



# 宏騰科技股份有限公司

- 負責人:王獻儀
- 網址: www.hta.com.tw
- 地址:811高雄市楠梓加工出口區經六路61號
- 電話:07-363-1000

## 企業沿革

- 1994年** ● 正式於 1994 年 11 月成立宏騰科技股份有限公司
- 1996年** ● 研發出 H-5000 散熱片置放機
- 1997年** ● 研發出 T-1520 BGA 2D 檢測機台
- 1998年** ● 研發出 H-6530 BGA 基板自動檢測機、T-2000 捲帶印碼檢測機
- 1999年** ● 研發出 LC-3000 BGA 基板收放機、OS-7000 OPEN/SHORT 測試機 (全球第一台)
- 2000年** ● 研發出 HS-1000 BGA 散熱片置放機、OS-7220 覆晶 O/S 測試機
- 2001年** ● 同年 5 月成立台中分公司，達到完善之客戶服務  
● 研發出 HS-2400 BGA 散熱片置放機、AP-2000 機版噴印機
- 2002年** ● 研發出 OS-7300/OS-1100 O/S 測試機、FI-3500 BGA 3D 檢測機
- 2003年** ● 同年 7 月遷入楠梓加工出口區新廠 1000 坪  
● 研發出 DS-3000 植片及點膠機台、CI-2000 覆晶被動元件檢測
- 2004年** ● 致力發展覆晶點膠系列機、非接觸式測試系列機台、研發光電檢測設備
- 2005年** ● 同年 4 月通過 ISO 9001 品質認證並致力導入專案管理制度  
● 研發出 SP-1010 錫膏印刷機
- 2006年** ● 成立 PMO (專案管理辦公室) 以嚴格管控研發機台成本及時程，建立 KM 資料庫  
● 研發出 CV-1000 2D 視覺軟體系統、LU-1000 PBGA 入料機、CL-1000 乾冰清洗機
- 2007年** ● 成立中國 - 大陸辦事處  
● 研發出 SD-1000 SD Card 壓合機並致力發展 3D 視覺軟體系統
- 2008年** ● 研發出 BP-5100 Board To Tray 高速交換機、WB-1000 晶圓劈裂機

- 2009年** ● 研發出 WB-1100 晶圓劈裂機、OS-6000 O/S 測試機
- 2010年** ● 研發出 FI-7100 3D 視覺檢測機、OS-1210 O/S 測試機
- 2012年** ● 研發出 FI-7300 5S 側邊檢測機
- 2013年** ● 研發出 DS-7000 PBGA 點膠植片機
- 2014年** ● 研發出 SP-3000 高精密錫膏印刷
- 2015年** ● 研發出 WR-1000 Wafer 暗崩檢測機 DS-3070 點膠植片壓合機
- 2016年** ● 研發出 IP-1000 智慧包裝線 DP-7700 精密氣壓式點膠機
- 2017年** ● 研發出自動化連線設備
- 2018年** ● 研發出 3D 視覺模組
- 2019年** ● 研發出 LI1000 Lid BLT Inspection
- 2020年** ● 研發出 PF1000 Place Film Machine  
● 同年 11 月榮獲第 29 屆國家磐石獎

## 主要產品

· 自動化設備設計製造、半導體設備設計製造

## 企業簡介

### 從無到有 隱身於南部的鐵皮屋傳奇

宏騰科技於1994年成立，以半導體自動化設備的設計與製造為主，以「赤手空拳打天下」這句話來形容。徐嘉新總經理及王裕賢技術總監兩位，是再貼切不過了。草創時期，在高雄鳳山承租無冷氣的鐵皮屋做為工廠，開始宏騰的創業。創業初期單純的只是想滿足客戶的需求，執著而認真的念頭；徐總回憶當年敘述著，在當年資本額只有二百萬的宏騰科技，因一張國內外設備廠都無法完成的訂單，冒著沒有訂金更無訂單承諾的風險，因應客戶要求，做好才付錢，接下任務，最後成功了，也正式讓宏騰踏入半導體設備的市場。在堅持創新的理念下公司日益茁壯，並於2002年進駐楠梓加工園區占地1000坪的廠房；視覺檢測技術亦從2D設計進展至3D視覺設計；從機電整合再提升至光機電軟整合；這些都是宏騰科技成長的軌跡，一步一腳印踏實努力，穩紮穩打發展至今，成功打入全球半導體供應鏈，奠定在業界不可取代的地位。



