

# **E-LEAD ELECTRONIC CO., LTD.**



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## E-LEAD Taiwan

### Headquarters R&D Center

R&D:  
ID, ME, EE-1, EE-2

SMT line x 2  
Assembly line x 8

### Changhua Site Factory

Assembly line x 10

### Chuan-Hsin Site Optical Mirror

Mirror line x 4

- Flat Mirror
- Convex Mirror
- Free Form Mirror



HeadUnit, Around View  
Monitoring System (AVM),  
Rear Camera, Blind Spot  
Monitoring(BSM),  
Car Wireless Charger

Car  
Accessories

Optical  
related merchandises

## E-LEAD Jiangsu

### Suzhou

R&D

SMT line X 2

HUD Circle Assembly  
line x 2



WHUD / AR HUD

## E-LEAD Thailand

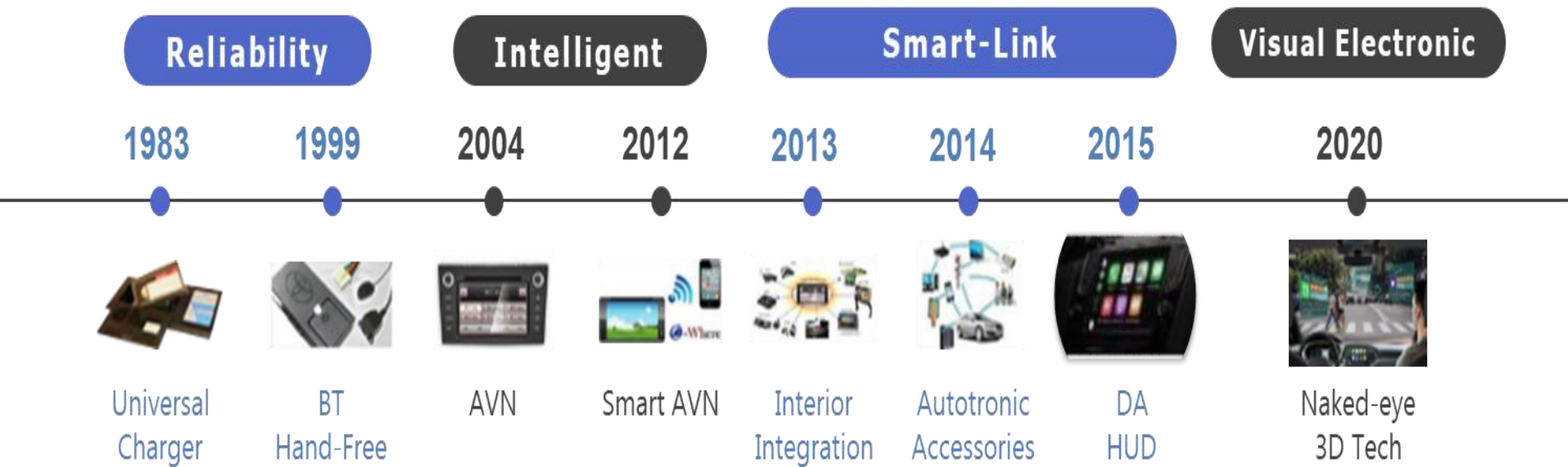
### Thailand

SMT line X 1

Assembly line x 12



HeadUnit, Around View  
Monitoring System (AVM),  
Rear Camera, Blind Spot  
Monitoring(BSM),  
Car Wireless Charger, DVR,  
E-Mirror



Category	Original Issue Date	Certification(Audit) Unit
ISO 9001	Oct. 1999	LRQA
ISO 14001	Aug. 2001	LRQA
IATF 16949 (ISO/TS 16949)	May 2018 Oct. 2004	LRQA
ISO 45001 (OHSAS 18001)	Oct. 2018 Mar. 2004	LRQA
Ford Q1	Jun. 2004	FORD
VW 6.3 (POT Analysis)	Feb. 2017	VW
VDA 6.3 process auditor VDA6.5/PSB	Jun. 2017	VDA QMC
ISO26262 process certification	May 2018	SGS-TUV Saar
ISO 17025	Feb. 2018	TAF
TISAX Level 3 + Prototype Protection	Dec. 2021	TUV
ASPICE	Mar. 2022	DEKRA
ANSI/ESD S20.20	Aug. 2023	SGS
CyberSecurity (ISO 21434 )	Dec. 2023	DEKRA



Among the leading applicants, emphasis is placed on freeform mirrors, polished windshields, and head-up displays with long-distance imaging capabilities. E-Lead Electronics stands out with its "long-distance imaging head-up display," aimed at alleviating driver visual discomfort.

## Top Patent Owner in Taiwan Automotive Electronics

🏠 > 產業 > 綜合產業 >

### 智慧座艙專利怡利電子拿本土王 大陸稱霸智能互動領域

2024.01.04 / 16:43 / 中時即時 王玉樹

#創意

#怡利電

#新興

#互動

#系統





**HUD**



**INFOTAINMENT**



**ADAS**



**ACCESSORIES**

AM Generic Models

Customizing OEM equipped  
Reflective C/W HUD

OE Design-in W/AR-HUD Lite

Innovative 3D Tech

2011  
AM HUD

2012  
OES  
HUD

2015  
OES  
CHUD

2016  
OES  
WHUD

2017~2020  
OE WHUD/AR HUD

2021~  
Future  
Trend





- Mainland China

WHUD / 2D AR HUD / 3D AR HUD (POC) / VPA (POC)

Chinese branding → Chinese branding + Co-branding

- Taiwan & South East Asia

INFOTAINMENT /

ADAS

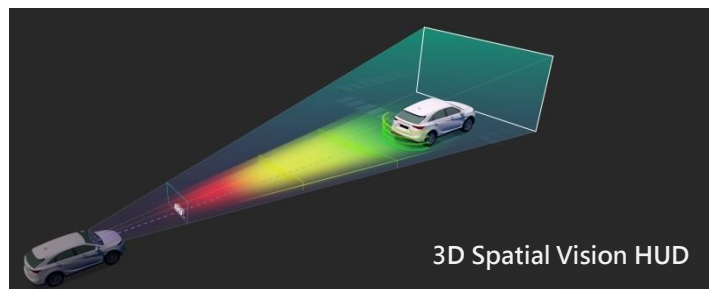


- Europe & America

WHUD / 2D AR HUD / 3D AR HUD (POC)

The mainstream WHUD products would be replaced by AR HUD, and so is 2D AR HUD, would be replaced by 3D Spatial Vision HUD as well.

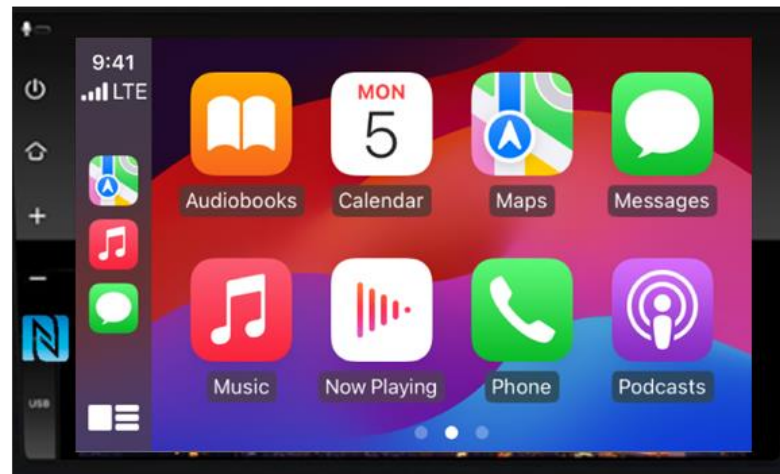
Advantages: less in volume, adjustable range for imaging, precision in alignment.



