

怡利電子工業股份有限公司



免責聲明

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本文件之陳述可能會表達出本公司對未來願景之信心與期望，但這些前瞻性之陳述係建立在若干與本公司營運及超出本公司管控因素外之假設條件上，因此，實際結果與上開前瞻性陳述可能有很大的差異。

怡利台灣

彰化總廠 研發中心

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

SMT line x 2
組裝線 x 8

彰化廠 組裝線

組裝線 x 10

全興二廠 光學玻璃廠

玻璃產線 x 4

- 平面鏡
- 凹凸面鏡
- 自由曲面鏡



車載主機、環景系統、倒車顯影、盲區偵測系統、車用無線充電器

怡利江蘇

蘇州廠

R&D

SMT line X 2
HUD環形組裝線 x 2



前擋玻璃抬頭顯示器

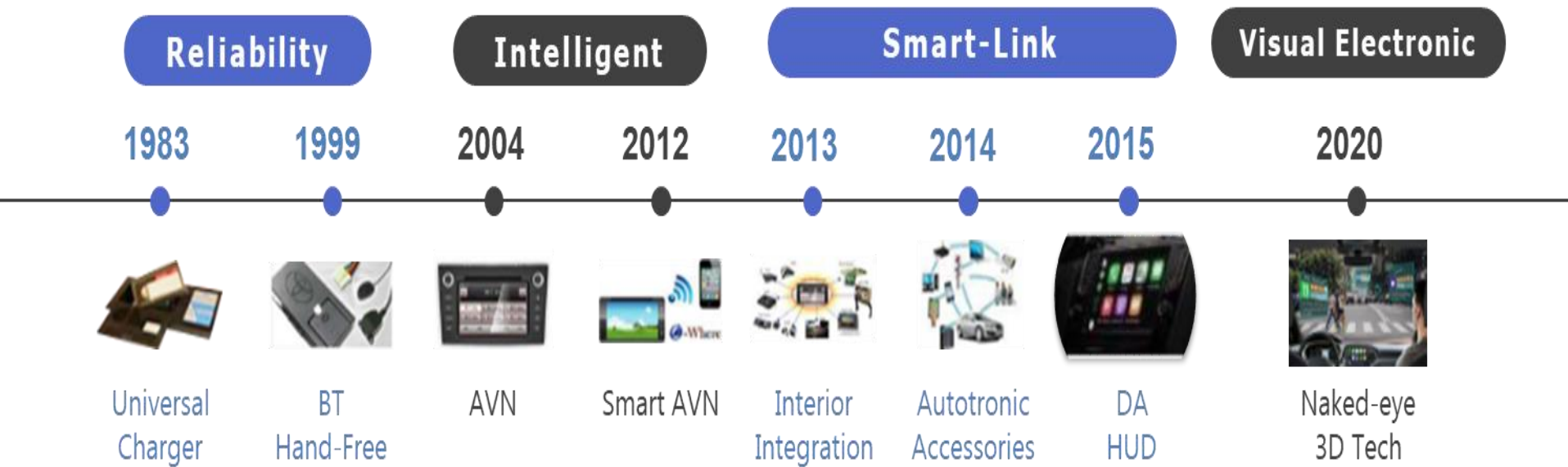
怡利泰國

泰國廠

SMT line X 1
組裝線 x 12



車載主機、環景系統、倒車顯影、盲區偵測系統、車用無線充電器、行車記錄器、電子後視鏡



認證項目	原始取得日期	認證單位
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

售後通用型

客制化原廠選配反射式/C/W HUD

車廠母廠W/AR-HUD Lite

創新 3D技術

2011
AM HUD

2012
OES
HUD

2015
OES
CHUD

2016
OES
WHUD

2017~2020
