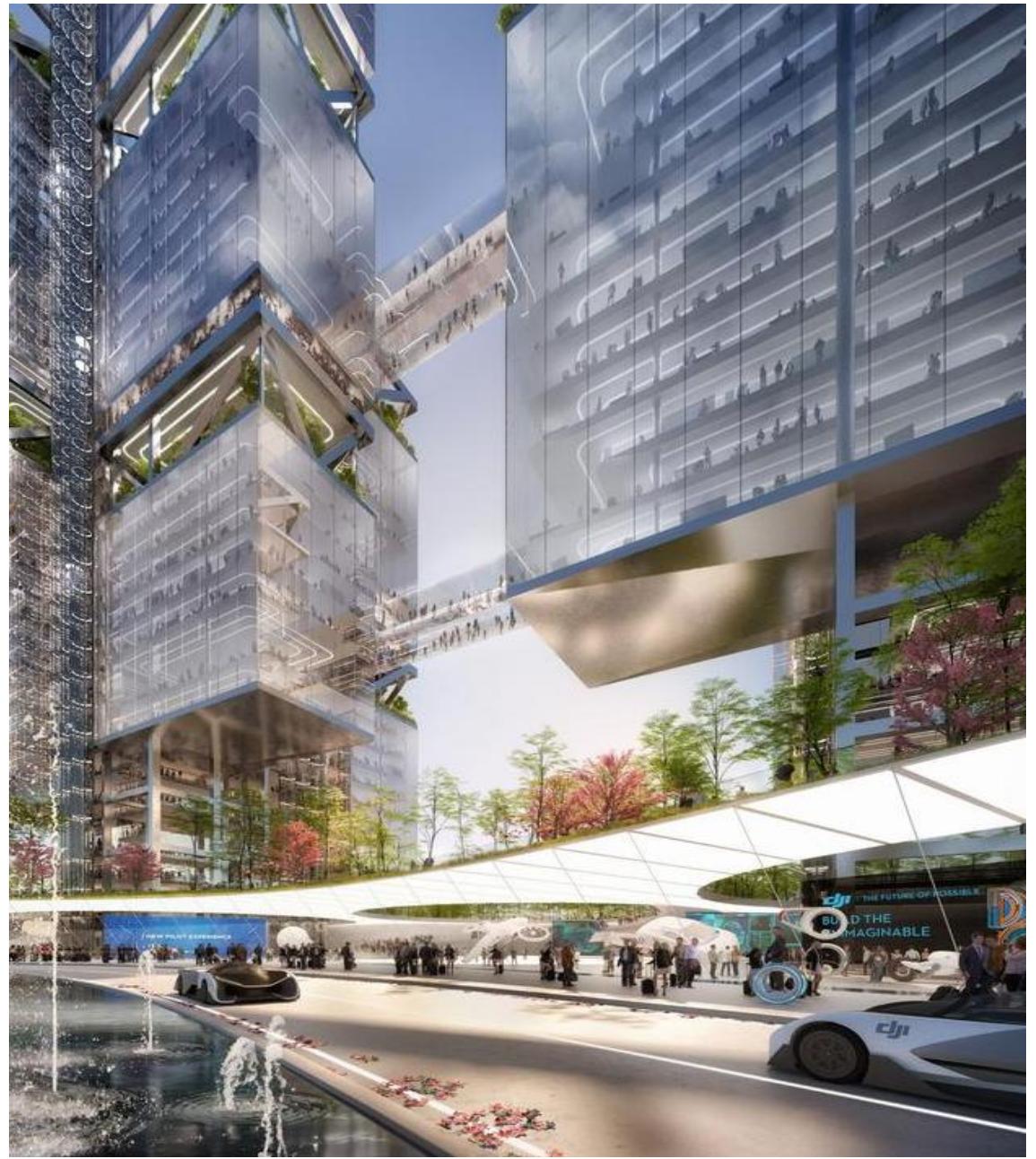


DJI
CASE Seven





SHMSUING
品牌直销



乡镇可到 全国联保 上门服务

4K超清 液晶电视机22寸32寸42寸

¥388 已拼7267件

你好 在的，能拍都是可以发货的。

电视是三星的吗？

原装正品：三星视听科技，保证全新原装机器全新配置，全国联保 保修5年，3年包换新，质量保证的带上门服务 30天无理由退换。

跟正品三星有什么区别？

亲我们是不同厂家的喔,非韩国进口过来的 质量都是一样的.只是我们厂家直销的价格·相对更优惠 性价比更高

四川三鑫星彩贸易有限公司

统一社会信用代码: 91510112MA62M
法定代表人: 谢维强
登记机关: 成都市龙泉驿区市场和质量监督管理局
成立日期: 2016年11月22日

基础信息 行政许可信息 行政处罚

营业执照信息

- 统一社会信用代码: 91510112MA62MM2Y0W
- 类型: 有限责任公司(自然人独资)
- 注册资本: 100.000000万人民币
- 营业期限自: 2016年11月22日
- 登记机关: 成都市龙泉驿区市场和质量监督管理局
- 登记状态: 存续(在营、开业、在册)
- 住所: 四川省成都市龙泉驿区十陵街道来龙村15组300号附11
- 经营范围: 销售、安装、维修: 家用电器及家用电器零配件; 合成材料(不含稀贵金属)、化工产品(不含危险化学品)、塑料; 开展经营活动: 未取得相关行政许可(审批), 不得开展经营活动。