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The 24th Rising Star Award



# HORNG TERNG AUTOMATION CO., LTD.

- Owner : Hsien-Yi, Wang
- Website : www.hta.com.tw
- Address : No.61, Jing 6th Rd., Nantze Export Processing Zone, Kaohsiung 811, Taiwan
- Tel : +886-7-363-1000

## Business Items

- Semiconductor/Automation
- Equipment Development, Design, Manufacture

## History

- 1994 ● Established in 1994, Horng Terng Automation Co., Ltd.
- 1996 ● Developed the of H-5000 heatsink placement machine.
- 1997 ● Developed the T-1520 BGA 2D inspection machine, aiming to be supplier of the semiconductor automation machinery.
- 1998 ● Developed the H-6530 BGA Dispenser automatic tester and T-2000 tape printing tester.
- 1999 ● Developed the LC-3000 BGA Dispenser picking and placement machine and OS-7000 OPEN/SHORT tester (the world's first of its kind).
- 2000 ● Developed the HS-1000 BGA heatsink placement machine and OS-7220 flip chip O/S tester.
- 2001 ● • Established the Taichung Branch in May to provide customers with complete services.  
• Developed the HS-2400 BGA heatsink placement machine and AP-2000 printer.
- 2002 ● Developed the OS-7300/OS-1100 O/S tester and FI-3500 BGA 3D tester.
- 2003 ● • Moved to the new plant in Nanzhi EPZ in July.  
• Developed the DS-3000 BGA and flip chip dispensing and CI-2000 flip chip passive component inspection method.
- 2004 ● Dedicated to the development of flip chip dispensing, non-contact serial tester and the R&D of the photo-electric inspection equipment.
- 2005 ● • Passed the ISO 9001 QMS certification in April and launched the project management system.  
• Developed the SP-1010 screen printer.
- 2006 ● • Established the Project Management Office (PMO) to apply strict control over machine R&D costs and schedule and established the KM database.  
• Developed the CV-1000 2D vision inspection software, LU-1000 PBGA material feeding-recalling machine, and CL-1000 dry ice cleaner.
- 2007 ● • Established the China Office.  
• Developed the SD-1000 SD Card pressing machine and WB-1000 chip-crack equ focused on the development of 3D vision software.
- 2008 ● Developed the BP-5100 board-to-tray high-speed switch and WB-1000 wafer breaker.
- 2009 ● Developed the WB-1100 wafer breaker and OS-6000 O/S tester.
- 2010 ● Developed the FI-7100 3D vision Final inspection and OS-1210 O/S tester.
- 2012 ● Developed the FI-7300 3D vision Final inspection for QFN, Flip chip, BGA, CSP.
- 2013 ● Developed the DS-7000 PBGA Dispenser and heat slug attach.
- 2014 ● Developed the SP-3000 Flip chip component solder printer.
- 2015 ● Developed the WR-1000 & DS-3070 Flip chip dispenser and lid attach.
- 2016 ● Developed the IP-1000 Automatic Packaging line & DP-7700 Auto Dispenser.
- 2017 ● Developed the Automatic Solder Ball Mount line.
- 2018 ● Developed the 3D Vision Module.
- 2019 ● Developed the LI100 Lid BLT Inspection.
- 2020 ● • Developed the PF100 Place Film Machine.  
• Awarded the 29th National Award of Outstanding SMEs.



General Manager  
Hsu Chia-Hsin



## Introduction

### Making Something from Nothing- The Legend of Hidden Tin House in Southern Taiwan

Established in 1994, Horng Terng Automation Co., Ltd. is a specialist in the design and production of IC automatic equipment. "Building up the business from nothing" is the phrase that can best describe the business building journey of General Manager Hsu Chia-Hsin and Chief Technology Officer Wang Yu Hsien. At the initial stage, the two gentlemen rented a sheet metal shack without air conditioning in Fengshan, Kaohsiung. They simply wanted to satisfy demands of customers and worked with persistence and determination.

Hsu recalled and described Horng Terng at that time only had two million in capital. He risked taking orders that other domestic equipment makers failed to complete, without down payment requirement. Payment would be made only with the completed mission. Over time Horng Terng's success grew and the company formally entered the IC equipment market. In pursuit of innovation, Horng Terng has grown consistent growth. In 2002, it was finally present at the area of 3300 m2 factory in Nanzih Export Processing Zone. Its visual testing technology was upgraded from 2D design to 3D visual design, followed with the transformation of electric integration to opt mechatronic integration.

In this way, a solid footprint has been created to demonstrate the successful growth of Horng Terng.