OE WHUD/AR HUD

2021~
裸視3D / VPA



- 大陸市場

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

自主品牌→自主品牌+合資品牌

- 台灣及東南亞市場

INFOTAINMENT /

ADAS

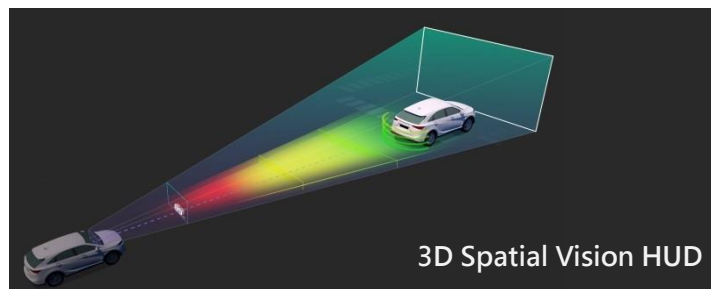
- 歐美市場

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



目前主要市場主流WHUD將會被AR HUD取代，而3D Spatial Vision HUD將逐步取代市場上的2D AR HUD。

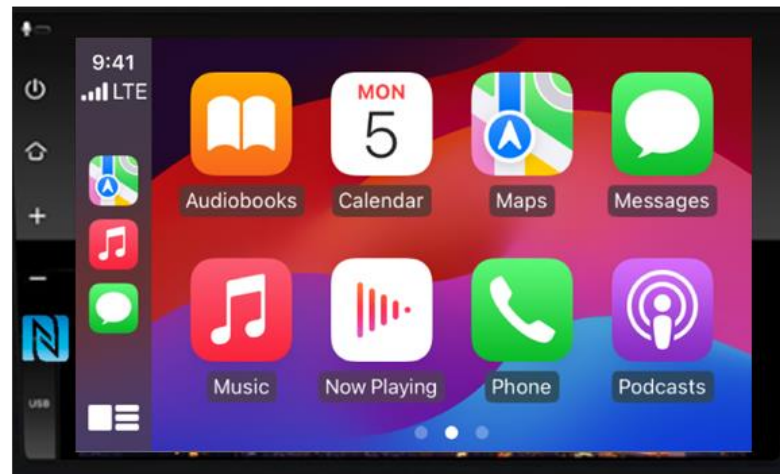
優點：體積小、成像距離可變動調節、精準對位



- 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



weblink host app



Advanced

- PVM computing power ready

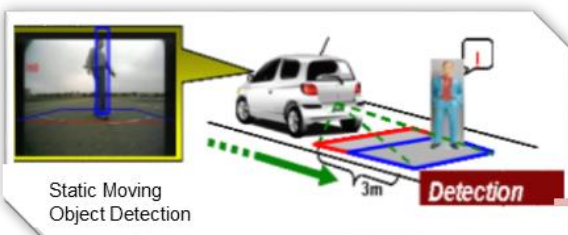
Value-added

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

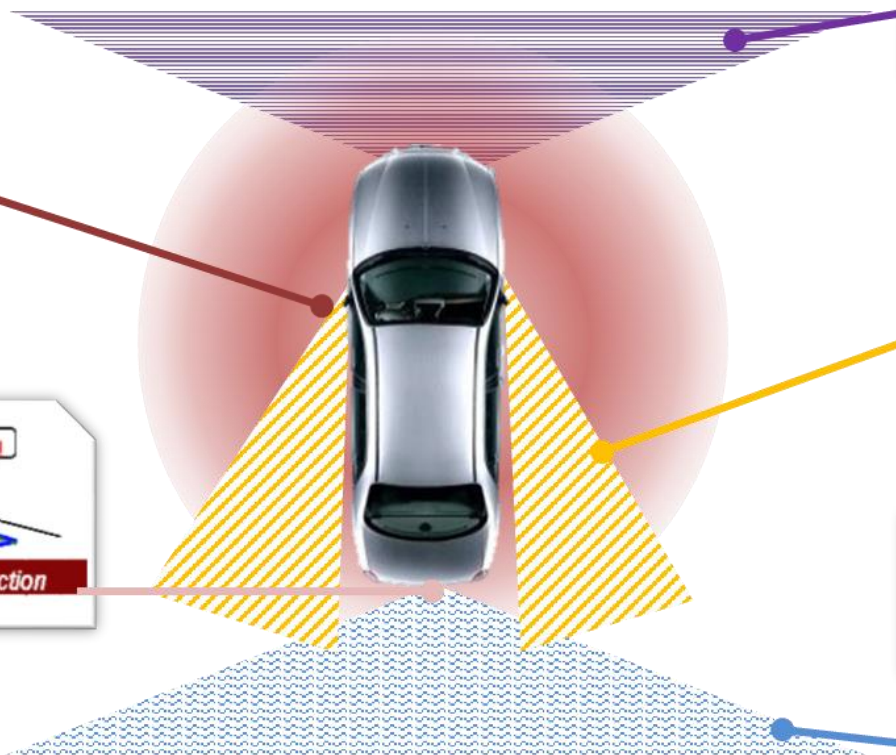
Utilize PVM cameras & new SOC computing power
→ No extra hardware cost needed.



