



# 晶達光電股份有限公司

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# Litemax Electronics Inc.

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Address：8F, No. 137, Lane 235, Bau-chiau Rd., Shin-dian City, Taipei County, 231, Taiwan, R.O.C.  
Website：www.litemax.com

The 13th Rising Star Award

## 主要產品

各式高亮度LCD顯示器、船舶用LCD顯示器、特殊規格LCD顯示器、無風扇工業用電腦、數位看板、高亮度LCD電視牆...等。

## 企業沿革

- 2000年 公司設立，生產高亮度液晶螢幕。
- 2003年 通過ISO 9001及14001認證。
- 2007年 導入Oracle ERP作業系統。開發出系列高亮液晶螢幕產品線。成功研發“Durapixel” LED 背光。並獲得當年度傑出資訊應用暨產品獎。
- 2008年 成功研發“Navpixel” 船舶專業顯示器系列，並獲得經濟部技術處小型企業創新研發SBIR補助。
- 2009年 成功研發“Litile” 晶磚無縫電視牆，並獲得經濟部技術處小型企業創新研發SBIR補助。
- 2010年 成功研發“Ruggcore” 嵌入式加固型無風扇工業電腦及“Spanpixel” 超寬屏專業數位看板螢幕。Spanpixel獲得經濟部技術處小型企業創新研發SBIR補助。



## Business Items

Variety of high-brightness LCD displays, sunlight readable marine display, special resizing LCD display, fanless embedded controller, digital signage solutions, and high-brightness seamless LCD panel wall.

## History

- 2000 Company set up. Producing high brightness LCD screen with CCFL backlight.
- 2003 By ISO 9001 and 14001 certification.
- 2007 Phase in ERP system based on Oracle. Developed a series of high bright LCD screen product line. Successfully developed "Durapixel" LED backlight LCD. And get the year Outstanding IT Application Product Award.
- 2008 Successfully developed "Navpixel" marine display series of ships. And Technology Department of Ministry of Economic Affairs SBIR (Small Business Innovation Research) funding granted.
- 2009 Successfully developed "Litile" crystal tiles seamless video wall. And Technology Department of Ministry of Economic Affairs SBIR (Small Business Innovation Research) funding granted.
- 2010 Successfully developed "Ruggcore" fanless embedded controller and "Spanpixel" super widescreen resizing panel. Spanpixel Technology also got Department of Ministry of Economic Affairs SBIR (Small Business Innovation Research) funding granted.



蔡國強 幻覺二  
晶達光電<晶磚>  
於北美館 展示

## 國際競爭力

- 一、掌握高亮度背光模組、顯示器的利基市場，產品線多元及完整，具備少量多樣之生產能力滿足不同客戶之各種需求。
- 二、率先研發Durapixel LED 背光模組全面取代傳統CCFL 背光，省電節能，深具環保概念。
- 三、發展自有品牌Navpixel、Spanpixel、Ruggcore行銷全球市場，應用範圍已從NB、顯示器，拓展到船用、醫療、軍用、ATM、Gaming、電視牆、公用電話亭、Gas Pump、Outdoor Information以及Mirror TV、Digital Signage等各式工業產業應用，並在國內外大展深受矚目。
- 四、通過ISO9001、14001國際認證，產品符合RoHS規範並通過CE、FCC、BV等認證；生產區的無塵室已落實5S運動及環保資源運用。
- 五、擁有優質的研發團隊及掌握核心技術，自行研發量產關鍵零組件，技術領先同業。
- 六、佈局全球經銷商，積極拓展海外市場，並與客戶建立長期穩定的合作關係，創造需求及增加客戶之依賴性。
- 七、與經濟部研究單位合作開發產品，技術領先，連續三年（96~98年）榮獲經濟部技術處小型企業創新研發SBIR補助，進而提升產品價值與競爭力。



## Export Competitiveness

- I. To master high-brightness backlight niche market with diverse and complete product lines. Flexible production arrangement and sufficient capacity to meet different customer needs.
- II. R & D Durapixel LED backlight instead of traditional CCFL backlighting with energy saving and concept of environmental protection.
- III. Development of own brand strategy around the world, and actively develops the overseas market.
- IV. By ISO9001, 14001 international certification of quality assurance system, winning the international customers acceptance. The products meet the RoHS standard and by CE, FCC, BV and other certification. Clean room production areas and the implementation of environmental resources 5S movement.
- V. Has an excellent R & D team and core technology, development of key components, technology leads the industry.
- VI. The Ministry of Economic Affairs Department, Small Business Innovation Research SBIR funding granted on three consecutive years.







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## 營運管理

- 一、開發模組化產品設計，節省開發時間及成本，落實新產品開發流程，確保產品的品質。
- 二、全面建構Oracle EIP企業入口網站並導入e化，使營運數字績效透明化與及時化，對管理決策幫助極大，日常運作皆依循SOP。
- 三、產品線導入彈性製造系統，由製造中心訂定採購及生產成本控管目標，協助達成獲利目標。
- 四、永續經營方針，財務力求穩健保守，不從事高風險投資，不過度舉債經營，故財務穩健良好。

## 企業特色

- 一、創新產品、堅持品質與滿足客戶需求。
- 二、幫客戶創造商業價值，提供客製化的解決方案。
- 三、發展自有品牌策略: Durapixel、Navpixel、Spanpixel、Medpixel、Ruggcore 等...行銷全球。
- 四、關懷弱勢團體，響應政府政策，落實根留台灣並永續經營。

## 綜合評語

- 一、產品定位及國際策略有其利基點與特色，目前以高亮度LCD為技術發展重點，採精緻化經營來滿足客製化需求，具有價值型企業經營基礎。
- 二、擁有切割面板的獨有技術，以「低耗能、高亮度、多樣化、高彈性、客製化」之研發、產製技術為基本核心，創造高獲利並逐步建立市場領先地位。
- 三、e化程度高，透過建構完善之決策支援系統，有效提高各級經營管理階層之決策效能。
- 四、揭示以人為本經營理念，誠信為本，並積極參與社會展演活動，善盡企業社會責任。



## Operation Management

- I. Development of modular product design, reduce development time and cost savings, implementation of the new product development process, ensure product quality.
- II. Build Oracle EIP Enterprise Information Portal to make all processes on the e-platform. Transparent business figures help the management make fast decisions toward the daily operations. All procedures are put into company SOP. All employees around the world can access real time accurate information any time.
- III. Flexible manufacturing systems and Common component design to meet production cost control targets to help achieve their profit goals.
- IV. Sustainable management principles, conservative financial sought, do not engage in high-risk investments, but the degree of leverage. Good healthy financial operation.



## Enterprise Characteristics

- I. Product innovation, consistent quality and customization.
- II. Creating great business value, by providing a unique customized solution.
- III. Branding strategy: Durapixel, Navpixel, Spanpixel, Medpixel, Ruggcore, etc. to get worldwide recognition.
- IV. Care for minority group, follow government economic policy, invest and keep headquarters in Taiwan, looking for long term development f enterprise.