

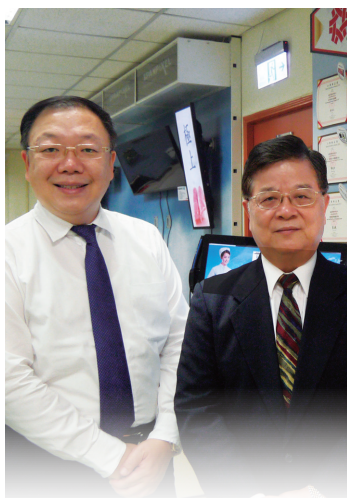
第26屆國家磐石獎

The 26th National Award of
Outstanding SMEs



晶達光電股份有限公司

LITEMAX ELECTRONICS INC.



(右)董事長 李英珍先生
Chairman : Mr. IJ Lee

(左)總經理 金仲仁先生
General Manager : Mr. David King

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推薦單位：兆豐國際商業銀行

營業項目：工業面板製造業、工業電腦製造業、工業應用解決方案

產品名稱：高亮度背光模組、工業用LCD 顯示器、晶寬屏特殊尺寸
超寬屏液晶螢幕顯示器、工業用電腦



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Recommended by :

Mega International Commercial Bank

Business Items :

Industrial LCD Display Manufacturer、Industrial Computing
Manufacturer、Industrial Application Solution

Products :

High brightness LCD backlight module, Industrial LCD Display,
Resizing LCD display, Industrial Computing



產品 Product



各項認證和獎座
Certifications and awards



晶達光電股份有限公司
LITEMAX ELECTRONICS INC.



晶達研發會議 Litemax R&D Dept. meeting



生產線作業情形 Production line

晶達光電成立於2000年，2012年興櫃掛牌，專注於各式戶外看板、工業電腦及各式工業應用解決方案之研發、製造與銷售，並以Litemax自有品牌行銷全球60餘國，目前產品已深入於全球各主要公共交通系統、數位看板、工業自動化、船舶、軍規、醫療等特殊應用。

晶達已是全世界高亮度螢幕尺寸最齊全的供應業者，旗下的工業用顯示器與電腦系統產品，2017年除榮獲7項台灣精品獎外，產品也獲得傑出光電獎、台灣數位看板應用大賞 TDS AWARDS的肯定，而在企業經營方面，近期更獲經濟部「潛力中堅企業」及「國家磐石獎」的殊榮！

利用創新 造就視覺

晶達成立以來，金仲仁總經理回憶先前公司的營運初期，即是從高亮度顯示器產品切入，而晶達當初將顯示器產品送到國外專業評測媒體測試，結果令評測單位大為驚艷，從優異的評測結果與客戶端持續的肯定回饋，都讓金總經理深信建立差異化的策略是未來正確的方向，同時也將會是晶達最強力的競爭優勢。

在過去顯示器從CCFL背光模組轉為LED

螢幕的歷程，當中有非常多的技術細節，包括顆粒、封裝、色溫、散熱等，由於晶達與LED封裝廠都保有非常密切的技術合作，所以晶達的高亮度LED顯示產品，都是經過特別的研發設計，這也是為何晶達的產品在耗電節能、色彩亮度、耐用度都較競爭對手來得更加優異，且客戶寧願付出更高的價格採用晶達的產品，正因為晶達能提供客戶更多的附加價值與產品效益。

因切入高亮度面樣產品，晶達亦透過與海外各種大型戶外面板專案的粹練，進一步的開發、整合各式防水、防塵、寬溫技術，並透過對面板特性的掌握，確保客戶及使用者能在戶外觀看螢幕時，獲得最佳的視覺體驗。

人無我有 人有我多 人多我精

在成功的開發高亮度省電環保的工業面板之後，李董事長與金總經理均認為，晶達需進一步的擴充產品線，透過專利切割技術，目前特殊切割不規則長條屏顯示器，全球市占率已達25%。除了切割屏產品本身具特性之外，晶