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



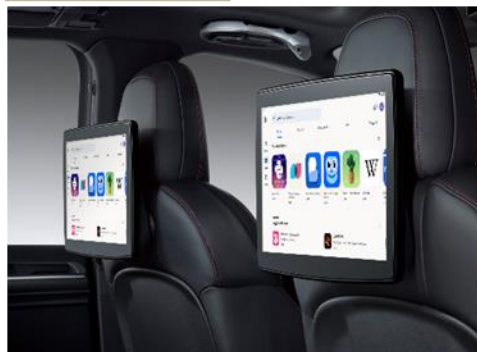
- High-definition video output
- Connectivity to various devices
- Clearer, more vivid visual experience

Wireless Mirroring



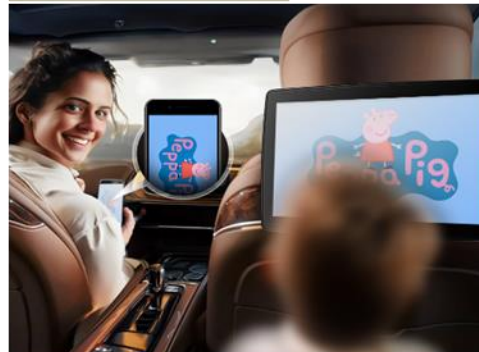
- Watch video / Browse photos / Play media seamlessly
- iOS / Android compatible

Google Play



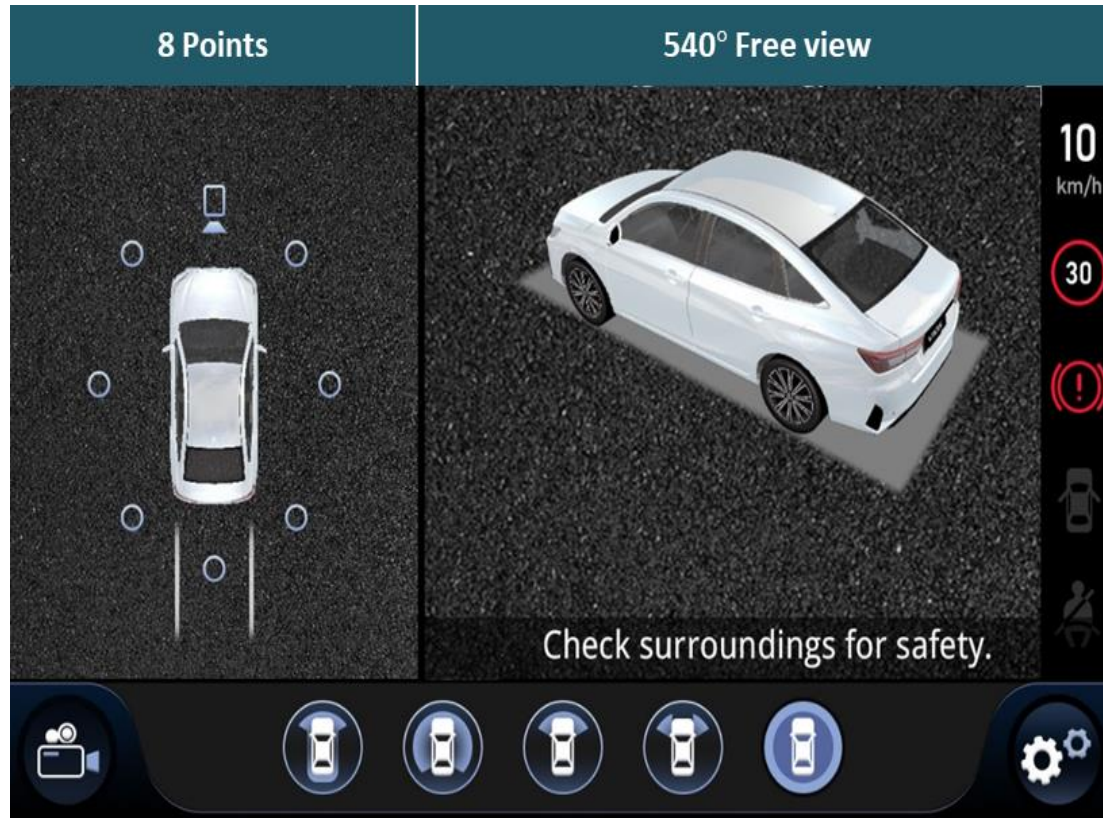
- Easy access to apps, games or multimedia
- Personalized entertainment experience