Step by step, with efforts, Horng Terng has been stably developed and become an important and vital player of global IC supply chain.

## 國際競爭力

### 一、掌握市場先機 技術整合差異化

這25年來，竝騰科技隨著世界經濟及產業產品變化，不斷調整研發步伐及營運方向，從早期研發成功世界第一台，且暢銷市場的BGA短斷路檢測設備，至目前獨佔市場的散熱片點膠植片設備，以及高精度視覺檢測技術的3D六面Laser視覺檢測機，研發成果均含金量豐碩。更以創新研發智慧視覺檢測及智慧生產設備為市場定位與獨特性，成功的拉高競爭門檻，奠定優勢。為更精準運用資源，竝騰鎖定全球前五大業者為目標客戶，成為一線大廠重要研發夥伴，並得以掌握業界第一手消息，隨時調整營運方向；再以軟硬體整合優勢，建立差異化與自有的光/機/電/軟技術，配合自行經營半導體客戶群及優質售前售後的服務，來提高產品的附加價值與創造企業獲利。

## 營運管理

### 一、自我超越 充分授權 利益共享

當竝騰營收跨越億元的門檻時，勤業眾信會計師建議中小企業營收邁向億元時，就是經營管理開始要從人治要朝向制度化前進。此時竝騰科技導入電子化管理及專案管理制度，以創新研發為核心能力之定位，輔以適當的專案管理觀念與制度，培育員工，提升自我開發的研發能量，具策略性的彈性調整營運方向與市場緊密結合，創造最大的產值，保持快速優勢，專案由各PM負責，隨時溝通增加執行效率，並提撥獎金鼓勵研發專案人員。

### 二、創新-不斷創新 建立核心

未來5G及AI產業大趨勢及行動裝置、高效能運算、汽車電子及聯網等四個主要市場之成長將會帶動未來半導體產業發展，竝騰科技每年提撥營業額的3%~7% 在研發經費上，竝騰不只提供生產機器，並且與客戶密切配合，從產品材料、製程方面一起做改善與研究，更注重研發，無論電控，軟體，機構，視覺，光學都是自我研發，重視智財權，擁有多項業界領先的專利技術，具有能力將服務或產品在商機和核心能力之間找到最好的匹配，找到屬於竝騰的藍海市場，定義產品，為目標市場創造價值，掌握客戶需求，提昇客戶對竝騰科技的依存度，以經營夥伴的角色陪同客戶成長，共創雙贏的合作經營模式。



## 社會責任

### 一、HTA=幸福企業 員工是HTA最重要的資產

竝騰科技就是在地的幸福企業，公司的利益就是大家的利益，亮眼的營運績效是來自於員工的貢獻及努力，為回饋員工的努力，工作場域的環境提升改善，重視員工在工作環境的身心靈品質，提供優質的工作及休閒環境，派遣專人為全體員工服務，備有如高級咖啡店的飲品及下午茶餐點，放置按摩椅，使員工在工作之餘得以放鬆；每年舉辦家庭日、國內外員工旅遊及健康檢查；並給予員工高於業界的福利，建立員工分紅及認股制度，讓優秀員工成為股東，得以分享豐厚利潤，大家齊心努力創造更高的價值，竝騰是台灣在地的幸福企業並永續經營成長。

### 二、根留台灣、心留台灣、錢留台灣再創下一個25年

由於內外政經環境不斷變化，逐步建構全球供應鏈之佈局來滿足全球客戶之需求。竝騰科技以HTA品牌行銷數十年持續壯大，仍是以台灣高雄為最主要的核心研發及創新基地。積極延攬在地優秀人才，傳承技術於台灣，自行研發創新能力與技術之培育累積，運用創新以創造價值，以創新兼顧品質保證與高效率生產，為公司永續發展注入能量。近年更積極參與關懷弱勢族群，公益捐款；在環保上大力推動能節能減碳活動，建置太陽能設備，善盡企業社會的責任。未來竝騰科技將秉持著「誠信、正直、創新」的經營理念，群策群力藉由「最佳品質、穩健成長、永續經營」之實踐，實現企業永續經營之職志，邁向下一個25年。



## 綜合評語

- (1) 封測廠商全球前五大品牌公司，其產品應用於手機記憶體、5G 產品、車用產品、BGA 及 FCBGA 封裝產品等，於海外占有率高達 90%，以自有品牌 HTA 行銷全球。
- (2) 秉持「高品質」、「精湛技術」、「全方位服務」，以具競爭力之成本與專業技術，創造產品高附加價值。
- (3) 重視消費者保護，提供完整機臺教育訓練，亦重視員工權益，訂定員工調薪分紅制度，打造友善工作環境，落實性別平等。