- By NFC on DA, automatically wake up WiFi for Apple CarPlay and Android Auto connection



By NFC for  
WiFi pairing



LCD Size	10.1"	10.25"	12.3"
Resolution	WXGA (1280 × 800), IPS	Wide-HD (1920 × 720), IPS	Wide-HD (1920 × 720), IPS
Aspect Ratio	16 : 10	8 : 3	8 : 3

## Security

- ISO 21434 Cyber Security supported

## Large Display

- Demand for supporting higher resolution TFT

## Connectivity

- Wired/wireless Weblink smartphone mirroring supported



## Advanced

- PVM computing power ready

## Value-added

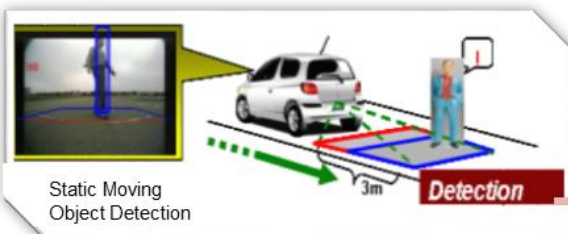
- ADAS option with no additional hardware cost by utilizing the PVM cameras with high performance SoC



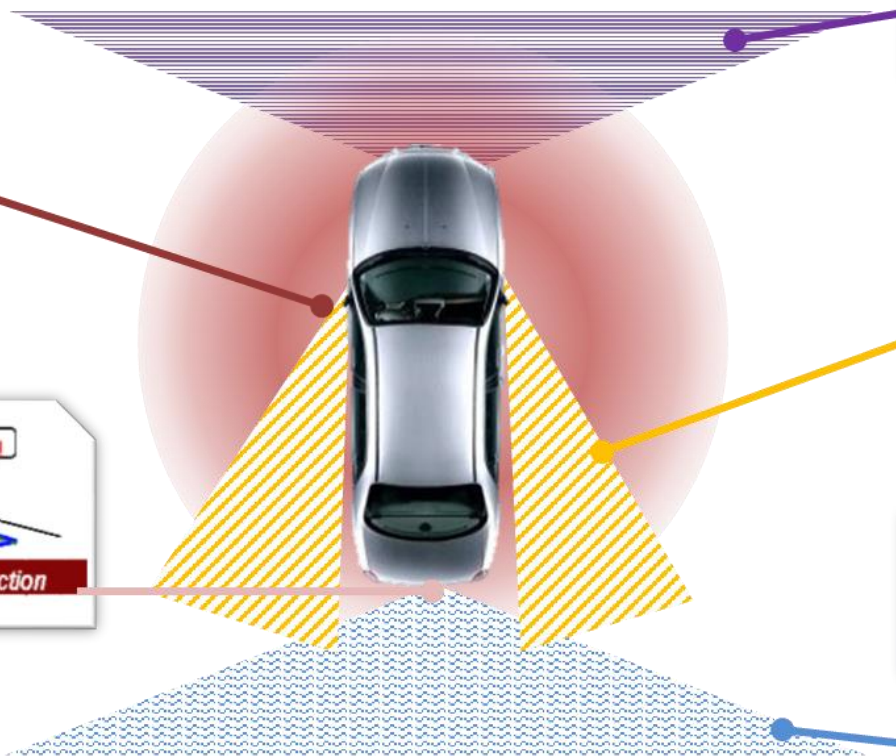
Utilize PVM cameras & new SOC computing power  
→ No extra hardware cost needed.



**PVM**



**S-MOD**



**LDW**



**BSD**



**RCTA**

2025



## 13.3" High Definition Display

- Resolution: FHD 1920 x 1080
- Support:
  - Wi-Fi – Miracast
  - USB mirroring for both Android & iOS
- HDMI input
- External connection for USB/AV IN



2026



## Ultra Wide Angle RSE

- Display size: Customized



## HDMI Input



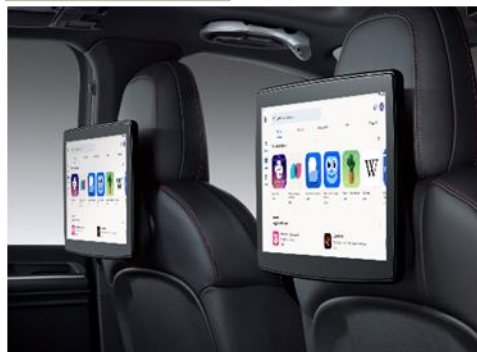
- High-definition video output
- Connectivity to various devices
- Clearer, more vivid visual experience

## Wireless Mirroring



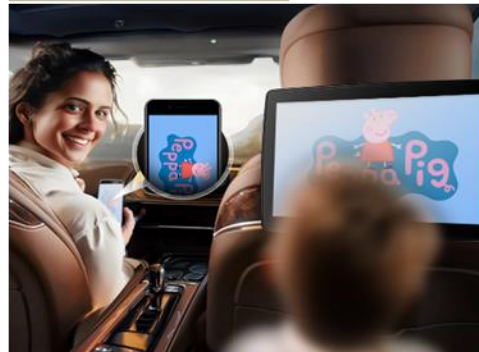
- Watch video / Browse photos / Play media seamlessly
- iOS / Android compatible

## Google Play



- Easy access to apps, games or multimedia
- Personalized entertainment experience

## Remote Control

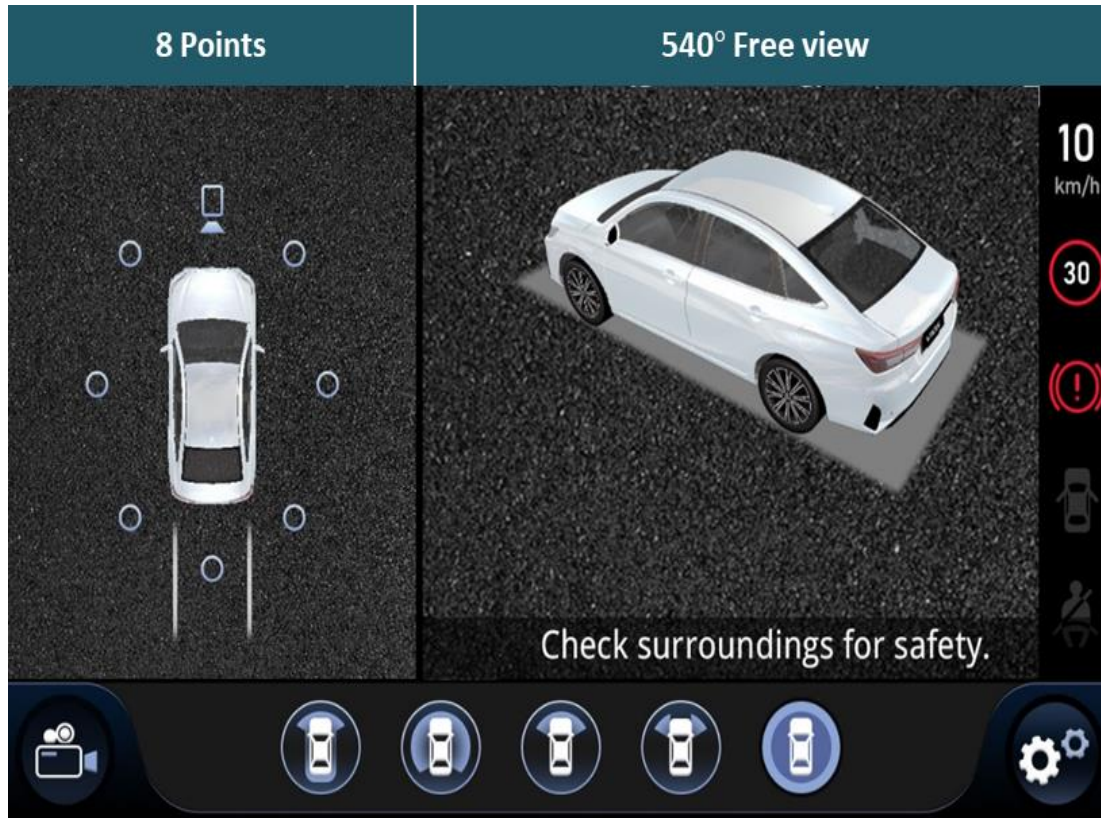


- Parents are allowed to control remotely with mobile phone
- This function required mobile phone with apps downloaded in App Store or Google Play





