



# 晉弘科技股份有限公司

Medimaging Integrated Solution, Inc.

負責人：鄭竹明

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推薦單位：交通大學

營業項目：醫療器材製造業、光學儀器製造、資訊軟體服務、  
生物技術服務、醫療器材批發

產品名稱：赫羅斯數位五官鏡組、全彩手持式數位醫學免散瞳  
眼底鏡



董事長 鄭竹明先生  
Chairman : Mr. Chu-Ming Cheng

Owner : Stefan Cheng

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Recommended by : National Chiao Tung University

Business Items : Medical equipment manufacturing, optical instrument  
manufacturing, information software services, biotechnology services,  
medical equipment wholesale,

Products : Horus DEC 、Digital Eye-Fundus Camera Horus DEC 200



www.miiis.com.tw



● 產品全系列 Horus series



● 公司外觀 Appearance MiiS building



● 遠程醫療與全系列產品 Mobile medical solution



● 生產線 Factory production line



● 研發部門與經營團隊 R&D department and management team

晉弘科技於2010年成立，位在新竹科學園區。在全球醫療資源不均、高齡化及慢性病人人口漸增之趨勢下，由鄭竹明博士帶領專業的光機資電研發團隊，以光學、機構、電子和軟體等整合型光機電系統開發的核心技術，結合學術研究及醫學臨床成果，投入醫療數位影像解決方案的研發與開發。

晉弘科技的使命為「能救多少人，才能賺多少錢」，願景為「晉弘是 ” AI醫療、智能醫療 ” 創新科技公司」，致力於促進人類的健康，可以幫助更多的人。以數位醫學影像光學攝影的核心技術和產品開發的實務經驗，立志成為世界級「AI醫療數位影像的創新解決方案提供者」之領導廠商。具備「愛護人類健康和環境」之願景與使命，提供有益生命健康與環保的創新技術、創新產品與創新服務。

#### 創新研發 展望新「視」界

瞄準世界對醫療影像篩查影像之需求，透過「全彩手持式數位醫學免散瞳眼底鏡」的技

術研發、產品量產、臨床技術研究及品質系統驗證，「數位醫療影像攝影」研發能量獲得龐大挹注，一步步蛻變為一家創新軟硬體產品、模組與服務兼備的公司。

在產品進入市場後，透過經銷商與品牌廠的通路，普及醫療單位、眼鏡行、視光中心、藥妝店（國外），更與醫療院所共同建立臨床資料庫，結合影像分析及雲端處理，提供醫師最佳輔助診療與判斷病情工具，並將資源與相關單位共享，以期預防醫學與遠端醫療盡一份心力。

#### 持續快速成長 追求永續經營

回想起創業歷程，鄭竹明董事長表示，過去社區視力篩檢使用的檢查儀器，因笨重不便攜帶，且民眾檢查時須點散瞳劑，造成眼睛不適，這些原因造成視力篩檢的參與度不高，讓患者錯失早期治療的時機，因此決定投身產品研發，幫助偏鄉地區的病患或改善醫療資源。公司的經營過程「對晉弘來

說，速度是最重要的！」速度不僅影響產品開發，連帶影響決策與執行領域，只有持續及快速成長，才能讓公司在國際市場中保有競爭力。以數位影像光機資電整合之核心技術，為全人類的健康把關及照護管理，是晉弘科技的目標及核心價值，產品不但具有高階醫材的品質，其輕巧設計及高性價比，又能滿足預防醫學、遠距醫療、方便使用易於普及之需求，協助落實健康篩查，促進創新醫療服務。

#### 加強品牌曝光 放眼全球市場

晉弘配合政府政策，結合產官學研醫法財的力量，以國家品牌完整的醫材生態鏈，讓台灣成為全球智慧醫療的創新基地。目前全球眼底攝影機大多由國外大型廠家供應，而晉弘科技的產品從設計、研發與生產均由台灣製造，並與國際品牌相匹敵，道地MIT的高品質醫材，提升國內醫療器材產業競爭力，為台灣技