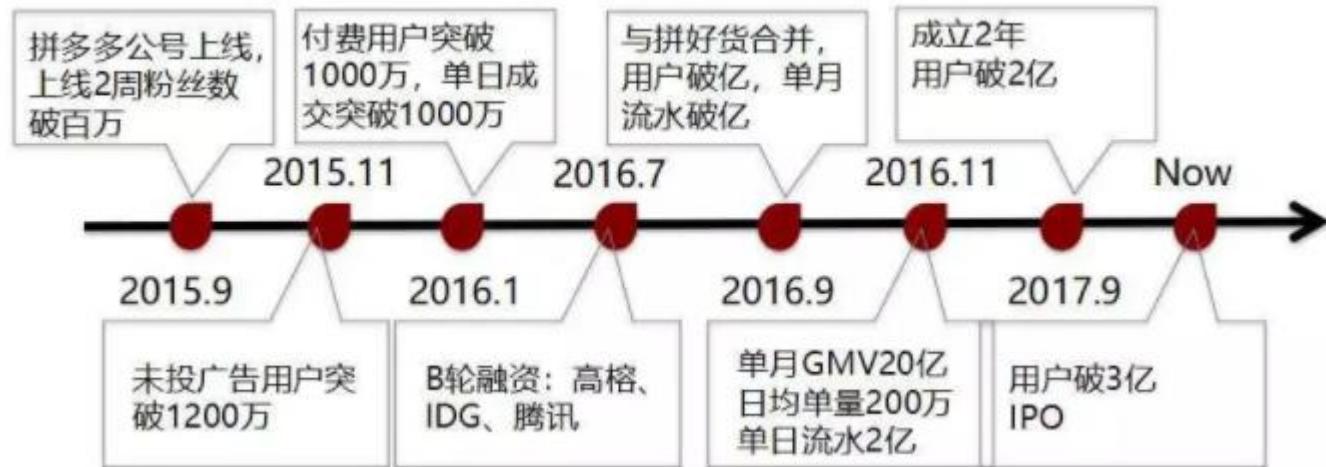
VOVOD X21
人脸解锁/指纹解锁

全网通4G 全屏
新品首发

VDVD IX20(IX21)5.5英寸全网通
4G全面屏智能手机人脸指纹

¥ 398

已拼6451件



Conan



追评：电视几天就到家了，，快递真的很快速，服务还可以电视色彩清晰，价钱很实惠，希望下次多介绍老乡买此产品。



Low Salary, and also low education.



还可以非常满意



1928
Electric Cleaner
GE



1931
国産初掃除機
TOSHIBA



1931
国産初洗濯機
TOSHIBA



1927
Monitor Top
Refrigerator
GE



1930
国産初冷蔵庫
TOSHIBA



1983
Motorola
DynaTAC 8000x



1987
国産初携帯電話
NTT TZ-802



1951



1954

Western



Mini Cooper



Mira Gino

Japan



Western

Japan



1936



1954



Lancia Fulvia



Nissan Sylvia

NBE-National Brand Equivalent

The deletion of brand as a shopping variable is something that ALDI has perfected like no other store label program in the U.S. They accomplish this by simulating the color scheme and front panel symbolism of their NBE-equivalent UPCs in very exacting detail. In doing so, they trigger near instant equivalency between a name-brand, iconic, UPC and the one they are selling as a replacement.

Examples of ALDI's Classic Product Design Approach



- ALDI NBE 17oz: \$1.59 (limited-time pricing)
- Frosted Flakes at Walmart 19oz: \$3.38 (www.walmart.com)
- Frosted Flakes at Stop & Shop 19oz: \$5.69 (www.peapod.com)

ALDI is not simply focused on yesterday's products. It is vigorously chasing emerging products and foods as its network expands. In the following case, they have knocked off a Nature Valley granola SKU that is quite recent:



- ALDI NBE: \$2.99
- Nature Valley at Walmart: \$3.98 (www.walmart.com)
- Nature Valley at Stop and Shop: \$4.49 (www.peapod.com)

Deletion of service

ALDI's retail strategy has combined a control label National Brand Equivalent (NBE) portfolio with an equally impressive deletion of conventional supermarket services:

- There are no counter service departments; everything is packaged and everything is self-service.
- No shelving means no stockboys to hire; product is wheeled in on pallets by forklift, unwrapped and quickly signed.
- Carts must be paid for by deposit (25 cents) and returned by the shopper to eliminate staff needed to wrangle shopping carts.
- There are no baskets to manage.
- The only staff in an ALDI store are: forklift operators bringing in new pallets, a cashier (or two) and possibly a third-party loss-prevention agent.



德国的《纯净法》（*Reinheitsgebot* 德语）现在一般说的都是1516年的版本，这部法律并不是世界上第一部对食品饮料进行规定的法律。

为什么说1516年版本的最出名，因为它首先把啤酒的原料规定了下来，规定酿造啤酒的原料只能使用大麦、啤酒花还有水，（当时并没有发现酵母的存在所以酵母的添加是在后来）并对啤酒的价格和利润进行了规定。

但是最早制订《纯净法》的原因不是什么德国人严谨，德国人要求高，而是要防止其他谷物原料用来酿酒，比如小麦燕麦等，为了保证这些谷物乖乖的去做面包而不是做成啤酒，尤其是在收成不好的年份里；而且德国北部的啤酒经常会有一些添加物，出于保护主义也是《纯净法》出现的原因。还有一些枝枝节节的原因，比如，抑制一些异教徒使用谷物进行仪式等等。

《纯净法》的实行确实让啤酒的纯正性得以保证，但是它却扼杀了德国啤酒的多样性，德国北部的樱桃啤酒就是这个原因而消失的，皮尔森成为了德国啤酒市场的统治者。即使在现行的版本下，很多条款也不适合啤酒多样性的发展。

1987年欧洲法院裁定《纯净法》是拥有贸易保护主义的特性，所以规定了《纯净法》只对在德国国内销售的啤酒有效，所以那些捧着“德国啤酒”并高喊纯净法的人可以歇着了。1990年德国统一后，德国法院判定原东德的一家叫做Neuzeller Kloster Brewery生产的啤酒违规，因为原料中含有酒厂自制的糖（制糖工艺在比利时啤酒中十分常见），经过协商酒厂可以继续销售但是不能叫做“啤酒”（对德国人就是这么严谨）。经过了十年的法律纠纷酒厂才争取到了生产“啤酒”的权利。这个事件叫做“勃兰登堡啤酒战争”。

Government ensures the quality

We hereby proclaim and decree, by Authority of our Province, that henceforth in the Duchy of Bavaria, in the country as well as in the cities and marketplaces, the following rules apply to the sale of beer:

From Michaelmas to Georgi, the price for one Mass [Bavarian Liter 1,069] or one Kopf [bowl-shaped container for fluids, not quite one Mass], is not to exceed one Pfennig Munich value, and

From Georgi to Michaelmas, the Mass shall not be sold for more than two Pfennig of the same value, the Kopf not more than three Heller [Heller usually one-half Pfennig].

If this not be adhered to, the punishment stated below shall be administered.

