



大通

大通電子股份有限公司

Trans Electric Co., Ltd.



董事長 王鄭晰
Chairman Wang, Cheng-Si

負責人：王鄭晰

地址：彰化縣花壇鄉北口村中山路二段771號

電話：04-7627131~4

傳真：04-7637018

推薦單位：

合作金庫銀行

營業項目：

- 電子產品設計開發
- 製造及銷售全球市場

產品名稱：

- 高畫質電視週邊產品：
 - 高畫質數位天線
 - 高畫質數位機上盒
 - 無線影音傳輸器材
- 智慧影音行動週邊產品
 - (1) 藍芽音樂系列：
 - 高音質藍芽音樂接收器
 - 高音質藍芽音樂發射器
 - 高音質藍芽喇叭
 - 藍芽資料傳輸系列產品
 - (2) 高畫質智慧手機平板監控器材
 - (3) 高畫質行車紀錄器/運動紀錄器
- 有線電視放大器



<http://www.px.com.tw>

Founder :Wang, Cheng-Si

Address :

No. 771, Sec. 2, Chungsan Rd., Huatang, 503, Changhua, Taiwan, R.O.C.

Tel:+886-4-7627131~4

Fax:+886-4-7637018

Recommended by:

Taiwan Cooperative Bank

Business Items:

- Design and Development of Electronic Products
- Manufacture and Sales of our Electronic Products in global markets.

Main Products:

- HDTV Peripheral Devices:
 - Digital HDTV Antennas
 - HDTV Digital Set Top Box
 - Wireless AV Transmission Devices
- SMART PHONE, MOBILE Peripherals:
 - (1) Bluetooth Music Series
 - Bluetooth Music Receiver
 - Bluetooth Music Transmitter
 - Bluetooth Speaker
 - Bluetooth DATA Transmission Series
 - (2) HD Smart phone / Panel Monitoring Devices IP Camera
 - (3) HD Driving Recorder / Athletic Recorder
 - HD Driver Camcorder / HD Athletic Recorder
- CATV Amplifiers



大通營運本部暨研發中心

Headquarter and RD center of Trans Electric co., Ltd.

大通公司於1968年創立，正是電視由黑白演進到彩色的大躍進年代。為解決電視畫面收訊不清的問題，大通開始生產電視天線、強波器，在1982年即成為全球頂尖的製造供應者。

2002年轉型數位多媒體，生產電視盒，2005年以持續締造台灣區數位電視接收機銷售佳績，與台灣數位電視協會一同協助新聞局推動數位電視發展，2008年與公視結盟聯合推廣Hi HD高畫質頻道。

2012年與台灣數位電視協會共同推動新聞局『無線電視數位轉換計劃』，導引台灣正式邁入高畫質數位電視元年。

2013年產品定位為智慧影音整合專家，朝智慧手持裝置與家庭影音設備串聯整合的第一品牌努力，以消費者滿意為經營導向，致力於實踐「讓世界更美好」的願景。

創新價值 源自消費者需求的價值創新

公司發展至今，一路走來在消費性電子、有線電視系統產品的研發與製造、創新設計表現，都贏得國內外顧客及各界的讚譽及肯定。公司獨特的「產品概念工程」，利用「消費者洞察」不斷地發掘需求，不斷與消費者對話尋找新的附加價值，再以紮實的研發實力設計產品，確保公司持續發展新產品創新價值。

創新數位天線以卓越的效能與時尚外型吸引客戶，尤以高畫質無線傳輸之電視影音及智慧手機週邊3C產品、HDMI系列產品領先同行，深受全球客戶喜愛。2011年高畫質數位天線與3D產品獲台灣精品獎肯定，為唯一天線獲獎者，智慧影音產品與高畫質天線2013年亦獲Computex D&I award 產品設計創新獎之肯定。



幹部聯誼餐敘 Leaders fellowship dinner

感動服務（品質第一 顧客滿意）

大通產品以嚴謹的驗證工程來達成品質政策：品管驗證、客服驗證、消費者驗證、小量上市驗證等，四大驗證節點嚴格把關，以高標準的測試流程達成品質第一的指標。在客戶服務面也以「視客如親」的態度，對每一個產品使用者、每一件客戶意見的表達，均以最嚴謹快速、貼心熱情來服務客戶，達成消費者滿意的目標。

大客戶經營 共訂年度經營計劃

建立大客戶長期合作夥伴關係，主動和大客戶共同訂定未來產品、行銷發展策略，協助大客戶業績成長。不論在內銷與外銷市場，都擁有強大的通路實力，更擁有與歐、美、日及台灣各大家電大廠多年長期的合作關係，並建立了長期良好的互動模式。