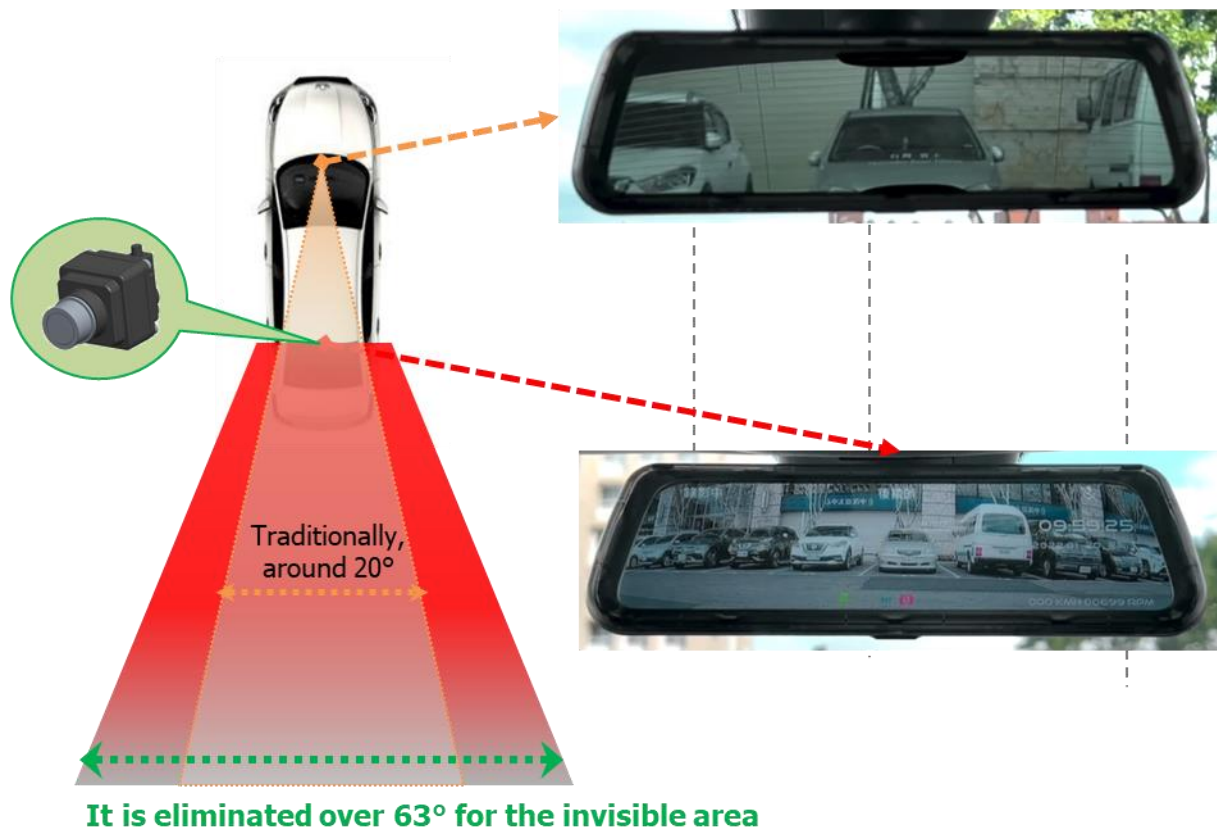




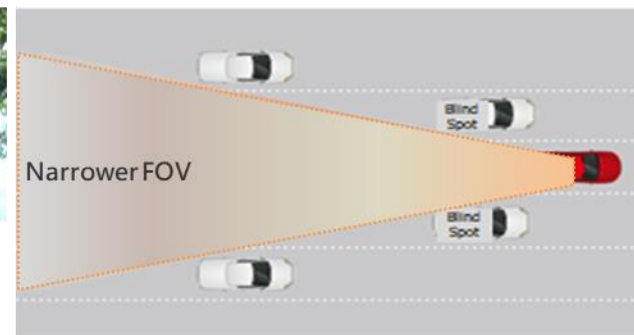
**When sliding the 3D view at a 540-degree angle, you can touch on any of the eight points on the 2D interface at any time to reset the screen to a fixed position.**

**The appearance of digital rearview mirror is small**  
It is beneficial to shuttle through narrow alleys and effectively reduce the dead angle of the A-pillar of the body

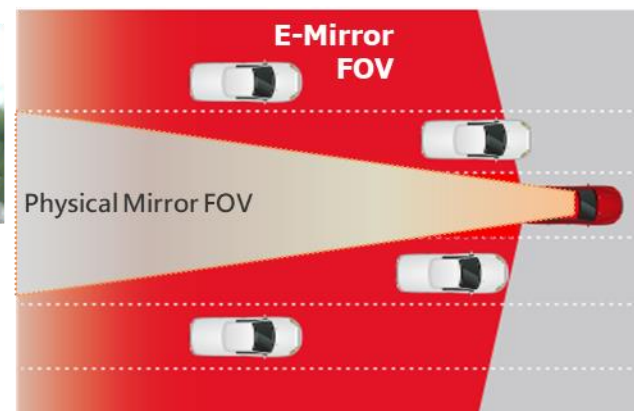




Traditional IRVM FOV



E-Mirror FOV







①Smart App



②Set-up



③Sensing



④Warning



⑤Video to Cloud



⑥Notification



⑦Live viewing





## ULTIMATE UTILIZE DESIGN

**Utilize Function** – Provides charging for both the driver and passenger

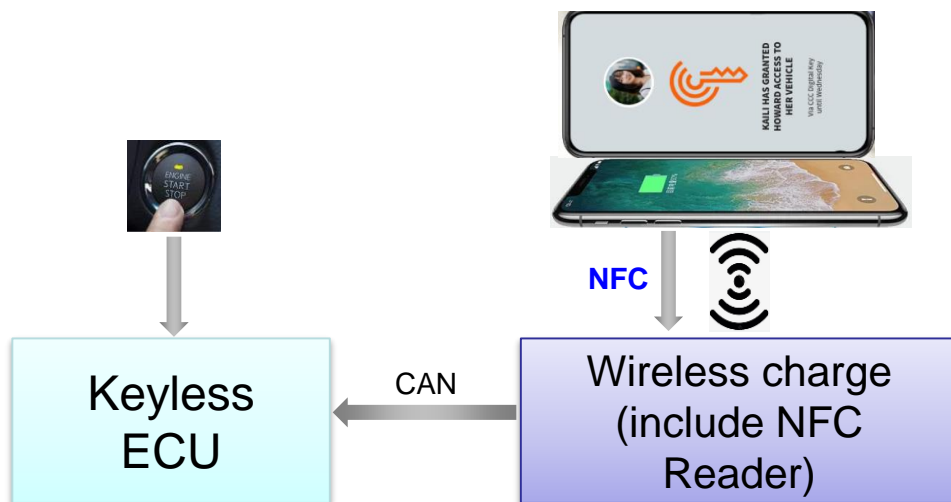
### Benefit

The design aims to be utilize function and more apply usage

- Maximum usage - Charging 2 phones at one time
- Time Save! - Only one single time require for development and Qi2.0 certificate



