



## **Allegations Against Ubiquiti**

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Public listed Ubiquiti Networks CEO Robert Pera under investigation by China authorities for using mafia ties to stop its competitors in China?

How far will you go to stop your competition? It seems for newly public listed Ubiquiti Networks (UBNT) CEO Robert Pera means, “Whatever it takes”. There has been rumors from Shenzhen local authorities that some factories in China producing products that are competition for Ubiquiti Networks filed a claim with the local police in Shenzhen against Ubiquiti’s claiming that its CEO Robert Pera sent Chinese mafia to their factories to intimidate and harass and threatening them to stop trying to produce technology that are competition to them. The police have taken this matter very seriously and all parties involved are under investigation. Using mafia to solve commercial dispute, collect due payments is a common pattern with Chinese small size companies. However, it is very unusual for a public listed American company to use this kind of method to stop the competition. If these accusations are proven right it could be a very serious problem for this young company and its CEO.

Ubiquiti is a very young company that grew very rapidly during the past 6 years. Its CEO and Founder Robert Pera started as an engineer in Apple computers and soon found its way to making low cost effective long range wireless CPE. This kind of low cost effective technology allowed the company to grow at a very high rate during the past few years. It successfully launched and IPO last year. As successful as this company was by creating low cost long range solutions. It is showing its inexperience and lacks of legal knowledge. The company has faced legal trademark problems in many countries, as they did not register their trademark in most of the countries worldwide. The lack of respect for international laws and the fact that their sold products to countries under trade

sanctions such as Iran brought them many legal problem before. Although their argument was that they did sold to Iram without knowing it is hard to imagine how can this young CEO still use extremely dangerous methods to conduct its business. And it is still incomprehensible how there are still many Iran companies' still selling Ubiquiti products online nowadays.

Competition has always benefits the consumers by providing them better options and prices. That is why we created the anti trust law to protect the consumers rights against giant corporates. Ubiquiti has sold the idea that their technology is unique. As we have interviewed some of the industry insiders we found out that their “unique technology” is a software protocol that they built inside their software and it seems that their competition in Asia already are providing products that are similar or even superior at much lower cost. Ubiquiti should learn to respect the competition and focus on making better product instead of trying to use extreme methods to stop them. How will end up this case in China for Ubiquiti will be a lesson we all must learn and we will keep you all posted on its status.

新起风风火火的无线网络公司 Ubiquiti 在美国纳斯达克上市,股票代码:UBNT,股票一路飙升到 USD31.48,但最近从中国警方获得消息:目前 Ubiquiti 在中国以及全球的维权大受重创,其主要原因是本身 Ubiquiti 在中国东莞代工生产,但其一直没有在中国以及很多国家没有获得注册商标权,并在未获得诸多国家的入网许可协议的同时进行大量销售,简单的说这属于违法生产和销售,在通过正式的法律程序维权失败的情况下已开始在全球进行疯狂的违法行为,Ubiquiti 通过中国的代工厂雇佣多名黑帮成员上门威胁诸多工厂以及销售商:不要尝试模仿 Ubiquiti 产品否则将要对其进行伤害,中国警方已经介入调查案件。

现在是个合法的社会,如果具备正式的维权法律程序,维权应该是个简单的问题,但为什么 Ubiquiti 会通过这样极端而且危险的方式去处理问题?而且作为一个负责任的上市公司这样的举动会让很多股民非常失望,目前中国正在进行黑帮的清理和严打阶段,这样极端的方式一定会让 Ubiquiti 陷入信任危机和法律纠纷中。就此问题我们质询了业界的很多企业的高层,其中台湾的一家无线网络上市公司的市场总监 JonnyChou 有以下几点告诉我们:

1. Ubiquiti 是个年轻的公司,CEO 罗伯特也是个年轻的新秀,在企业的创始并未特别注重品牌和商标权的维护,以至于在企业高速发展中过度的追求企业的利润和快速发展导致问题出现,在无法挽回的情况下采取极端的方式,而且他本人过于年轻和骄傲不善于与人进行友善的交流,这是诸多的合作厂商的一直感受。这个年轻的

企业缺少法律的认知,目前在全球很多国家没有获得入网许可协议和商标注册证书,这将会给更多的竞争对手去轻易地打败。

2.Ubiquiti 一直在模仿苹果的销售路线低价进入市场,而且每年将推出新产品,但 Ubiquiti 无法和 APPLE 比,因为 APPLE 在技术的创新和产品设计上花费很多心思,而且本身是个快速抢占市场的消费品,面对的最多的是终端用户,所以可以低价进入市场并快速占领市场,而 Ubiquiti WIFI 是个需要考虑稳定性和长期使用性,不需要过多的维护的民用产品,很多是面对的 WISP 而并非是终端客户,建立一个庞大的无线覆盖系统是个花费很多的工程,这些运营商并不可能考虑去经常更换设备.Ubiquit 几乎无法完成售后服务,而且价格非常透明,所有的经销商和代理商根本没有利润,更多的代理商只期待 Ubiquiti 可以免费提供更多的货物给他们销售,然后这些代理商可以在不赚任何一分钱的情况下出售这些货物然后使用这些钱进行资金的周转,市场非常混乱.

3. Ubiquiti 在业界来说并不是技术含量很高的产品,它仅仅是处于 WIFI 产品的中低档阶段,在设计初始是模仿了摩托罗拉的部分技术,由于 Ubiquiti 本身产品没太大特色制造门坎很低。只是在固件设计加上了些特别的 protocol. 这些 protocol 也陆陆续续被竞争者模仿了,目前在全球至少有20家以上的公司可以生产或已经出售大量的 Ubiquiti 的产品,所以很快将会导致运营商上的遗弃.

4.由于 Ubiquiti 采用恶性竞争的方式低价进入市场,导致大量的 WIFI 厂家经营艰难,可谓是树敌太多.而且最近听说 Ubiquiti 为抢占市场采用一些极端的手段控制 Atheros 芯片的流通,必将引来更多更多的 WIFI 厂家的合力报复,相信在未来几个月将会有性价比更好的 WIFI 产品出现将取代 Ubiquiti 市场.

5.Ubiquiti 是个不尊重法律的公司,在之前就因为销售到伊朗受到美国政府的严重惩罚,现在靠黑社会势力打压和非正常管道控制和垄断市场更加行不通,它必将受到法律的严惩.

一个负责任的公司并非一直追求高速发展,更需要进行企业的内练,需要的是提升产品的技术和实力,需要的是合理的公平竞争,并进行合法的生产经营,而并非采取暴力的垄断手段,关于后续的事态发展,我们将进行追踪报导。(台湾 IT 网)