晶達年度計劃大會 Litemax Kick-off meeting

達為進一步拉開與對手的距離，開發近40種特殊尺寸，目前穩坐全球前三大台灣第一切割屏製造商。

金總經理表示，工業產品「可長可久」的特性，可以讓晶達與客戶處於較為「平衡」的位置，使公司能為客戶創造更多的產品價值。17年來，晶達不斷的引進新的顯示器技術，從一開始的高亮度螢幕，再來是船舶運輸等級的工規螢幕技術、透明的數位看板應用技術、還有台灣最早引進的面板全貼合技術等，每一項新技術的引進都成為晶達下一個成長的動能。

以人為本 誠信篤實 卓越創新 以客為師

晶達以工業電腦市場發展為經驗，不盲目追求營業額之成長，強調創新以及產、銷、人、發、財各部門均衡之發展。在產品的發展上，晶達光電重視研發核心技術，秉持「創新研發、技術卓越」理念，發展出光學機構設計與電子專業技術。

特別在研發人才方面，晶達另一項優勢也在於公司擁有產業垂直的技術人才。最大的原因是，在產業升級的過程中，希望能從單一的零組件供應商，轉型升級為全方位的解決方案供應商。在李董事長豐富的產業經驗下評估，



Embedded World 2017

晶達於2015年決定與崧瑪科技策略合併，變成能同時提供客戶由外而內，一站購足的工業電腦系統商。所以在面對產業所關注的工業智能化與自動化需求，晶達都能提供客戶更多元化的解決方案。

根留台灣 善盡企業社會責任

隨著營業額不斷成長，晶達成立10餘年來，仍堅持產品在台生產，不在大陸設廠。主要是希望建立台灣業者形象，帶動本土供應鏈輸出，對外塑造台灣研發軟實力之形象。此外，晶達也是為國內少數能透過產品帶動交通、工業應用、數位內容等產業之供應鏈，進行垂直/水平整合之廠商。

在社會責任方面，每年度晶達都會與不同的基金會合作，希望透過多元的方式，能夠關懷不同的弱勢團體，會社會盡一份心力。

未來的營運方向，在外部，金總經理期許能讓更多客戶了解晶達提供的工業電腦解決方案；在內部，公司團隊能同步的成長茁壯，持續的強化技術競爭力，因為「太陽升起的地方，都是晶達光電的商機所在」。



Litemax, founded in 2000 and publicly listed on the Taiwan Emerging Stock Board in 2012, specializes in the R&D, manufacturing and sales of outdoor digital signage, industrial computers and a wide range of industrial applications. Marketing under its own brand, Litemax, in more than sixty countries around the world, the company provides products widely used in special applications, including public transportation systems, digital signage, factory automation, marine vessels, militaries, and medical care.

Currently, Litemax is already a world-leading provider of high brightness display panels available in the most comprehensive size offerings. Just in the year of 2017, Litemax's industrial display and computer system products have won seven Taiwan Excellence Awards, along with Taiwan Outstanding Photonics Product Award as well as TDS Awards. Litemax was also recently honored with the title of Potential Mittelstand Enterprise and the The National Award of Outstanding Enterprise awarded by the Ministry of Economic Affairs, recognizing its outstanding business operation.

Innovation enables visual enjoyment

Established in 2000, Litemax founded its business on providing high brightness displays during the early years, reminisced David King, Litemax President. When Litemax sent its display products for overseas testing and media review agencies for evaluation, the agencies were amazed at how well Litemax products performed. The impressive evaluation results and continuing support from Litemax customers convinced King that enabling its products to have differentiating features would be the right strategic direction for the company and would give Litemax a robust competitive advantage.

The transition in display technology from CCFL backlight modules to LED screens involves a lot of technological know-hows including expertise in chips, packages, color temperature and heat dissipation.



員工旅遊活動 Company travel

As Litemax maintains close collaboration with LED assembly houses, Litemax's high brightness LED displays can be uniquely designed and developed to deliver higher energy efficiency, color brightness and durability compared to competitor products. Customers are therefore willing to pay a premium for Litemax products because they bring added values and extra benefits to customers.