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

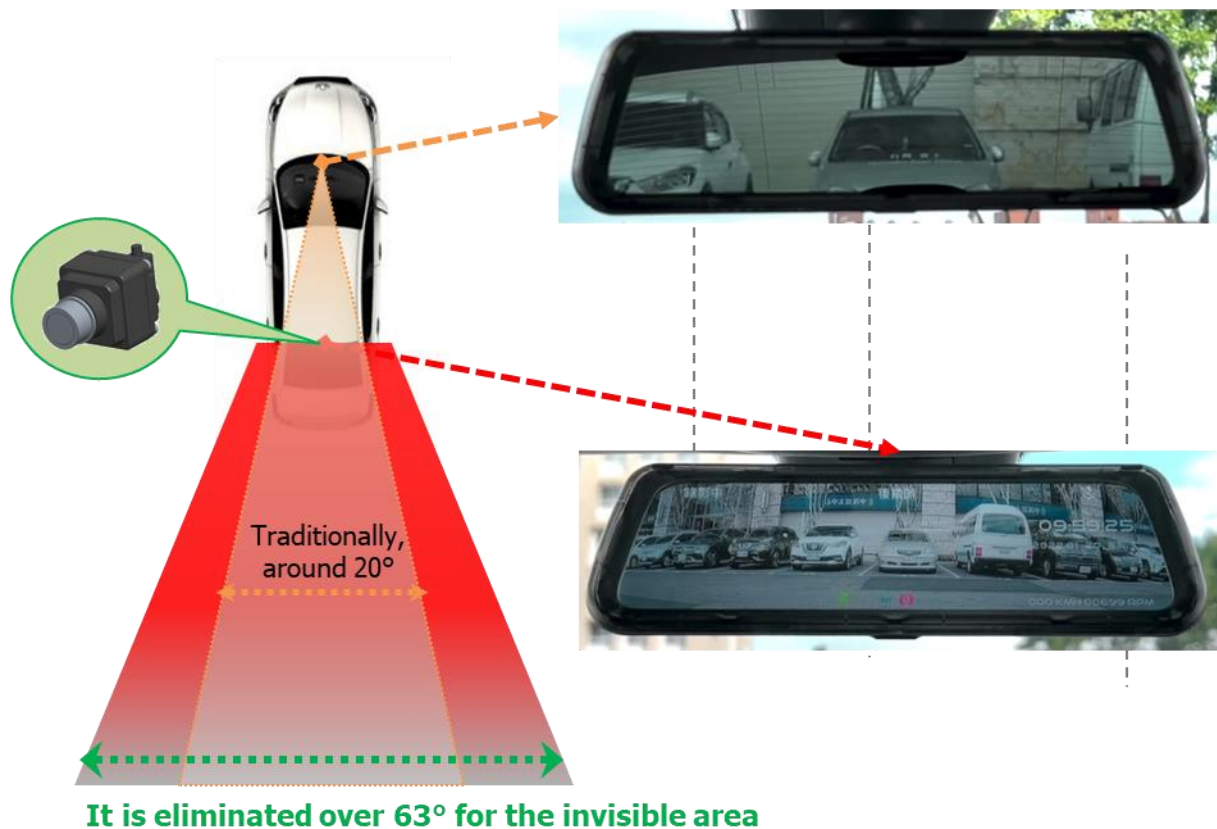




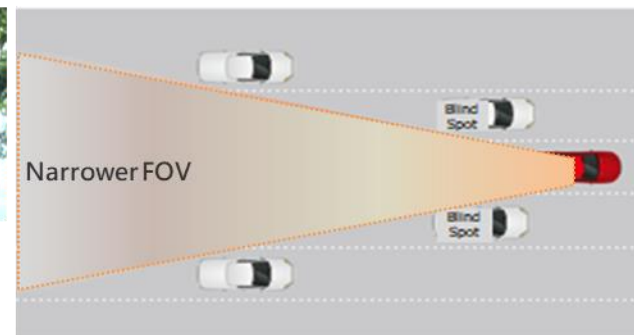
When sliding the 3D view at a 540-degree angle, you can touch on any of the eight points on the 2D interface at any time to reset the screen to a fixed position.