Should any person brew, or otherwise have, other beer than March beer, it is not to be sold any higher than one Pfennig per Mass.

Furthermore, we wish to emphasize that in future in all cities, markets and in the country, **the only ingredients used for the brewing of beer must be Barley, Hops and Water**. Whosoever knowingly disregards or transgresses upon this ordinance, shall be punished by the Court authorities' confiscating such barrels of beer, without fail.

Should, however, an innkeeper in the country, city or markets buy two or three pails of beer (containing 60 Mass) and sell it again to the common peasantry, he alone shall be permitted to charge one Heller more for the Mass of the Kopf, than mentioned above. Furthermore, should there arise a scarcity and subsequent price increase of the barley (also considering that the times of harvest differ, due to location), WE, the Bavarian Duchy, shall have the right to order curtailments for the good of all concerned.

Aldi: minimum standards to have business as government regulations

- Business partner must respect the workers right/no discrimination/suppliers must comply with wage protection/
- Suppliers must follow the standard of health and safety/business partners has to provide certain conditions to the employees/
- No child labor/no night working for young persons/no servitude/waste management/standard of management of partners/no corruption/
- Many of its products are own brands, government is ensuring the quality of the product .



淘宝网
Taobao.com

PK ebay

全球科技公司市值100强				
排名	公司简称	最新市值 (亿元人民币)	2018年以来 市值增长	所属国家
1	苹果	55861	-1.61%	美国
2	谷歌	52082	9.27%	美国
3	微软	46031	6.75%	美国
4	亚马逊	42858	16.39%	美国
5	腾讯控股	36320	12.66%	中国
6	FACEBOOK	35023	4.53%	美国
7	阿里巴巴	32928	15.54%	中国
8	三星	19362	-3.46%	韩国
9	SAP SE	17676	-1.19%	德国
10	VISA	16601	7.56%	美国



1. Introduction: De-constructing comparative advantage in international trade

Hours of work necessary to produce one unit		
Country	Cloth	Wine
England	100	120
Portugal	90	80

Q&A: what do your country prefer to trade with China?

Iphone	US	China
1	Design	Production
2	Production	Design



汽车生产线全球化



加拿大：玻璃、收音机



瑞士：车身底板、涂料、计时器、齿轮



美国：阀门、螺母、玻璃、液压挺杆



比利时：轮胎、内胎、制动器



挪威：排气机凸缘等



现今汽车的生产网络



丹麦：风扇、皮带



荷兰：金属、油漆、固件



日本：排气机、起动器等



瑞典：排气管、冲压件等



意大利：排气机、变速箱等



英国：汽缸、点火器等



法国：交流发电机、离合器等



意大利：灯管、汽缸头等



西班牙：空气过滤器、镜等



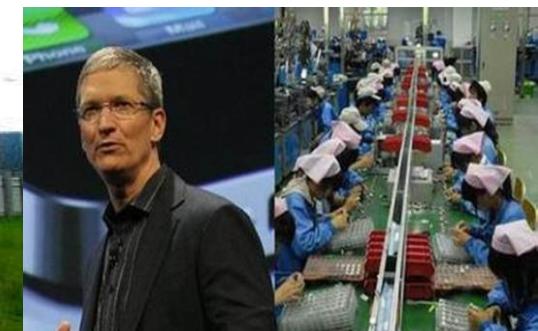
我们人多！什么都可以生产！

Apple and Foxconn
only a tiny share left with Chinese entities
'value added trade' : the flow of invisible services
in international trade, embodied in products, is much larger than previously conceived.

The capacities driving trade are **based on complex forms of knowledge** in organizing production and enabling successful trade, such as marketing, which are themselves distributed across entities that may be active in the country, but belong mainly to other economies as demarcated by national borders. In other words, the competitive advantage of China is deeply enmeshed with the competitive advantage of the US when it comes to the 'made in China' of an advanced electronic device.

'value added trade' (VAT)
服务，市场宣传等...的价值超越了制造成本

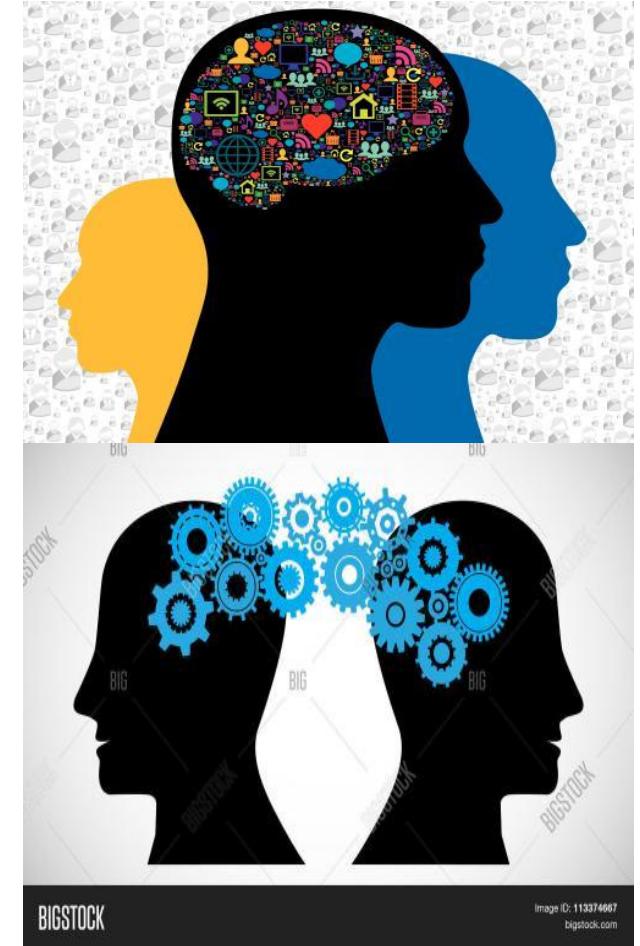
Designer-Producer-Distributor



In Andriani and Herrmann-Pillath (2014), the authors have argued that this observation can be theoretically systematized in recognizing the central role of 'trade enabling transactions' (TETs) in determining the competitive advantages of nations (as distinguished from comparative advantage).

Yet, shared culture and sometimes language or dialect supports the production of TETs that drive international trade based in China as a location of production of goods traded.