● 海外展覽 Exhibition of ESCRS in Vienna

術創新價值再拓新版圖。

現在品牌行銷已拓展至美洲、歐洲、日本等60餘國，廣泛運用於診所、遠距篩查、社區醫療中心等各級單位與使用情境，在台灣亦有許多醫院與眼鏡行紛紛視其為糖尿病視網膜篩查與專業驗光的首選，未來將結合開發中的醫療影像智能辨識系統，進一步提升醫療服務的專業化與便利性，協助預防醫學推廣，造福全體社會的健康福祉。▲



● 獲獎事蹟 Award



● 員工教育訓練 Miis training





● 產品DSC200操作 Total solution for Telemedicine

● 產品操作 5MP Eye Care Total Solution

Medimaging Integrated Solution Inc. (MiiS) was established in 2010. The company has been utilizing a profound optical systems and electrical technology foundation, combined with mechanical engineering, imaging processing and software integrated systems. And MiiS is integrating the resources of academic research and medical clinical results to provide digital medical imaging solutions. The mission of MiiS is “Helping people is ahead of making money.” Due to a shortage of medical resources, an aging society, and the increasing trend of chronic diseases, further enhancement has been implemented in the professionalization and

convenience of medical services to fulfill market demands and provide solutions that can benefit all of the community. Our vision is to become an “innovative AI medical technology company,” which is dedicated to improving human health and helping more people.

### Keeping Ahead Through Market Trend

The core competence of MiiS is that we provide a total solution of digital medical scope products integrated with a high-quality optical system, real-time imaging processing and high safety following medical certification. We cooperate with diverse distributors, companies, hospitals, and clinics to create marketing strategies and build up a clinical database. We not only invent innovative products, but also provide creative business models. Generally, medical devices are only sold to hospitals or clinics for doctors' use. Our easy-to-use products have been deployed broadly in optical shops, hearing centers and care centers for front-line inspection and education, because our devices can be operated by nurses or lay people with brief training. Combined with image analysis and cloud processing, our products provide doctors the best diagnosis and treatment tools. In addition, we also share resources with many organizations for preventative medicine and remote medical care.



● 遠程醫療 Total solution for Telemedicine



● 員工福利-保齡球競賽 MiiS Bowling competition



● 員工福利-漆彈 MiiS Paintball competition

### Our Vision, Mission, and Business Philosophy

Recalling the reason for establishing MiiS, Stefan Cheng mentions that traditional inspection instruments are too heavy to carry on and time-consuming examination process causes low participation in vision screenings. Therefore, patients lose the opportunity of early detection and treatment. Since the very beginning, MiiS has been focusing on developing digital and portable diagnostic devices. This makes the distinction between MiiS and its competitors. MiiS's core concept is: "Speed is the most important!" Speed not only affects product development but also influences decision-making and execution. Only sustained and rapid growth can keep a company's competitiveness in the international market. In the future, MiiS will devote itself to eye care total solutions, AI medical

solutions, and mobile medical services to improve remote medical care.

### Future outlook

So far, our products have been widely utilized in clinics, remote examination, community medical centers in over 60 counties around the world. Our next stage is to integrate hardware and software to provide total solutions for healthcare services. This will be a dramatic change for modern medicine. We hope to see even more people helped by our innovative technology in the near future. MiiS is confident it can become a cutting-edge medical imaging innovation and solutions provider and will always be dedicated to providing quality and reliable products and services for the betterment of people's health. ▲



為全彩數位式鏡組創新的產品服務供應者，產品規劃明確，應用於遠距醫療、老人照護等方面極具潛力。技術專業團隊堅強，以自有品牌行銷全球60個國家，持續布局專利。內需與外銷皆穩健成長，創造營收，增加就業機會，打造MIT實力，值得肯定。

Medimaging, a manufacturer of innovative full color digital lens sets, has a clear product roadmap which has high potentiality when applied to telemedicine and senior care. With the professional technical team, Medimaging's private brand is sold over 60 countries and Medimaging continuously commits itself to patent development. Strong domestic demands and exports achieve high revenue and creates opportunities for employment. Medimaging should be recognized as a model of building MIT strength.