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

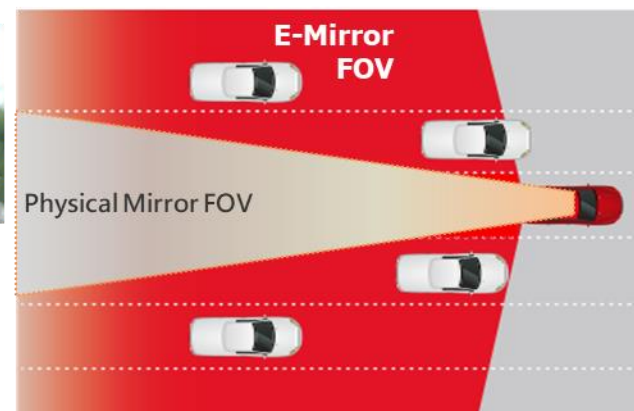




Traditional IRVM FOV



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

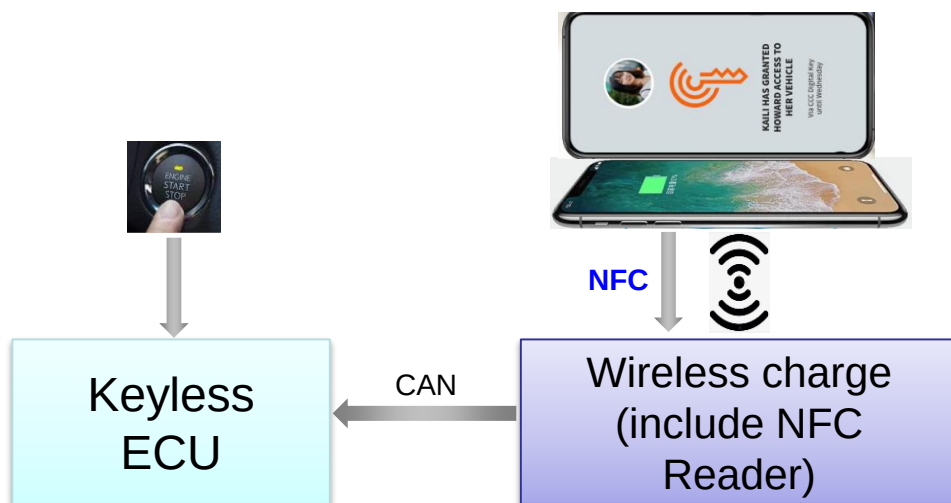
Benefit

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