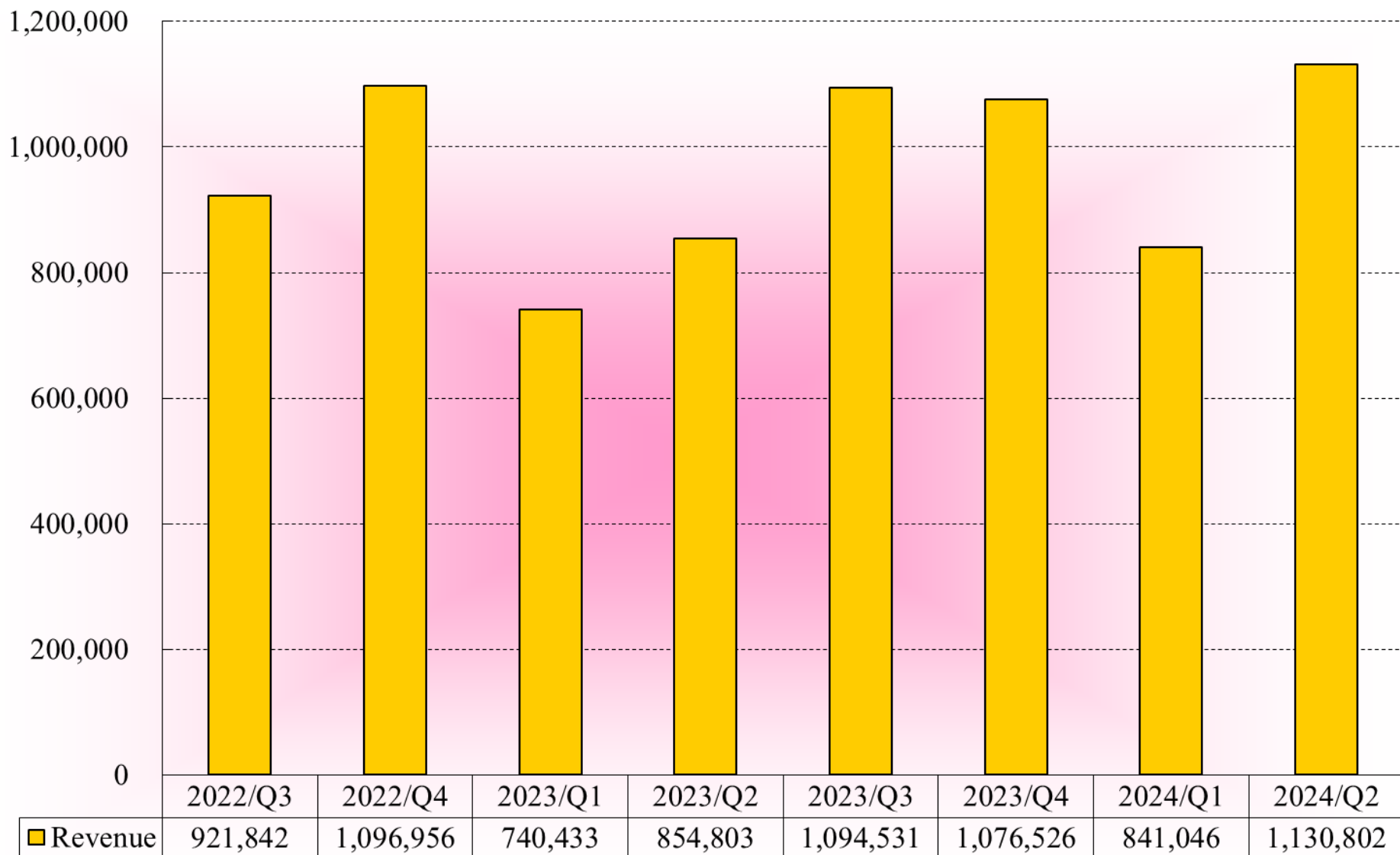
# Wireless Charger

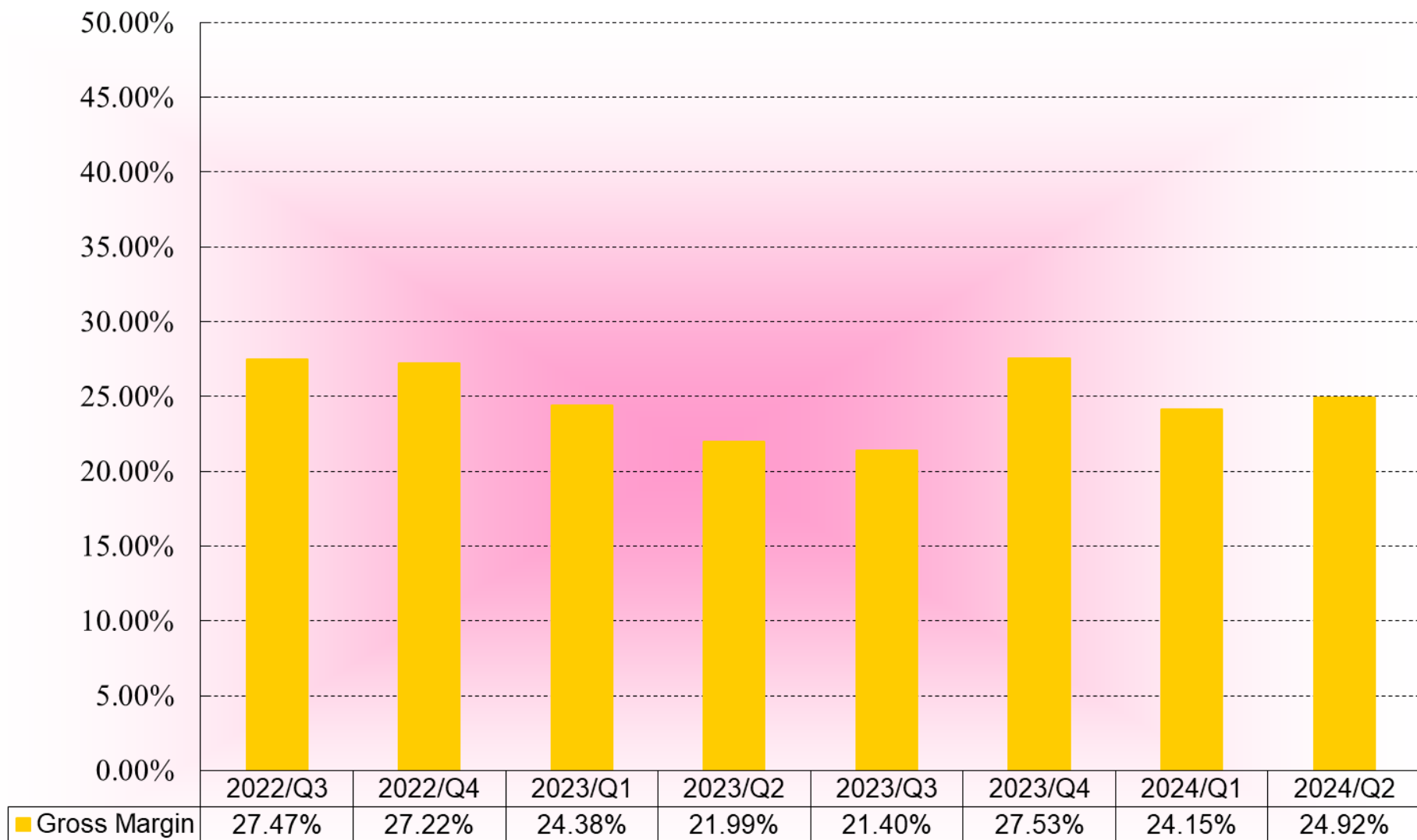


During the wireless charging process, the smartphone acquires the NFC ID code, then sends the ID code to the Keyless ECU through CAN. Once the ECU verifies the ID as OK, it allows the user to start the engine.



