

橙的電子股份有限公司

Orange Electronic Co., Ltd.



經營團隊 Management Team
總經理 許欽堯(中)
General Manager : Mr. Aliber Hsu (Middle)

負責人：許欽堯

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推薦單位：玉山商業銀行台中分行

營業項目：研究、開發、設計、製造及銷售無線胎壓監測系統

產品名稱：

- 無線胎壓監測系統胎壓感測器(原廠替代件)及套裝組。
- 可複製胎壓感測器編碼系統。



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

Owner : Aliber Hsu

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Recommended by :

E.SUN Commercial Bank Taichung Branch

Business Items :

Research, Development, Design, Manufacture and Sale of wireless tire pressure monitoring system

Main Products :

- TPMS, OE Sensor
- ID Porgrammer



光廊走道 Spotlight Arcade



時尚充滿設計感的辦公室 Fashionable Office



橙的電子Orange 命名源由O+Range代表著零距離無線的概念；企業顏色由象徵著橘子的橙色，代表著一切圓滿順利。

橙的電子自2005年創立至今，為少數成功開發出無線胎壓監測系統，並取得多國無線認證的廠商；2010、2011年更榮獲美國輪胎工業協會TIA (Tire Industry Association)公告推薦三家合格原廠替代件製造商之一。充分展現橙的電子的TPMS核心技術實力與Orange品牌在市場之影響力。

法規前提引領 開創新事業基礎

許欽堯總經理原本在中華汽車任職多年，研究市場時發現美國聯邦政府開始著手立法，強制新車配備無線胎壓監測系統。當時毅然決然與兩位創業夥伴合資，創立「橙的電子(股)公司」，研究、開發了台灣自製的Orange無線胎壓監測系統。

當時北美僅有車廠OEM市場受益TPMS法規所帶來的龐大商機，橙的電子率先開發能與

各家原廠、車型內建行車電腦溝通的原廠替代件(OE Replace Sensor)產品，並於2009年開始出現TPMS感測器更換需求，橙的電子及隨即業績大幅提昇，並奠定北美售服市場競爭優勢。

掌握核心技術 發展國際品牌

橙的電子全公司致力於高/低溫汽車電子設計開發、RF無線傳輸技術、電源管理 技術三大核心技術，以高標準專注發展無線胎壓監測系統(Tire Pressure Monitoring System , TPMS)。並以Orange TPMS品牌，面向全球國際市場，目前已成功開拓美、歐、中、日…等多國市場。

打造無爆胎事故環境 貢獻全體同仁心力

為使國人注意胎壓重要性，降低爆胎事故發生，與南仁湖集團、高公局合作，於各高速公路休息站舉辦「預防爆胎、首重安胎」之預防爆胎教育訓練宣導推廣。並本著對社會之關懷，追求人類永續發展的理念，致力於環境保護，並以持續改善工作流程，降低對環境的影響。

創新異業合作模式 跨領域市場整合

與日本普利司通輪胎、法國米其林輪胎(米其林馳加)…等國際知名輪胎品牌異業合



自動化設備 Automation Facility



前段自動測試設備 Automation Testing Facility



全系列產品 Full Range of Products



明亮的會議室 Meeting Room

作，提供旗下輪胎門市、技師，包含銷售、安裝，維修…等完整教育訓練，並全面提供消費者全套的TPMS服務。並將無線胎壓監測器產品推進國內3C通路，如全國電子，帶動銷售通路業績成長持續發展自有品牌。

透過B2C之規劃，強化異業結盟效益。更結合通、資訊產業應用，與Garmin合作整合開發全世界第一套GPS與TPMS雙系統智慧整合機，創造無限新商機。並與美商蘋果公司合作，為橙的電子開通 iPhone藍芽通路，推出全球首款iPhone/iPad專用的胎壓監測產品「Tire Vitals 18」。

落實管理制度與政策 提供員工優質工作環境

橙的電子自2008年起陸續通過ISO9001國際品質管理系統、TS16949汽車業品質管理系統、ISO14001環境管理體系等…各項認證，並成立稽核室，積極改善公司內部流程。自公司成立次年即委由前四大「資誠聯合會計師事務所」負責查核簽證，目的就在於力求帳務透明化。

透過公司福委會，舉辦員工旅遊、聚餐等活動；為有效激勵員工及提升員工向心力，促使同仁能長期參與公司經營、落實公司經營理念，發行員工認股憑證，並持續改善公司軟硬體設備，讓同仁有更好更舒適的工作環境。

專注核心領域 企業成功的關鍵

以國際企業3M為借鏡，“膠”是3M的核心技術，只要想到膠類的產品就會想到3M，由此可知專注核心領域對企業的重要性。總經理常常跟同仁分享一句話：只要努力，就有可能會成功；不努力，成功絕對不會是你的。用這句話來鼓勵同仁，只要有付出一定有成功的機會。 ■



生產線 Production Line



We, Orange Electronic Co., Ltd, have been inspired concept of “Zero range”, and Zero is O in short. Then we name ourselves as Orange, same as our lucky color, means everything goes well and smoothly.