Compensation for this invisible flow of services is included in the product prices, so that eventually the value added left in China is much smaller than it appears on surface.



'trade enabling transactions' (TETs)

交易过程中附加的Value, Design, Culture... from social cognition and public knowledge 源于公众意识和集体认知

Behind the Brand: Nike; KFC; Benz; Apple; 康师傅; 加多宝; 红牛...

Where is such knowledge from?

the task of the market is...a coordinate decentralized knowledge;

市场是知识交换的场所

and in both sense of the knowledge of the producers and the users;

...embodied in people and the networks which emerge from their interactions

知识存在于生产者和使用者互动的...相连的网络中

shared cognition and knowledge production especially via social networks

and ...provided by appropriately designed internet platforms.

知识的共享，传播，交换...它通过互联网平台的设计得以实现

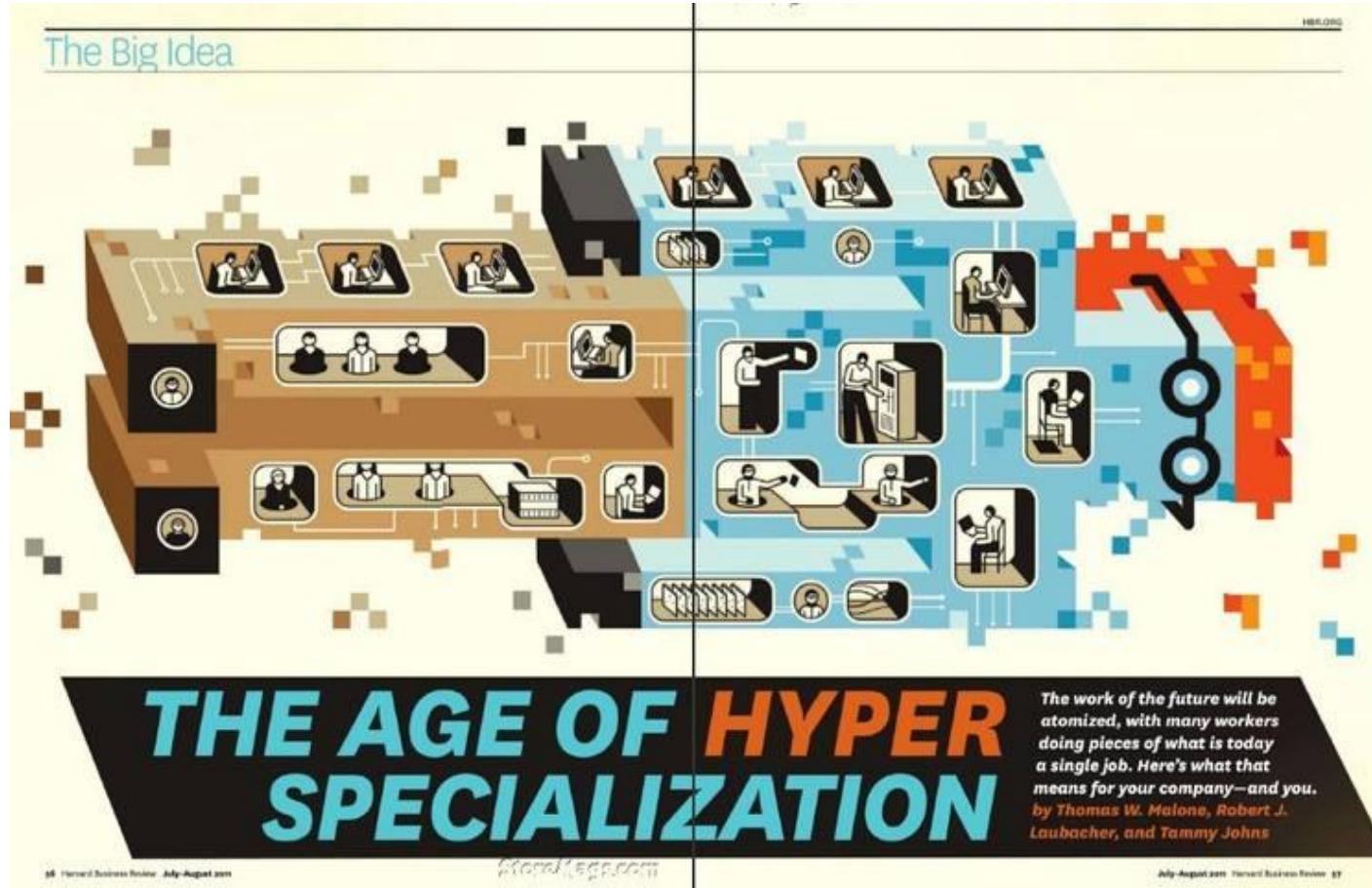
2. The role of distributed knowledge in creating the capacity for trade

In his seminal work on international trade as a structure of embodied information, Hidalgo (2015) argues that the pattern of international trade is vastly under-determined by aggregate aspects of factor endowments. In more standard trade theory approaches, this is called the ‘hyper-specialization’ of countries (Hanson 2012; Daruich et al. 2016).

There seem to be two determinants of this, firstly, the specific knowledge that is embodied in technological, social and organizational capabilities of countries and that enables certain production processes and excludes others, and secondly, the TETs that can be produced to enable trade of produced goods. Thus, we can say that knowledge coordination is essential in determining revealed competitive advantage. This includes both knowledge that is appropriable by firms and individuals and knowledge that is a public good, the latter often covered as ‘externalities’ in economic theory (Rodrik 2006).