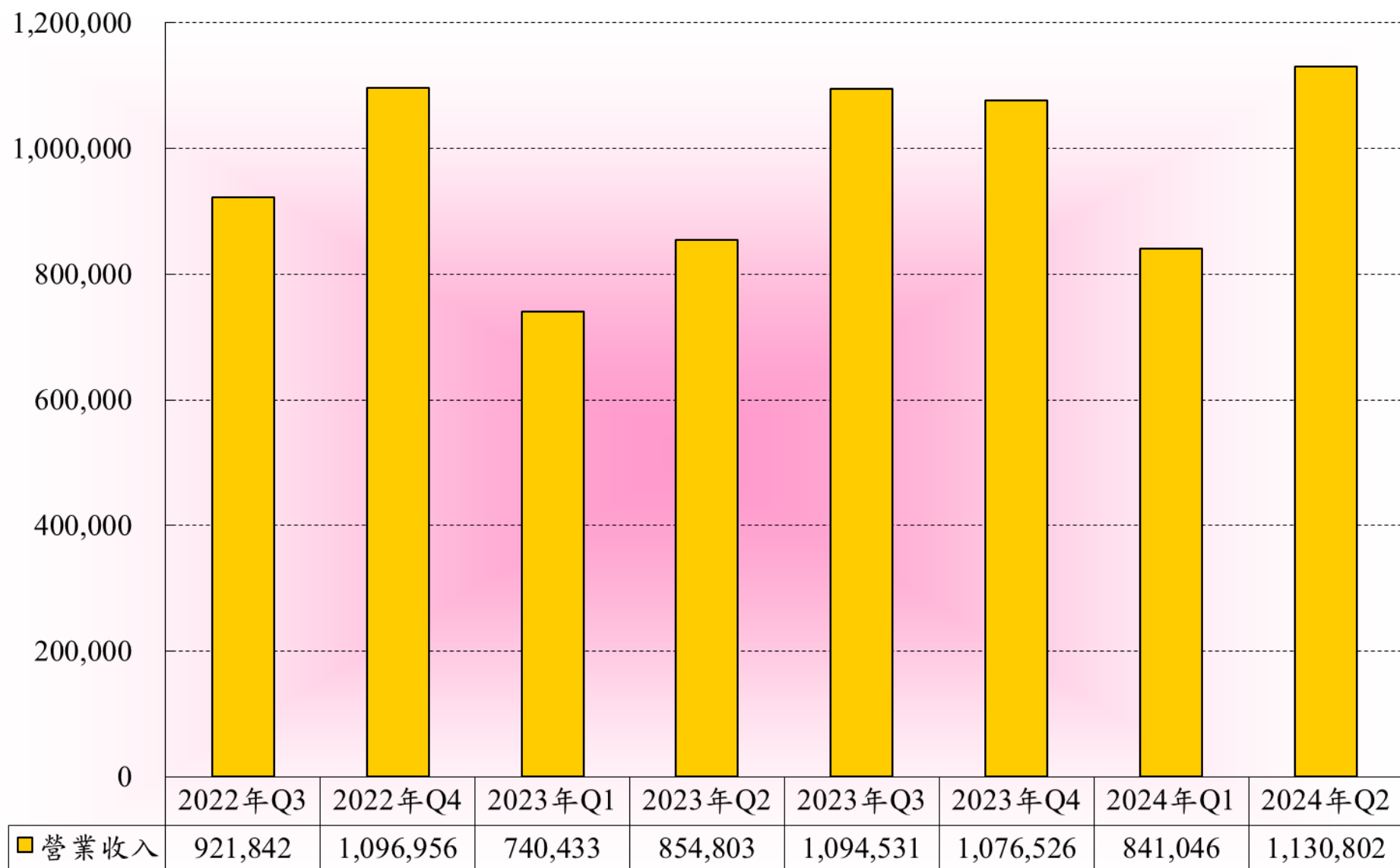
Wireless Charger

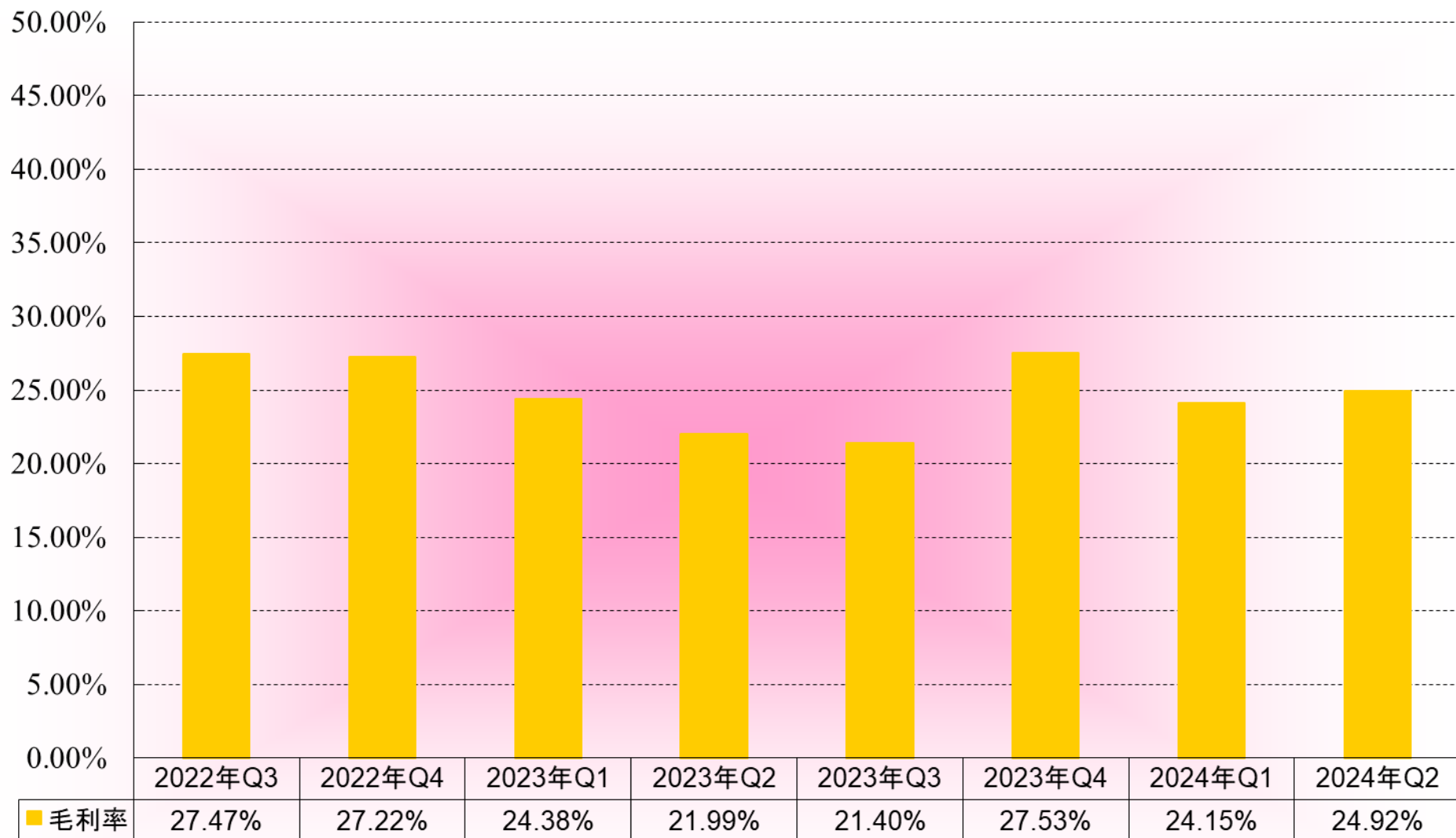


During the wireless charging process, the smartphone acquires the NFC ID code, then sends the ID code to the Keyless ECU through CAN. Once the ECU verifies the ID as OK, it allows the user to start the engine.