Since established in 2005, Orange Electronic is one of the few manufacturer who successfully well develops and owns wireless tire pressure monitoring system, and have approved in numerous countries. In 2010 and 2011, we are one of three qualified OE replacement suppliers recommended by TIA (Tire Industry Association). All events reflect strong TPMS core technology of Orange Electronic and our brand reputation in the market.

Leadership in TPMS based on legislation

Aliber Hsu, CEO of Orange Electronic, had been employed in CMC (China Motor Corporation) for years. When he did market survey, he realized Federal government of the United States was going to legislate that all new cars are obligated to install wireless tire pressure monitoring system. The news made him to establish Orange Electronic Co., Ltd. with his two business partners. They studied and developed Orange wireless tire pressure monitoring system and it is all made in Taiwan.

At that time, merely OEM market in USA had been benefited from the TPMS legislation. Orange Electronic determined to develop OE Replace Sensor products, which can communicate with built-in computer of passenger cars of every single car brand. When the market had requirement to change TPMS sensor in 2009, Orange Electronic received a lots of orders and sales turnover dramatically increased. From then on Orange has competitive advantage in USA aftermarket service.

Core technology in hand and being an international brand

Orange Electronic is specialized of three core technologies: high/low temperature automotive electronic design and development, RF wireless transmittance technology, power management, and concentrated to develop TPMS (wireless tire pressure



TPMS傳輸原理 Transmission Theory of TPMS

monitoring system) on high standard. Orange TPMS, as international brand, we penetrate into the industry globally. We are selling in many markets, such as USA, Europe, China, Japan.

“TPMS Helps No Blowout !”

To remind people in Taiwan pay attention on tire pressure and decrease blowout accidents, co-operating with Nan Ren Hu Enterprises Co., Ltd. and Taiwan Area National Freeway Bureau, Orange Electronic conducted “TPMS Helps No Blowout !” education program and training campaign in freeway rest areas. Our pursuit of society care and human sustainable development is also reminding us to improve production process for earth friendly.

Innovative model of strategic alliance, cross-markets intergration

Orange Electronic has cooperated with global tire brands, such as Bridgestone, and Michelin (TYREPLUS), offering complete education training (TPMS sales, installation, and maintenance) to their tire stores’ technicians, and also offering complete TPMS services to end users. Besides, Orange Electronic has promoted TPMS products to 3C channels, such as Elifemall, which spurs the sales growth and the development of brand image.

Through B2C, Orange Electronic has strengthened the effect of strategic alliance from

different business sectors. Orange Electronic has cooperated with Garmin, developing the world's first TPMS and navigation system, creating new business opportunities. Orange Electronic has also cooperated with Apple Inc., developing the world's first TPMS for iPhone/iPad use only "Tire Vitals 18".

Implement management policy, provide employees a sound working environment

Orange Electronic has passed certificates of the ISO9001 Quality Management Systems, TS16949 Automotive Quality Management Systems, and ISO14001 Environmental Management Systems since 2008, and established the auditing department to improve the internal business processes. Since 2006, PricewaterhouseCoopers Taiwan, one of the four largest audit firm, has been responsible for auditing and certifying since 2006. The purpose is to strive to be financial transparent.

Employee welfare committee hosts company trips, banquets, and other activities. In order to strengthen employees' coherence, and encourage employees to involve in company's long-term development, and implement management's operation philosophy, Orange Electronic issued employee stock option certificates, and continues to improve the hardware/ software facilities to offer a more comfortable working environment to employees.

Key to be successful – Focus on the core competence.

Taking the international corporation 3M as

an example, "glue" is 3M's core technology. When mentioning about glue-products, people will think of 3M. This shows that the importance of core competence to corporations. Aliber Hsu, CEO of Orange Electronic, often shares a saying with colleagues that "If you work hard, there is a chance to be successful, if you don't work hard, there is no way to be successful". He encourages all colleagues to work hard to get the chance to be successful.



公司旅遊(2014年) Company Trip (2014)

綜合評語 Commentary

為全球首家整合不同品牌無線壓監測之製造廠商。該公司團隊成員年輕且具活力，財務結構及業務發展穩健，投入之研發亦逐漸展現成果，產品品質及技術迭獲市場肯定，隨著無線胎壓偵測系統（TPMS）在汽車安全配備愈趨嚴格要求下，已形成世界各地法定之趨勢，對該公司發展有所挹注，其前景可期。

This is the world's first ever manufacturer that integrates different brands of Tire Pressure Monitoring System (TPMS). The company's members are young and energetic with a solid financial structure and sales development. The R&D projects invested are beginning to display results. The market has recognized the product quality and techniques. As TPMS has become a legal requirement around the world with more stringent vehicle safety equipment, it is beneficial for the company's development, and it has a promising future ahead.



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