Hyper-specialization

Fine division of labour



哈佛商业评论之The Age of Hyper-Specialization

2011-10-15 15:28:37 | 分类：读书心得



The age of hyper-specialization

高度专业化的时代。

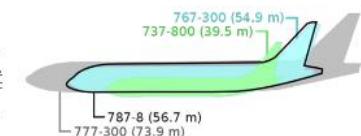
说到专业化和分工总会让人不觉想起十八世纪的经济政治学大师亚当·斯密以及他1776出版的著作《国富论》(wealth of nations)。亚当·斯密预言，分工在接下来的几个世纪里保持推动生产力发展的主要动力之一的地位。他在国富论中认为分工可以从三方面推动生产力的发展：1、分工可以提高工人的熟练程度；2、分工可以减少工人在不同岗位上不断转换所损失的时间和精力；3、分工可以让熟悉工序的工人更方便发明自动化的机器。（瓦特就是一个很好的例子）。

在这一篇哈佛商业评论里也毫不例外地在文章的开头就提到了亚当·斯密的例子。直到21世纪的现在，分工可以说是被发挥到了极致而且仍然是推动生产效率的有效手段。文章的开篇还引用了另外两个例子，也就是Boeing和Topcoder。波音在其网站列出了主要零件供应商。仅仅是公布主要的供应商就让其网站上布满了379个链接了，可见波音公司可谓是高度分工的典例了。但是作为一种physical product，波音生产的是实实在在的飞机，其分工还受到了各种物理等等客观条件的限制。那如果是涉及无形，以知识信息为基础的行业时，我们就能将产品或者零部件发送到全球各地，而在这个过程中几乎不花任何时间也不花一分钱。因此这篇文章就将重点放在这方面。Topcoder被用来论证信息时代的超高度分工。

这家软件公司将客户的IT project分成了几部分(bite-size chunks)，然后发布在其网站上。在这个网站上全球的网络软件工程师和IT精英们都通过这个网站平台进行竞争，最佳方案将获得优厚的奖金。举个例子，Topcoder可能将从一个新软件的构思开始，通过网站平台举行有奖竞赛，这一阶段中胜出的最佳构思方案将作为下一阶段程序编写竞赛的基础。

订阅 | 字号 | 举报

我的照片书 | 下载LOFTER



[TOPCODER]

Topcoder模式相当具有吸引力，它就像位于沙漏中最窄部分一样，可讲供需两方面集中在了中间一点，更加有效地解决问题组织生产。

在文章的第一个论点fast, cheap, and under control中，作者详细地列举出了hyper-specialization所带来的好处：1、由于通常采取竞赛的形式，IT project往往都能够以保证较高的质量；2、特殊的问题可以通过这样的平台在全球范围内找到该方面的专家，能够更专业更高效地解决问题。对于一些工作，一个公司可以同时在平台上同时发布几个竞赛任务，节省更多时间；3、hyper-specialization降低了本公司（特别是在发达国家）员工的工作负担，使他们更专注于自己擅长的更具优势的工作，为公司竞争优势，同时也降低了企业的雇用成本。（企业不可能留住一个高素质人才而让其做琐碎的其他人也可以完成的工作，从这个角度讲，企业是可以通过hyper-specialization降低成本的。）

文章的第二部分论点是managing in a world of hyper-specialization，主要是讲企业应该如何组织利用hyper-specialization来更好地生产。1. breaking down the works. Critical to subdividing knowledge work is understanding the dependencies among tasks and determining whether they can be managed satisfactorily if the tasks are done by different people. 因此管理高度专业化分工就是要理解不同工作之间的联系和区别，分清哪些工作可以让别人以更低的成本而又高效高质量地完成，同时又保持本身的竞争；2. recruiting workers and assigning tasks. 企业可以选择内部员工，或者与外界供应商保持长期的合作关系，又或者通过类似于Topcoder这样的中介让全世界的人才帮你解决问题；3. quality control: a、通过检查工作人员资格简历或者是中介网站对任务的完成状况做一个历史记录，从“入”这一方面做好质量管理；b、从“出”这一方面入手则可以根据最终提出方案的可行性来支付费用；3. integration整合。a、将任务分成无数个小任务以为着领导层要将零零碎碎的部分整合成一个可行的方案，因此需要一个coordinator在这一部分里来协调各部分的工作，尤其是各个工序是一个一个按顺序相联系起来时，领导者应当对各个工序实时监控，促进信息交流。b、对于同一个资源，并不是一个人在一次用完之后就不再使用了，所以Topcoder就提供了一个程序模块库，而资源提供者将在自己模块被别人使用时收到版权费报酬。c、当不同零件进行对接时，我们需要各个部位有统一的端口实现无缝对接。其中文章提到了一个CrowdForge的例子，这个系统由一个大学的研究者开发。它通过Mechanical Turk这个平台让竞赛者写出一篇文章的主要构架，然后根据每个小分论点再发布竞赛，让不同的人去收集不同的证据材料，最后这个系统会自动整合文章，变成一篇高质量百科文章。





华强北

With a mature electronics industry chain, Shenzhen domestic enterprises can easily procure all the domestic hardware, especially electronic technology goods, which are combined in a single UAV. Shenzhen has a large mobile phone industry. As this industry has matured, it provides strong business support for the emergence of the UAV cluster. The drone industry needs carbon fiber materials, aviation aluminum after processing, special plastics, lithium batteries, magnetic materials, GPS, or gyroscopes. In most of these intermediary inputs, Shenzhen is a world leader, given its central position in the mobile phone industry. However, the resulting competitive advantage is not simply resulting from this abundance of cheap inputs.



In the case of Shenzhen, the rise of Shanzhai production has resulted into a vast network of small-scale firms specializing on different aspects of production of almost any kind of electronic device and component, that can be mobilized in designing modularized production systems.

小型的山寨生产商组成的网络可以组成模块化生产系统。

In the Shanzhai system, Shenzhen has created an open innovation model that is based on network mediated modularization. Every city in the Pearl River Delta region has its own industry advantages in the consumer electronics industry, so that different industries can complement each other for resourcing in a complex way. For example, in the mid 2000s, there were more than 1500 MP3 factories in Shenzhen and more than 1000 DVD factories. MP3 factories can also move into DVD production. They are not only competitors in the domestic market, but often cooperate when it comes to international business: [For example, when an international fair is held in Shenzhen, they mutually supply information, workers or hardware, and may even share the same production facilities for fulfilling orders.](#) This cooperation can be orchestrated by lead companies, such as in the case of the branded mobile phone companies, activating organizational capital, but it also creates innovation capacities that can be activated autonomously by the SMEs, [mediated via social networks, i.e. social capital](#). In this modular way of production, single SMEs can enter in a manifold of supplier relationships with different lead companies, and by this accumulate experience that some of them can also exploit for independent end product manufacturing.

