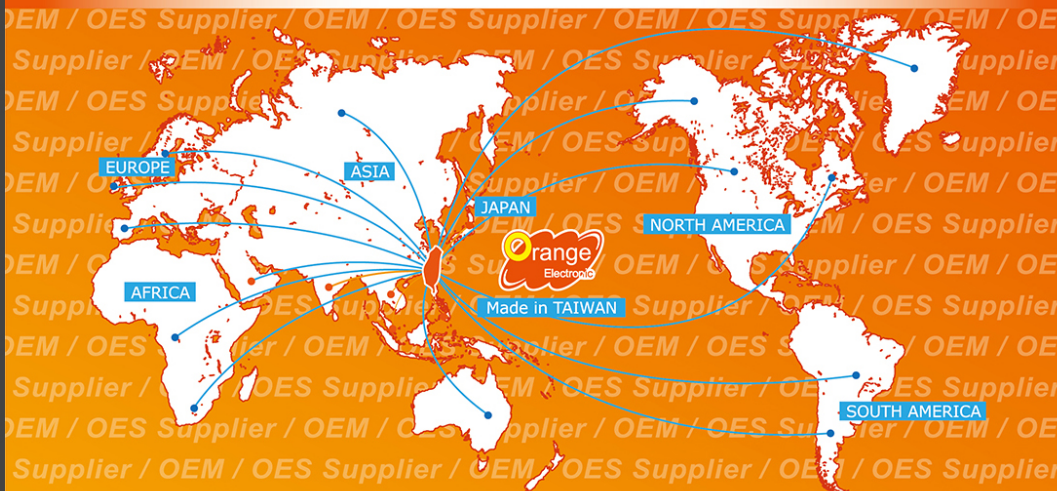
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But Boyadjis at IHS is wary of "differentiation for the sake of differentiation." "BMW has the capacity to throw this arguably unnecessary but innovative product into the 7 Series, not too concerned with the cost... and wait to see if the seed grows," he said. "The rest of the industry is watching." (Reporting By Alexandria Sage; Editing by Joe White and Bill Rigby)



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