大通內銷通路包含3C通訊、資訊、量販、傳統家電等通路。長期獲得各大賣場的肯定，持續多年獲得NOVA通路理想品牌肯定。除了用心賣場的產品陳列佈置與經營外，特別重視消費者體驗的創新銷售，讓消費者看的到、摸的到、感受的到親身體驗商品的價值與需求，更獲得客戶很好的回響。

善盡社會責任、重視環保與人文關懷

大通長期與彰化鄉鎮公所配合，除提供社

區清寒家庭、急難家庭關懷外，20餘年來每年發放彰化縣沿海地區14個鄉鎮低收入戶春節慰問金。同時在全球天災不斷的時刻，也響應慈濟國際賑災理念，親身投入募款與募心活動。帶動同仁親自發放急難救助金及低收入戶救助，讓同仁學習見苦知福、彼此感恩的精神，為公司人文教育的重心。

不忍地球受毀傷，大通人積極推動珍愛地球、落實環保，公司推動周一無肉日，少吃肉、少外食、拒喝瓶裝水，鼓勵大家在家用餐，讓愛上餐桌，並以尊重生命兼具環保、身心靈健康的環保新概念推動蔬食，關心大家的健康。公司從企業本身的實踐，推己及人到家庭、社區與社會力行節能減碳、克己復禮，宣導環保理念及資源回收理念，已獲良好風氣與成果。

根留台灣 服務全球 迎向國際市場

為企業永續發展，根留台灣，除了擴建新營運總部外，於台北、彰化、高雄設立分公司據點，隨時服務北中南客戶及消費者。更於中國大陸及東南亞設立新公司服務大客戶，並擴展亞洲新市場。公司未來發展與基礎建設並重，高畫質、數位化、行動化電視影音產品更是未來發展的趨勢，大通藉由數十年累積的基礎，正朝此一方向開發屬於自己的特色產品。

因此為了未來發展的需要，基礎建設的紮根是持續進行的，公司特別在管理制度的升級與人才培育上下功夫，列為近年的經營發展策略重點工作。

不論是銷售、研發、產品、制度、人才等經營方針，大通公司都秉持永續經營的思考，為保持長久的競爭力與顧客滿意而努力。■

Trans Electric Co., Ltd. was founded in 1968, while the TV was changing rapidly from black-white to colors. To improve the problems of unclear pictures on TV screens, we started to produce the TV Antenna Boosters, that made us one of the leading booster providers of the world in 1982.

In 2002, we changed our line to Digital Multi Media and produced TV Boxes.

In 2005 we started producing the Digital Set Top Box which became our top sales in Taiwan later. Then we co-operate with Taiwan Digital TV Association to help the Information Bureau of our Government to speedup the development of Digital TV.

In 2008, we entered strategic alliance with Taiwan Public TV Station to push the Hi HD program channels. In 2011, we were awarded "Taiwan Excellence 2011", the only one antenna manufacturer to obtain this Award.

In 2012, we worked with Taiwan Digital TV Association to promote the "Plans for Transfer to Digital TV" planned by the Information Bureau of Taiwan Government, which led Taiwan to enter the HiHD TV era actually.

In 2013, our product positioning was set at Smart A/V Integration, heading to the top brand in integrating the Smart Hand Devices with Home AV Equipments, being guided by customers' full Satisfaction, to realize our Company Vision: 「Make the world more wonderful」

Value Added Innovation

Up to now, we have gone through development and manufacture of Consumer Electronics, CATV System Equipments. Our Innovations in both RD design and manufacture had won the praises from



產線作業 Production Line

domestic and overseas customers.

Our unique "Design for Six Sigma" Training (DFSS) for staff, through "Seeing insight of Consumers" to dig out the customers' requirements and cross talking with customers continuously to find out the new products with value-added innovation by our strong RD team, to ensure the continuous creation of new products with value-added innovation.

Our digital antennas, attract customers with good function and fashionable designs.

Our 3C peripheral devices which transmit high AV quality between smart phones and HD TVs, and our HDMI series products which take lead in their fields, are especially beloved by customers worldwide.

Our HDTV Antenna and 3C Device obtained the 「Taiwan Excellence 2011」. We were the only antenna Manufacturer to obtain this Award, And again, we won the Award of 「Computex D&I in 2013」

Warm-hearted Service (Quality First. Customers Satisfied)

We have critical inspection procedures to carry out our quality policy. There are 4 Checking Points including: Quality Assurance Testing, Customers' Inspection, Consumer's Testing, Small Qty Trial Sales with high standard procedures, to achieve our goal of Quality First. In the aspects of Services to Customers, we regard the customers as our Family. We listen to end users, offer speedy, hearty and enthusiastic services to satisfy the customers.