UNIT: NT\$ thousand



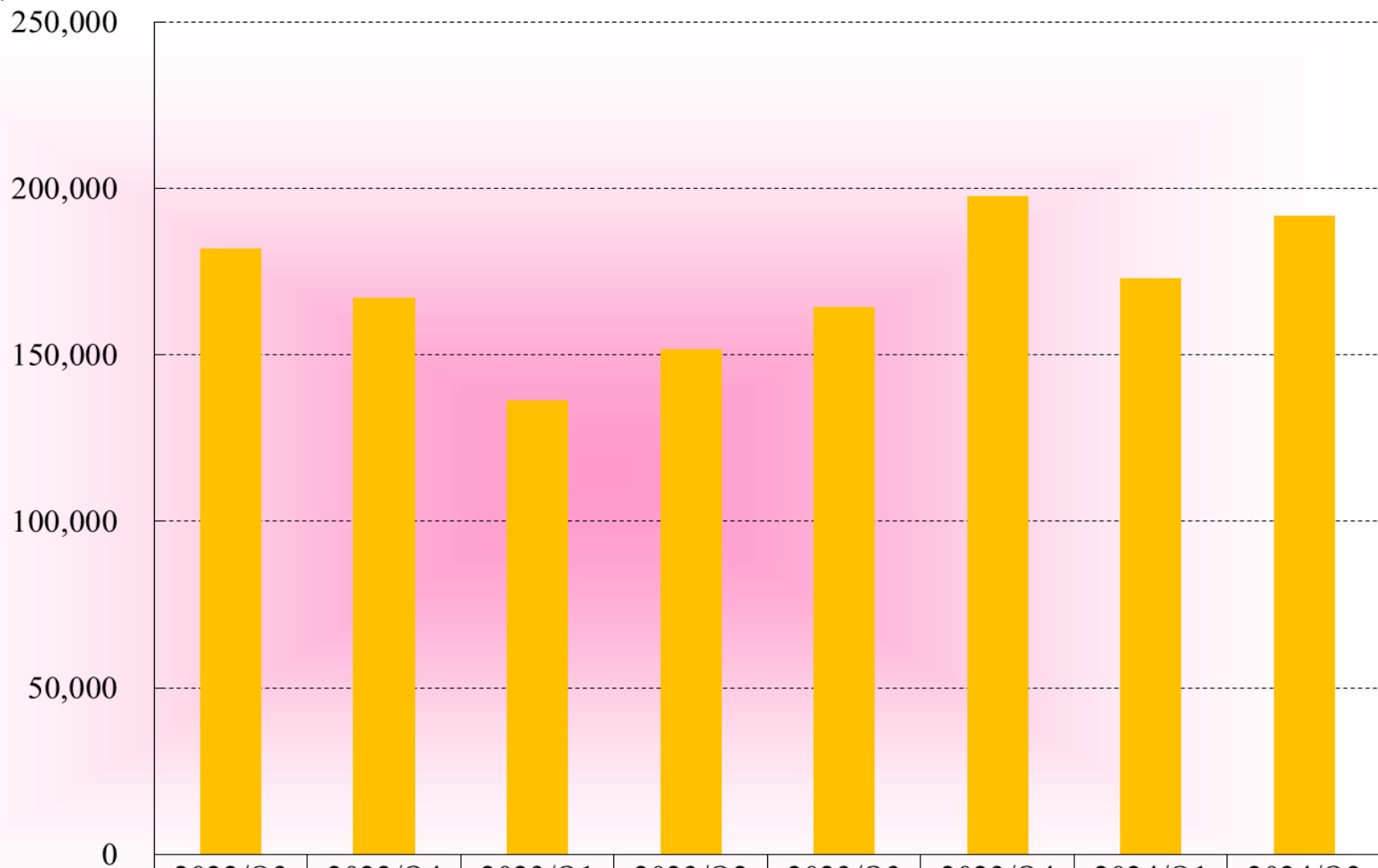




**E-LEAD**

# Financial Status – Operating Expenses

UNIT: NT\$ thousand



■ Operating Expenses

2022/Q3

2022/Q4

2023/Q1

2023/Q2

2023/Q3

2023/Q4

2024/Q1

2024/Q2

181,971

167,241

136,248

151,662

164,465

197,631

173,135