單位：
新台幣千元





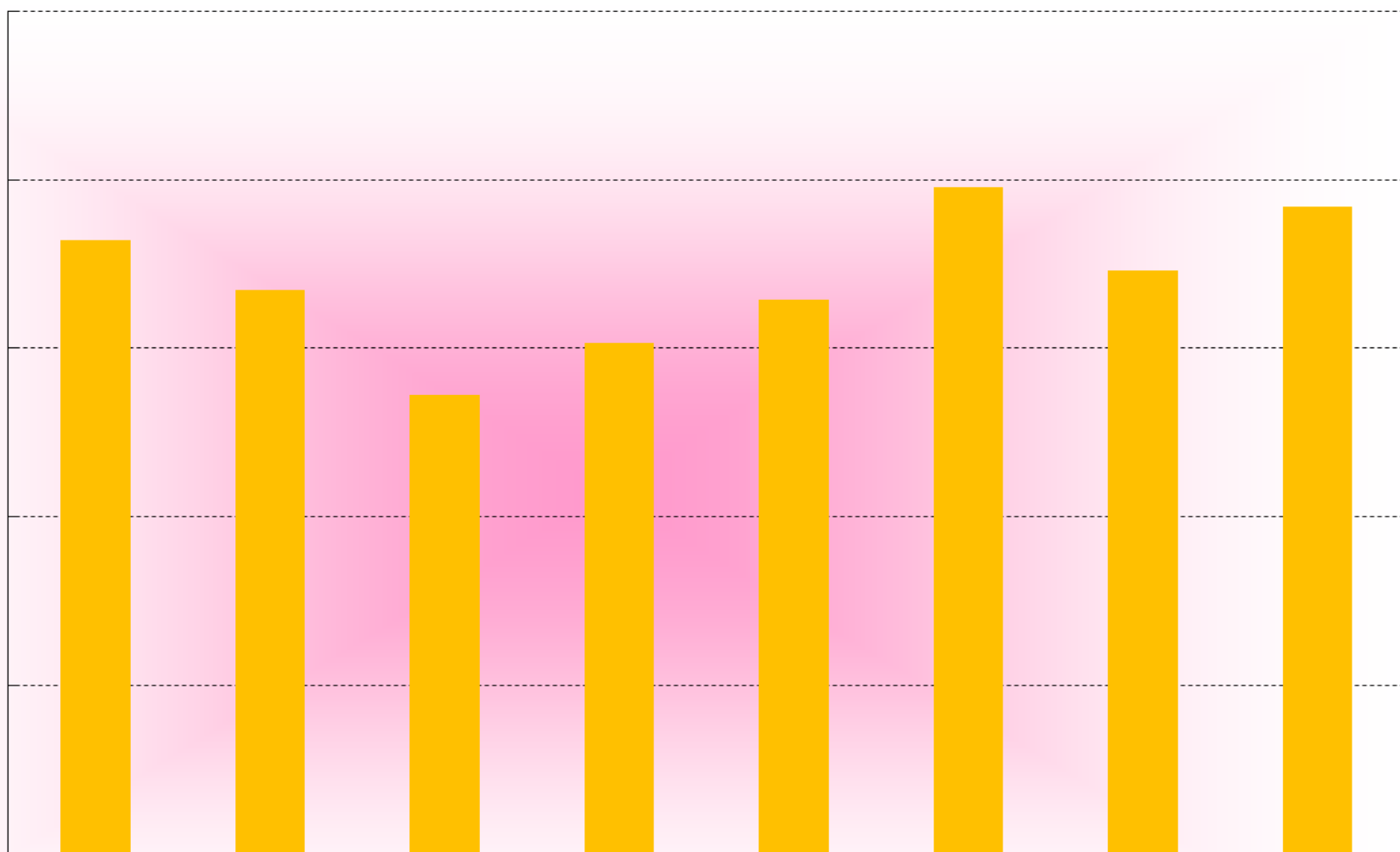


E-LEAD

營運概況 - 營業費用

單位：
新台幣千元