## Export Competitiveness

### I. Seizing Market Opportunity by Differentiating Technology Integration

Over the past 25 years, Horng Terng Automation Co., Ltd. has continuously adjusted its R&D and operations to respond to rapid changes in the world economy and commercial products. From the successful R&D of the world's first popular testing equipment for short and damaged circuits with BGA, the monopoly heat sink dispensing equipment, to high-precision 3D hexagon laser optical inspection system, Horng Terng has demonstrated great successes in its R&D. With its market orientation and unique profile in innovative R&D of smart optical inspection and smart production equipment, Horng Terng has outperformed its competitors and obtained competitive advantages. In order to better utilize resources, Horng Terng has been working with the top five global players and has become their important R&D partner. Horng Terng, thus, is able to sense the newest industrial trend and adjust its operational directions when needed.

Additionally, with its integrated software and hardware strengths, Horng Terng has acquired and developed differentiated optical/mechanical/software technologies to incorporate with its own IC client groups and provision of pre-sales and post-sales services, to enhance added-value of its products and to create business profits.

## Operation Management

### I. Surpassing Oneself, Complete Licensing, and Shared Interest

When Horng Terng revenue exceeded a hundred million, Deloitte & Touche suggested that it should invest in more systematic governance. At that time, Horng Terng introduced the electronic management and project management systems to position its core competencies on innovative R&D. Using proper project management concepts and systems, Horng Terng worked to cultivate its employees and improve its own R&D strength to strategically adjust its operational directions so as to closely link up with market, create maximum production value, and maintain speedy advantages. Project managers improve efficiency via constant communication as well as by motivating their R&D personnel through incentives.

### II. Innovation- Continuous Improvement for Core Strength Building

The megatrends of 5G and AI as well as growth of its four main markets in mobile devices, high performance computing, e-cars, and IoT will determine the future development of the IC industry. Horng Terng Automation Co., Ltd. annually allocates 3%-7% of its revenue to R&D. Horng Terng does not only provide production machines but also works closely with customers from product materials and production procedures for joint improvement and researches. Horng Terng especially focuses on R&D and researches electrical control, software, mechanism, sensing, and optics on its own. With an emphasis on intellectual property rights, Horng Terng possesses various leading patented technologies and has the capability to find the best matches between business opportunities and core competencies for its services or products and develop its Blue Ocean markets. Horng Terng defines products, creates value for target markets, and responds quickly to demands of customers. Therefore, customers trust Horng Terng as their partner in a win-win cooperative model.

## Social Responsibility

### I. HTA=A Company of Happiness-Employees, the Most Important Asset of HTA

Horng Terng Automation Technology is a local company of happiness.

HTA's profit is shared by everyone in the company since revenues are earned due to contribution and efforts of each employee. To reward employees, workplace environment has been improved to care for the souls and bodies of the employees by providing quality work and recreational environments. Designated personnel are in service for all employees at a premium café serving drinks and afternoon tea sets. Massage chairs help employees to relax during break. Annual family day events, domestic and international tours and health checkup are arranged. Employees are rewarded with better benefits than counterpart businesses through a bonus and employee stock ownership plan. Employees with good performance are our shareholders who are able to enjoy good profits so we all work hand in hand to create higher value. HTA is Taiwan's local business of happiness that strives for sustainable growth.

### II. Continuous Presence in Taiwan for another 25 Years

To respond to the constant changes of internal and external political and economic environment, HTA has gradually built its position in the global supply chain to meet demands of global customers. Horng Terng Automation Co., Ltd. has continuously grown and marketed its HTA brand. Its core R&D and innovation is still headquartered in Kaohsiung, Taiwan. Horng Terng actively recruits local talent and cultivates its own R&D and innovation capabilities and technology. With innovation, Horng Terng creates value, provides guaranteed quality, engages in highly efficient production, and instills energy for sustainable development. In recent years, Horng Terng has been actively participating in charities caring for the disadvantaged and making donation. In terms of environmental protection, continuous efforts have been invested in promoting the energy conservation and carbon reduction programs conservation by installing solar panels and equipment in order to fulfill its corporate social responsibilities. Abiding by the concept of "honesty, integrity, and innovation", Horng Terng will combine the collective force of its employees to realize the vision of sustainable operation through the implementation of "best quality, stable growth, and sustainable operation" in the hope that a new horizon will be shaped for the next 25 years of business operation.

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