山寨生产者的共享，服务，交流和互补网络。



Platform One: Bidding

平台1：网上竞标



Against this background in industrial ecology, DJI has an open system to choose suppliers in internet bidding system. The information is transparent and most of the information is in the market. If we imagine 'DIY' each part of a Dajiang drone, and buy the same in the Taobao internet market, we can find out the added price of each part together is the almost the same as the Dajiang Drone. There are certain elements which are produced by DIJ and which embody firm-specific knowledge, thus mainly explaining the price difference between the DIY drone and the Dajiang drone (see table 1).

Table 1: Price of Drone: DIY in Taobao against Dajiang

Model (basic)	Taobao online	Price RMB	Dajiang Phantom 2	PriceRM B
Frame 8%	Fenghualun F330	150	Fenghualun F330	150
Flight control board 17%	APM Feikong	300	Dajiang Naza	1000
Motor 25%	LY V 2216kv800	440	LY V 2216kv800	440
Electronic tachometer 11%	Zhongte Spide40A	200	Zhongte Spide40A	200
Propeller 2%	1045 LXJ	32	1045 LXJ	32
Battery 11%	Lino 14.8v 4200mah	200	Lino 14.8v 4200mah	200
Remote 25%	Tiandifei 7	450	Tiandifei 7	450
Total 100%		1772		2472
Model (selecting)	Taobao online	Price RMB	Dajiang Phantom 2	Price RMB
GPS 4%	Ublox NEO7M	150	Ublox NEO7M	150
PTZ 24%	Qingting 1	1000	3 axis cloud plat	1000
Camera 35%	Gopro Hero3 white	1500	Gopro Hero3 white	1500
Biography 9%	Botong 5.8G	400	Dajiang 8GAlternative:Dajian g 128G	10007999
Base 28%	Dajiang Ipad	1200	Dajiang Ipad	1200
Total 100%		6022		7322

Data: Dajiang official web page, Taobao, Unmanned Aerial Systems Training Center, UTC



Why in other country DJI is much expensive than in China?
why competitor also joint he free internet based knowledge sharing system?

Regarding prices, there is a systematic divergence between domestic and international prices: For example, the new Phantom 4 drone is offered at a price of 1699 Euro in the German Apple store, but in China the price tag is only 7999 RMB. A high-end drone, the Ronin, is priced 8199 Euro in Germany, but 46999 RMB in China. In general, [prices in Germany are between 30-40 percent higher than in China](#). This reveals the [very strong competitive pressure in the domestic industry](#) shaped by Shanzhai industrial ecology and suggests a hypothesis that we will pursue further below, namely that the domestic market is the ground on which competitive advantages in international trade are nurtured, which then allow for exploiting monopolistic leeway in setting prices in foreign countries. Even though domestic cut-throat [competition drives down prices](#) even to the level of DIY costs of parts, attaining domestic market share presupposes the development of a knowledge and skill base that eventually contributes to success in foreign markets.

Platform 2: flyinghands

平台2：网上飞手训练



精准喷洒

大疆MG-1采用压力式喷洒系统，可根据不同的药剂，更换喷嘴，灵活调整流量和雾化效果。标配的扁形喷嘴，精密耐磨损，能长时间保持高效喷洒效果。全机搭载4个喷头，位于电机下方。旋翼产生的下行气流，作用于雾化药剂，让药剂到达植物根部和茎叶的背面，喷洒穿透力强。药剂喷洒泵采用精准控制的无刷电机，针对不同的农作物和药剂能实施合适的喷洒方案。



可更换多种喷头



下行气流雾化喷洒



喷洒可达茎叶正反面

In most of the Chinese villages today, only old people live there and the young people often migrated to the big cities. In many provinces, insect pests are very serious. The Dajiang Drone can help old farmers to complete 13,000 acres of rice spraying operation in 3 days. However, since the operating process is complicated, many old farmers cannot manage, beginning with difficulties in understanding the handbook and properly applying its rules. For overcoming this barrier, DJI has developed an innovative model: Dajiang recruits local “flying hands” (飞手) to complete such difficult work for the farmers. Normally, one needs about three months training to fly a drone without difficulties. After going through a training program offered by Unmanned Aerial Systems Training Center, UTC, a subsidiary totally owned by Dajiang (<https://www.uastc.com/>). The local flying hands will become familiar with the technology of the drone and offer their services on their own account.



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大疆新飞手训练营

dji 大疆活动

Flying training schools of DJI have been set up in Shenzhen, Beijing, Wuhan, Chongqing and other 10 cities. On the homepage of UASTC (<https://www.uastc.com/>), the official DJI training web site, people can find the link to apply for training easily. The self-descriptions of the learners are posted online, and recruitment information is also posted by different companies. Thus, on the one hand companies know exactly what kind of skills that the learners have; on the other hand, learners are also aware of the information of the companies. The companies and the learners also have a membership ID which can help them to look and check the information.





DJI Store
不仅仅是飞行

Download on the
App Store Download for
Android



Platform 3: bidding for project

平台3：网上飞手获单



It is essential to recognize that this does not mean that the ‘flying hands’ become exclusively affiliated with DJI. The model is market-based, which means that certified ‘flying hands’ can even open their own business to fly different drones from different companies. Dajiang sometimes charges zero fees for the training and even may lend them the business starting budget, i.e. the drone, for poor ‘flying hands’ in under-developed villages. If ‘flying hands’ work with DJI, they use an especially designed app which allows to use DJI software that is especially designed for different agricultural works, after borrowing a drone from DJI. ‘Flying hands’ bid to task assignments via the app, and eventually they receive all relevant information via the app, including their remuneration and budget after task fulfilment. The app also allows for individual advertising as a ‘flying hand’, such as distributing pictures and videos of their operations.

Platform 4: knowledge sharing

平台4：网上信息共享



Certified ‘flying hands’ will also bid for agricultural work via the internet with other competitors. The work sometimes is not only for DJI, but also for other drone companies.

The job of certified ‘flying hands’ normally includes irrigation and spraying services, after-sales services, and sometimes sales.

Then, in order to improve the performance of the drone (better camera, longer-lasting batteries), Dajiang opened bidding in the internet for the suppliers. After the repackaging,

Dajiang opened another bidding for the ‘flying hands’ to join the program. After this project, the certified ‘flying hands’ share the information in the Dajiang internet community via a public website. The suppliers, Dajiang, the other drone companies, and the local governments can all access information, experience and knowledge.