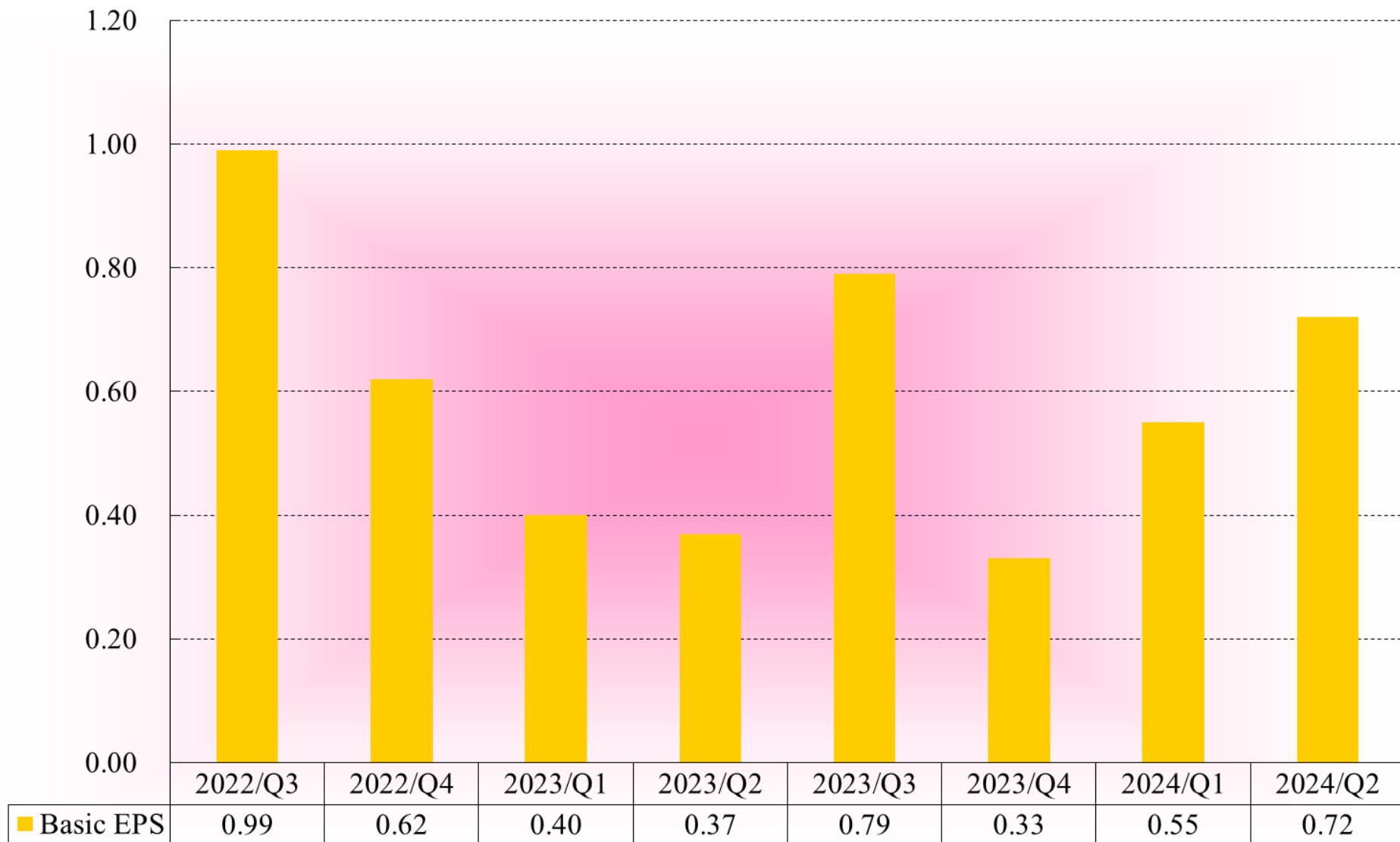
191,852



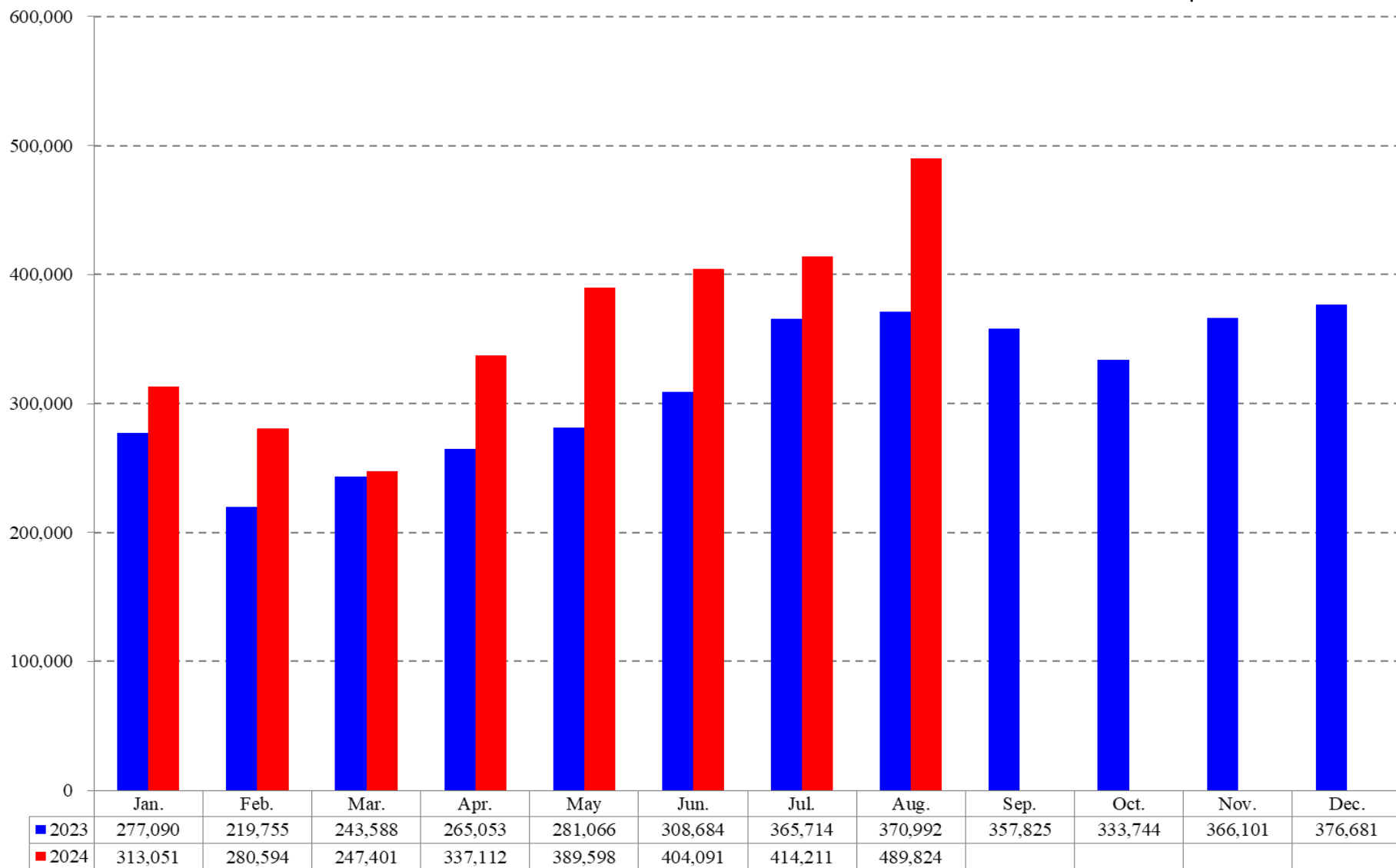
**E-LEAD**

# Financial Status – Basic EPS

UNIT: NT\$

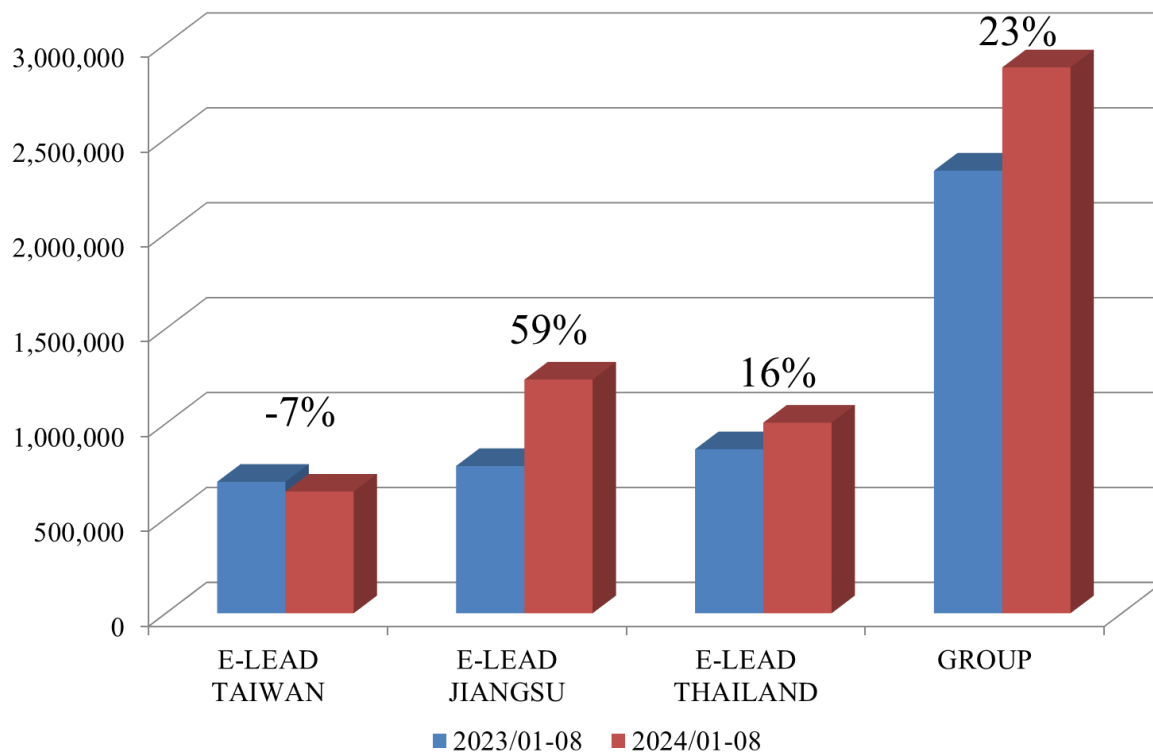


UNIT: NT\$ thousand

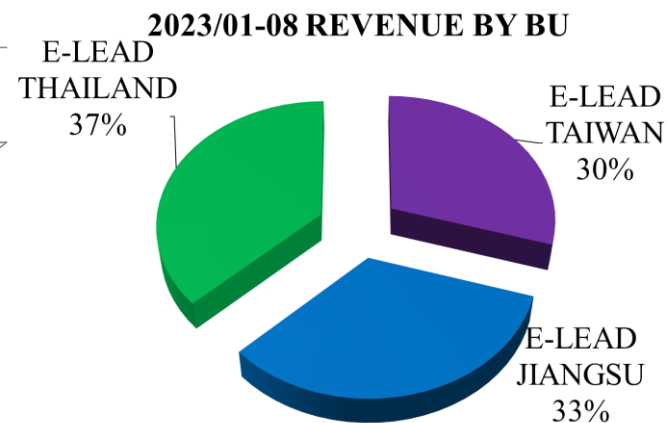
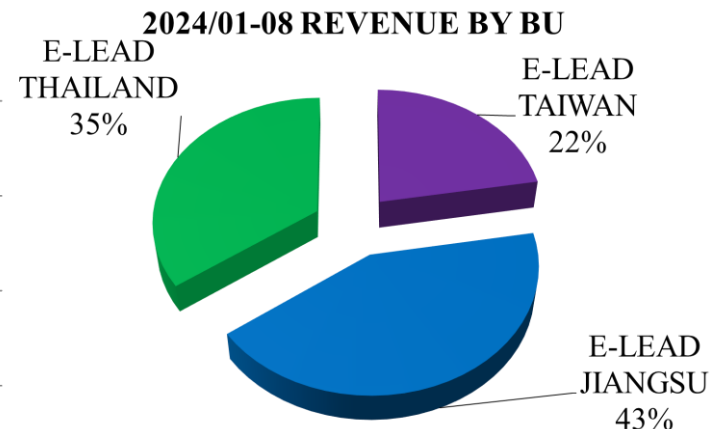