Working closely with big customers.

We do annual business plans with big customers together, care for their sales with customers' feeling in using our products on spot. Establishing long term cooperation partnership with big customers, we work with them to decide products and marketing strategy for coming year mutually, to assist them in business growing.

We have strong sales channels in domestic or overseas markets, close and long term relationship with customers of big brands in Europe, US, Japan and Taiwan.

In Taiwan, our sales channels include: 3C Communication, Information Technology, Hyper-markets, Traditional Home Electric Stores. Having



大通經營理念
Trans Electric Company Management Concept



優秀大通人超級守則
Super Guidelines of Excellent Trans Electric Staff

long term cooperation, we obtained affirmation of Hyper-market customers, and were affirmed with "Ideal Brand For NOVA's Channel" continuously in many years.

We care for the display arrangement of our products in Stores, and specially noticed the innovative selling with consumers' feeling in using our products.

Let the end users to experience in seeing it, touching it, and feeling it in using our products, to feel the value of our products and their requirement. Such sales arrangement usually obtain very good feedback.

Participating in Social Responsibility, Environmental Friendly, and Humanistic Concern

We co-organize with local village governments in long period of years to take care of the poor families and those in urgent need. More than 20 years, we had donated the New Year's Comfort Money to the Low Income Families enrolled in the record of governments of the 14 neighbor Towns and villages located along seashore of our Changhua County.

During the time the disasters occurred repeatedly somewhere on Earth, we support the concept of Chu Tzi to devote in the international disaster relief activities. and encourage our staff to donate in the charity. Let our staff know how lucky we are in seeing others' difficulties, and to inspire our staff to express "Thanks" to each other. These have been the main points of our Company's Humanistic Education.

We cannot bear to see the earth damage, so

we have internal activities of treasuring our earth, environment protection. We offer food to staff with policy of One Day No Meat per Week. Other activities like: Less Meat More Vegetables, not to drink bottled waters, Fewer out eating, Dinner with Love on Table, and encouraging vegetarian with the concept of Respect for life and Environment friendly to ensure health of body, mind and spirit. Our efforts and activities in environment friendly, starting from company internal, expanded to families of staff, to our neighbors, and to local society, Less energy consumption to reduce carbon-dioxide, Restrain oneself and return to the proprieties, Resource recycling, etc, have become popular and obtained good results.

Keep core technology in Taiwan, Serve our customers globally. Face the international market.

In order to maintain our sustainable development for endless business operation, and keep our core technology in Taiwan, we constructed our new headquarter building in Taiwan, and set up branch offices in Taipei, Changhua, Kaohsiung to serve our local customers and consumers in North, Middle and South Taiwan.

We also established new companies in Mainland China and South East Asia to serve our big customers, to expand our markets in Asia.

We focused on both the future development and the basic construction equally.

HiHD, Digital, and Mobile HDTV AV devices will be the main trend of future development. Based on the foundation accumulated in past 45 years we are developing the products with our distinguishing features toward this trend.



發放低收入戶慰問金 Charity activities

To meet with requirements of future development, the basic construction is strengthened continuously. We have focused specially on the Upgrade of Management System, and the Human Capacity Building as the key points of our Development Management Strategy in recent years.

Trans Electric always keep in mind the thought of Sustainable Development for endless business operation to decide our management guidelines in Sales, R&D, Products, Human Capacity, and work hard to maintain long lasting competitiveness and customers' satisfaction.

公司注重研發，以「提升品質達成零缺點」為目標，核心競爭優勢在於掌握產品本質的差異化設計，及技術整合能力。以”PX”自有品牌行銷全球，並以ODM方式為歐美知名大品牌客戶代工，外銷比重約60%，國內凡舉家電或3C門市均有該公司產品，市占率高。年營收逐年增長，勞資關係和諧且熱心公益。

Emphasizing research and development and setting "continuous quality improvements with zero defect" as the quality policy, Trans Electric makes product-based design differentiation and technical integration ability as the company's core competitiveness. Apart from distributing products worldwide with its own brand "PX", Trans Electric has been providing ODM services for leading US and European brands, with export sales commanding 60% of the company's sales turnover. With a high market share, PX products are commonly available at the home electrical and 3C stores in Taiwan. In addition to the annually increasing revenues, Trans Electric won the award for its sound labor-management relations and devotion to charity.