作品

#天凉好个秋# 西行阿拉善

Log模式在逆光的情况下表现不错；使用御 Mavic2巨像模式拍摄的巴丹湖全景，欢迎讨论！



fansdf0f4e21 昨天 19:24



401



14



作品

欧洲巴尔干之行

带着御 Mavic 2 Pro走进了硝烟散去后的巴尔干半岛。



二咪大师兄 昨天 00:28



631



19



大疆社区认证用户



认证飞友 佳一

作品：御2，陪我一起看草原



认证飞友 Diaz Ko

作品：Mavic 2 Hyperlapse 动态...



认证飞友 Hancock

作品：Aranya，我们始终一起旅行



认证飞友 二硕与马桶

作品：拥抱南纬8°海风



认证飞友 马路

作品：深圳一幅美丽的画卷

Platform 5: internet match

平台5：网上竞赛平台

Another more formal way to activate user-generated knowledge is to organize award tournaments among users.

DJI encourages users, suppliers, students, even market competitors to re-develop its drones.

The software is provided in the internet, members can choose to download for free and install that into the DJI drone, and enjoy the innovation.





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TELLO EDU

Tello EDU 是一款强大的益智编程无人机，你能通过它轻松学习 Scratch、Python 和 Swift 等编程语言。它支持命令和数据交互更丰富的 SDK 2.0，你可以结合“挑战卡”编写代码指挥多台 Tello EDU 编队飞行，或者为它开发奇妙的 AI（人工智能）应用，编程从此生动有趣。

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Platform 5:showcase

平台5：网上作品展示



On the forum page, the experiences and the knowledge are exchanged freely by users, producers, competitors and suppliers. Because of the SDK innovation, the related hardware could also be updated by suppliers; the new flying skills should be learned by 'flying hands'; the new information of innovation on the market are also shared by the different users (police, wedding shooting company, irrigation company and even competitors) which motivates them find new service for the customers, eventually also benefitting DJI drones sales. For example, when a wedding picture company uses the new function of Perfect Selfie/Mood Tracking system (identify the face motion) of DJI, the drone could help them to get much better pictures, thus attracting more customers.



换个角度看世界

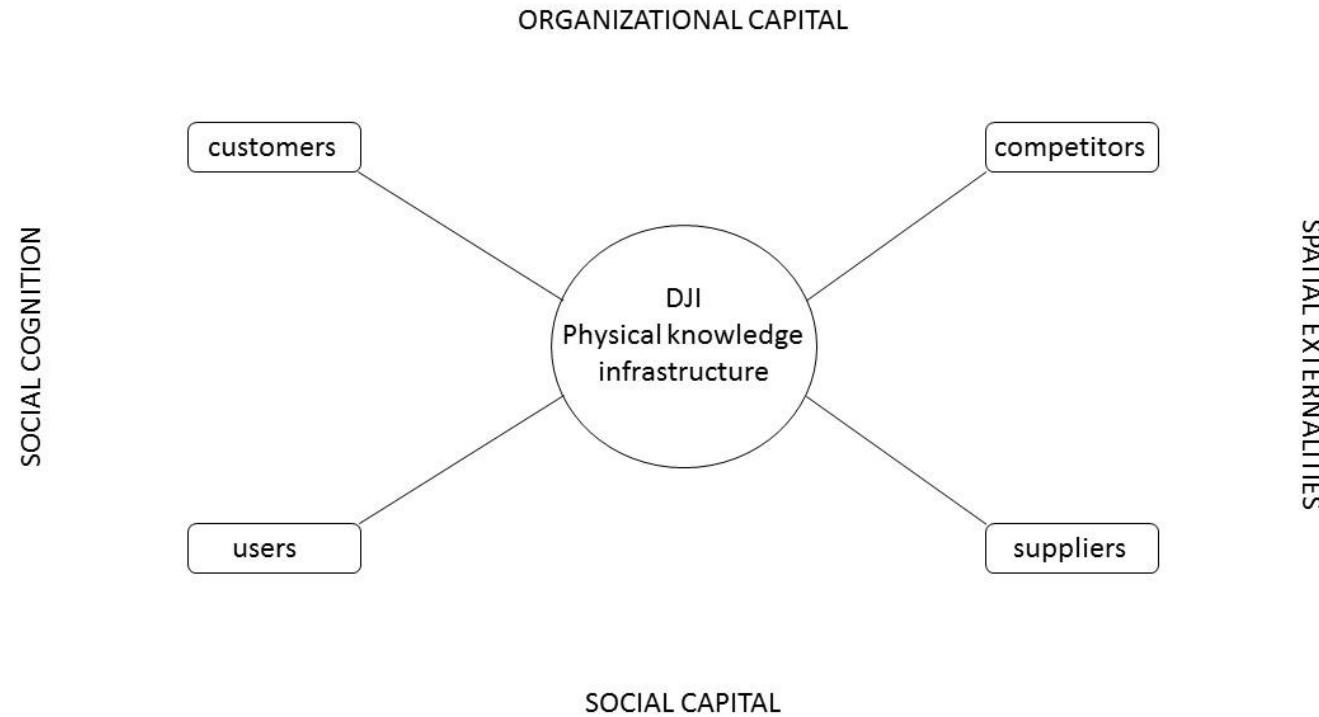
加入天空之城，从此拥有全新视角。

立即加入

已有账号，立即登录



DJI网络平台互动图



大疆更像一个网上服务平台的设计者，但事实上把山寨变成了创新。无形（非物质）的设计- -有形（物质）的设计。

- In first sight, the DJI business model is another version of 'platform' organization in digital industries, such as in taxi hailing business, because it involves active roles of independent service providers. However, the DIJ model is directly connected with the process of innovation and production via the distributed supplier system of Shanzhai origin. Thus, the fusion of market and organization goes far beyond the most common models in the internet business which mostly focus on the distribution side. Market and organization are merged even in the production process.



Case analysis

In most general terms, DJI operates as a designer, moderator and user of a system of distributed knowledge that is mediated by internet platforms and accompanying activities. We can use the term 'architecture' that is widely used in analyzing production systems involving complex outsourcing, especially as promoted by Aoki (2001) who explicitly distinguishes between governance and architecture. Typically, standard economic analyses tend to emphasize governance issues, which implies a neglect of technological aspects.