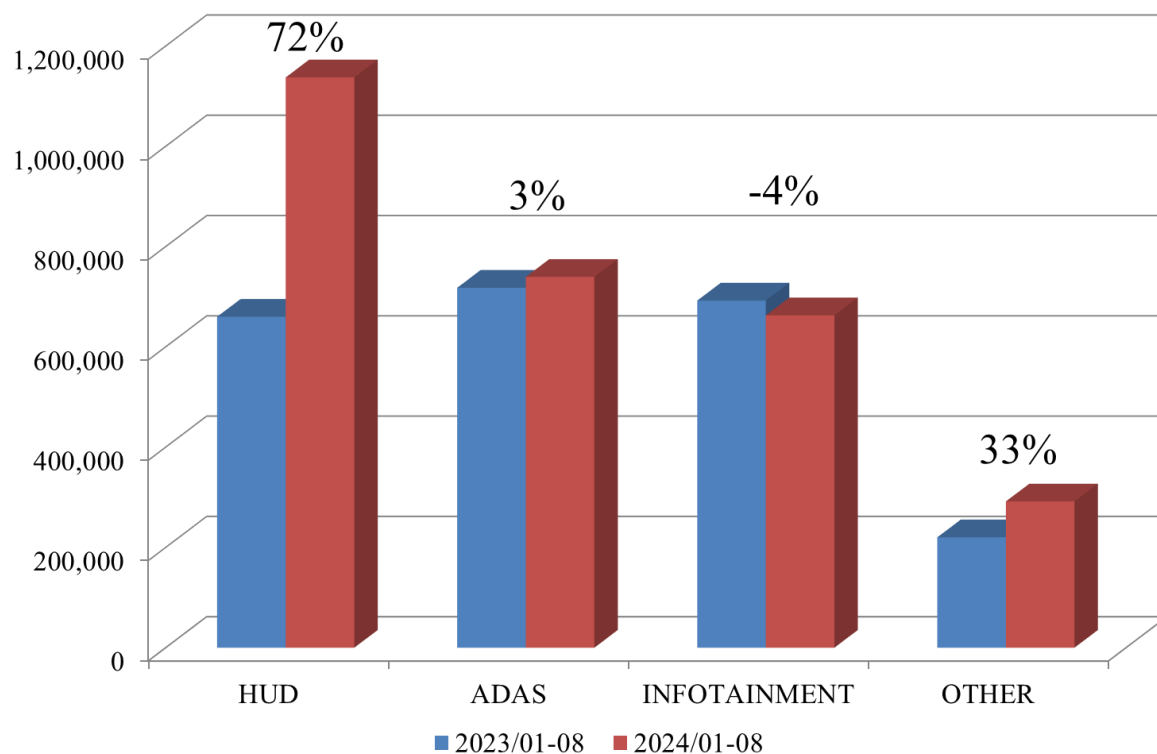
## TREND



## RATIO

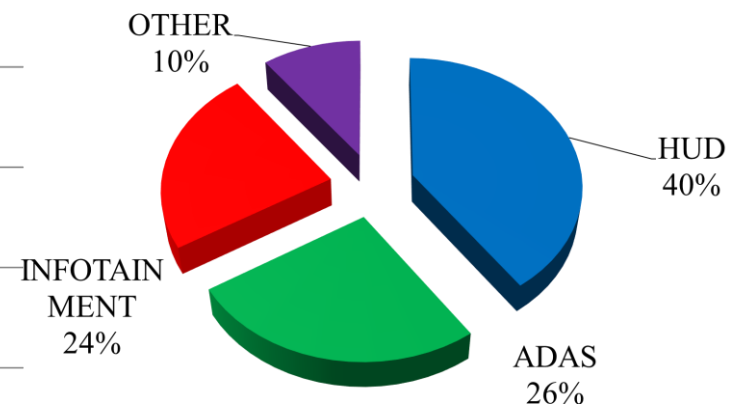


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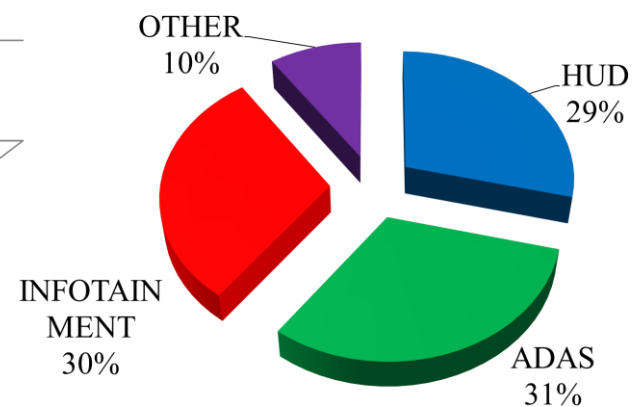


## RATIO

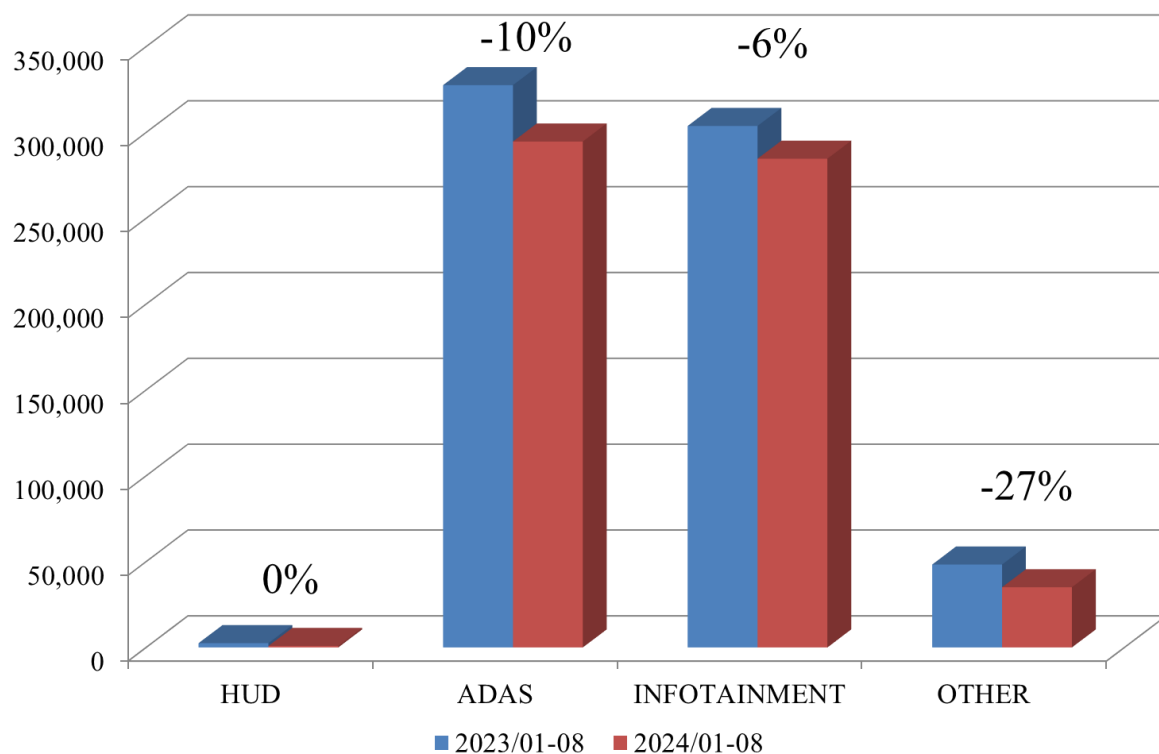
2024/01-08 E-LEAD GROUP REVENUE BY PRODUCT



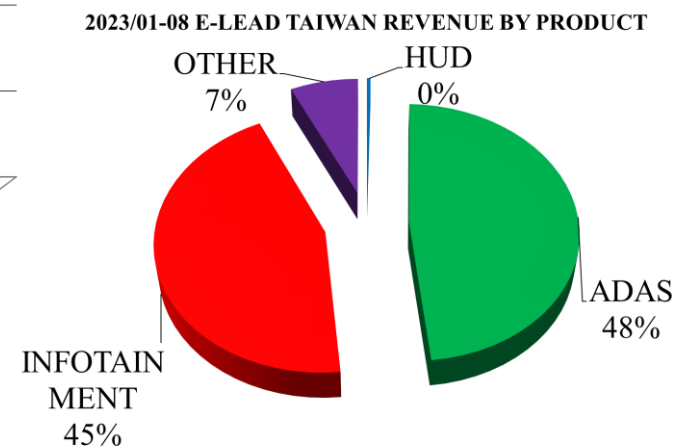
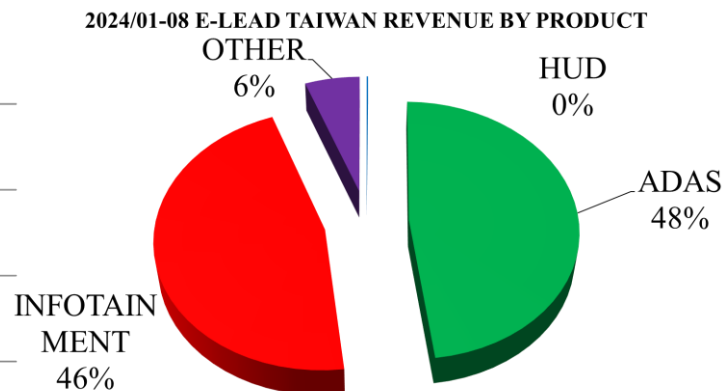
2023/01-08 E-LEAD GROUP REVENUE BY PRODUCT