The expansion into high brightness display panels has also enabled Litemax to refine its R&D capabilities and integrate technologies achieving water-proofing, dust-resistance and wide temperature ranges through the development of large outdoor display panels for a variety of international projects. With Litemax's excellent control of display panel characteristics, customers and users are assured a premium visual experience on their outdoor display.

Setting itself apart from competition, Litemax offers unique, wide-ranging and premium-quality products

IJ Lee, the Chairman, and King, the general manager, both think Litemax needs to further expand its product offerings after successfully developing high brightness, energy efficient and environmentally friendly industrial display panels. With its patented cutting technologies, Litemax is now able to cut irregular bar displays with special aspect ratios, securing a 25% share of the global market. To widen its lead over rivals, in addition to the unique features of its resizing LCD, Litemax also offers displays available in nearly forty special aspect ratios, making it Taiwan's largest and one of the world's top-three

resizing LCD providers.

King commented that industrial products emphasize durability and this allows Litemax and its customers to engage in a more balanced relationship so that it can create more values for customers. For 17 years, Litemax has been incorporating cutting-edge display technologies, including high brightness screens at the beginning, industry-grade displays for marine transportation, transparent digital signage, and full lamination technology first introduced to Taiwan by Litemax, and other technologies. Each of these new technologies has fueled Litemax's growth to new heights.

Upholding a people-oriented principle and valuing integrity and innovation, Litemax takes what it learns from customers to heart

Drawing from the experience gained in the development of industrial computers, Litemax attaches great importance to innovation, as well as balanced growth across the departments of production, sales, human resources, R&D and finance, instead of blindly pursuing higher revenues. In terms of product R&D, Litemax values the development of core technologies and fosters its optical mechanical design and electronics expertise based on the principles of R&D innovation and technological excellence.

Litemax's R&D team, comprising technical professionals with vertical specializations in the industry, gives Litemax an additional advantage. This is mainly because the company endeavored to upgrade itself from a supplier of a single type of components to an all-round provider of total solutions. As such, Chairman Lee with extensive experience in the industry decided to acquire Wynmax in 2015, thereby making Litemax an industrial computer vendor enabling one-stop shopping for the whole system. Accordingly, Litemax is now capable of satisfying diverse customer requirements in smart manufacturing and factory automation that the industry is paying close attention to.

Keeping core development in Taiwan, Litemax fulfills its corporate social responsibility

Since its establishment over a decade ago, Litemax has enjoyed continuing revenue growth

but it insists on keeping its production base in Taiwan without setting up manufacturing plants in China. This is mainly because it wants to build up a Taiwanese brand, lead the local supply chain to export their products, and thereby impress the world with Taiwan's soft power. Furthermore, Litemax is also one of the few Taiwan-based vendors capable of leading supply chain developments across transportation, industrial application and digital content sectors and engaging in vertical/horizontal integrations.

Litemax also make efforts to fulfill its corporate social responsibility by working with different charity foundations every year to care for the disadvantaged through multiple approaches.

Looking into the future, externally, King hopes Litemax can enable more customers to gain an in-depth understanding of its industrial computers, while internally, he envisions a growing Litemax team with stronger competitive power. "Wherever the sun shines, there is an opportunity for Litemax," noted King. ▴

綜合評語 Commentary

發展自我品牌行銷全世界，以技術為本位，提供客製化服務，拓展特殊用顯示器藍海市場。利用不規則切割面板進入特殊領域(醫療、IOT、博弈等)，透過全球代理商經銷模式，作為品牌行銷主軸，追求永續經營，不過度舉債經營，實為中小企業表率。

This company has developed its own brands for marketing worldwide. Focused on technology, it provides customized services and develops the blue ocean market for special purpose monitors. With the use of irregular section, this company entered the market of special applications (medical service, IOT, and gaming etc.). This company launches its brand marketing through the model of global distribution by agents, and advances towards the goal of sustainable development without excessive debt financing of its operations. It is a model for the SMEs.