The notion of architecture refers to the platform created by DJI, in the first place, and which combines both the production and the distribution side. The central problem to be solved is that drones need to be manufactured in a way that is optimally adapted to specific user needs. This applies to both hardware (which creates certain physical action capacities, such as photography) and software (which enables certain hardware uses and the entire process of flying the drone and controlling actions taken). The architecture created by DJI activates decentralized knowledge of suppliers and users for developing company specific competitive advantage in producing and marketing drones. In this sense, the architecture is a complex form of capital that generates a flow of TETs.



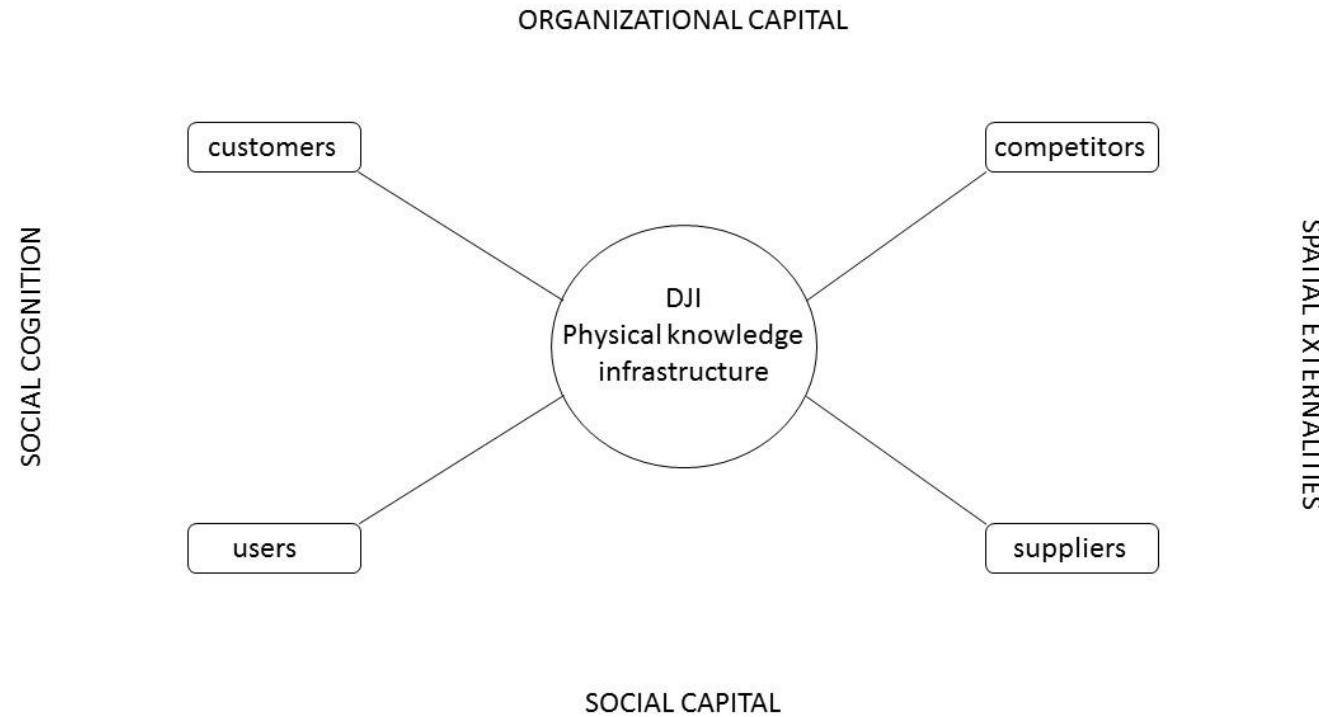
有奖征集：带着无人机去旅行

9月27日-11月19日

Via the physical knowledge infrastructure of the internet, DJI gathers players, suppliers, learners, customers, and competitors all together, so that gradual innovations are actually provided by each of them, and happening all the time. Most importantly, the knowledge generated is public, for example, via a special website <https://developer.dji.com>, where DJI organizes many activities in terms of innovation:

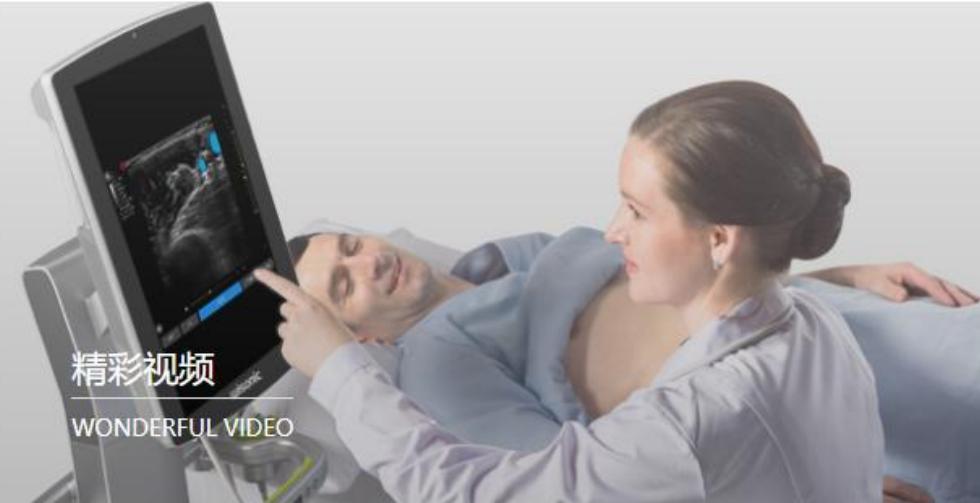
1. Dajiang provides biddings in the internet to recruit ‘flying hands’ for farm irrigation; ‘flying hands’ contribute to DIJ internet about their flying experiences, which supports design improvements.
2. Dajiang launches internet biddings of suppliers, with each part of a drone (plastic, battery, GPS etc.) provided by different suppliers; they are also aware of the experience shared ‘flying hands’ so that they can act quickly to improve the quality of supplies in order to win in the bidding against others.
3. On the internet platform, Dajiang and its competitors are sometimes sharing the same ‘flying hands’ and suppliers, only the software design remains their own business secret to ensure the stability and flying route.

DJI网络平台互动图



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