## TREND



## RATIO

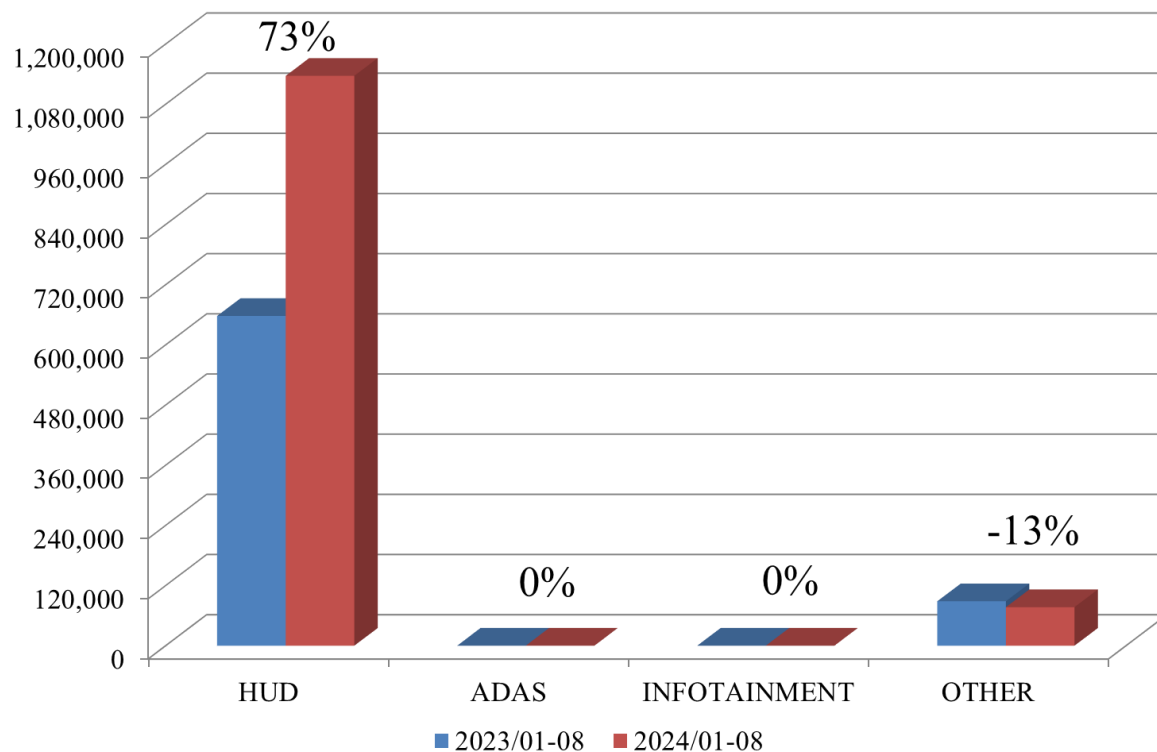




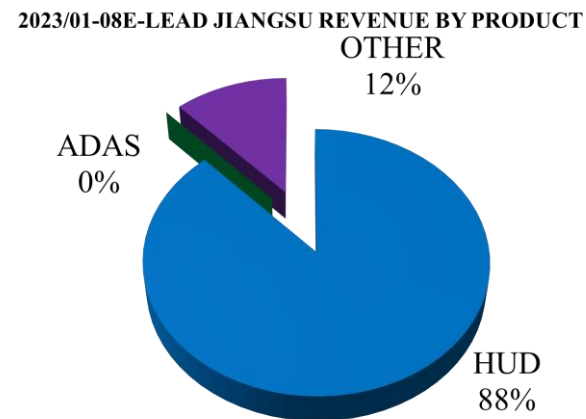
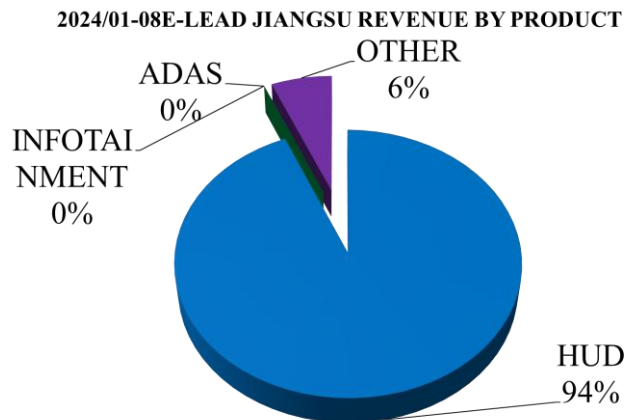
E-LEAD

# E-LEAD JIANGSU Sales Portfolio

## TREND

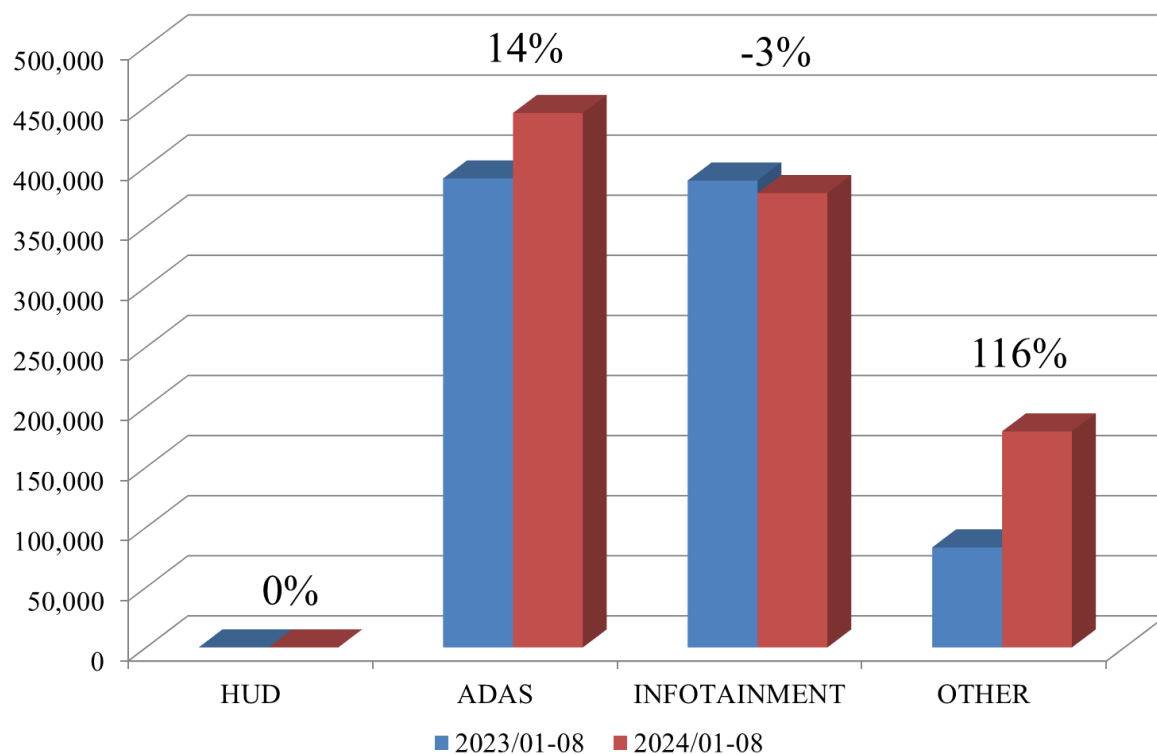


## RATIO



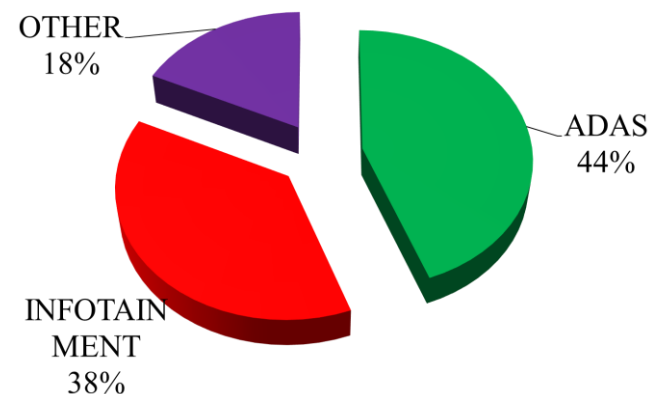


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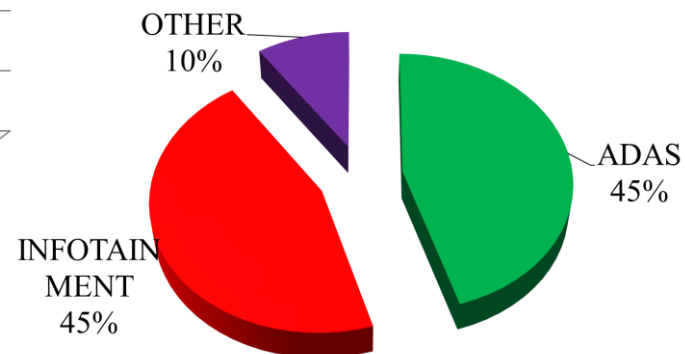


## RATIO

2024/01-08 E-LEAD THAILAND REVENUE BY PRODUCT



2023/01-08 E-LEAD THAILAND REVENUE BY PRODUCT



Thank you



Q & A