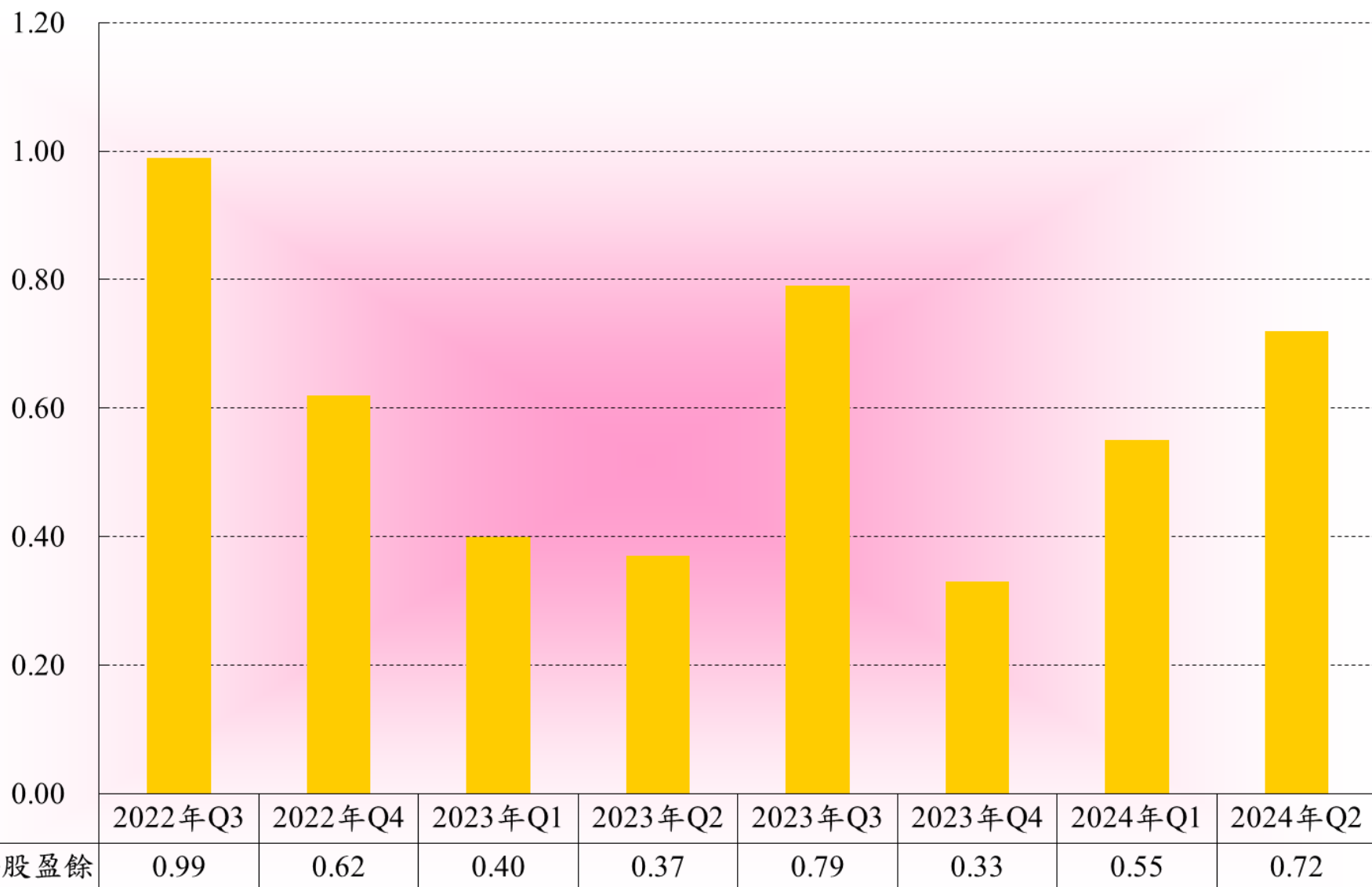
250,000
200,000
150,000
100,000
50,000
0



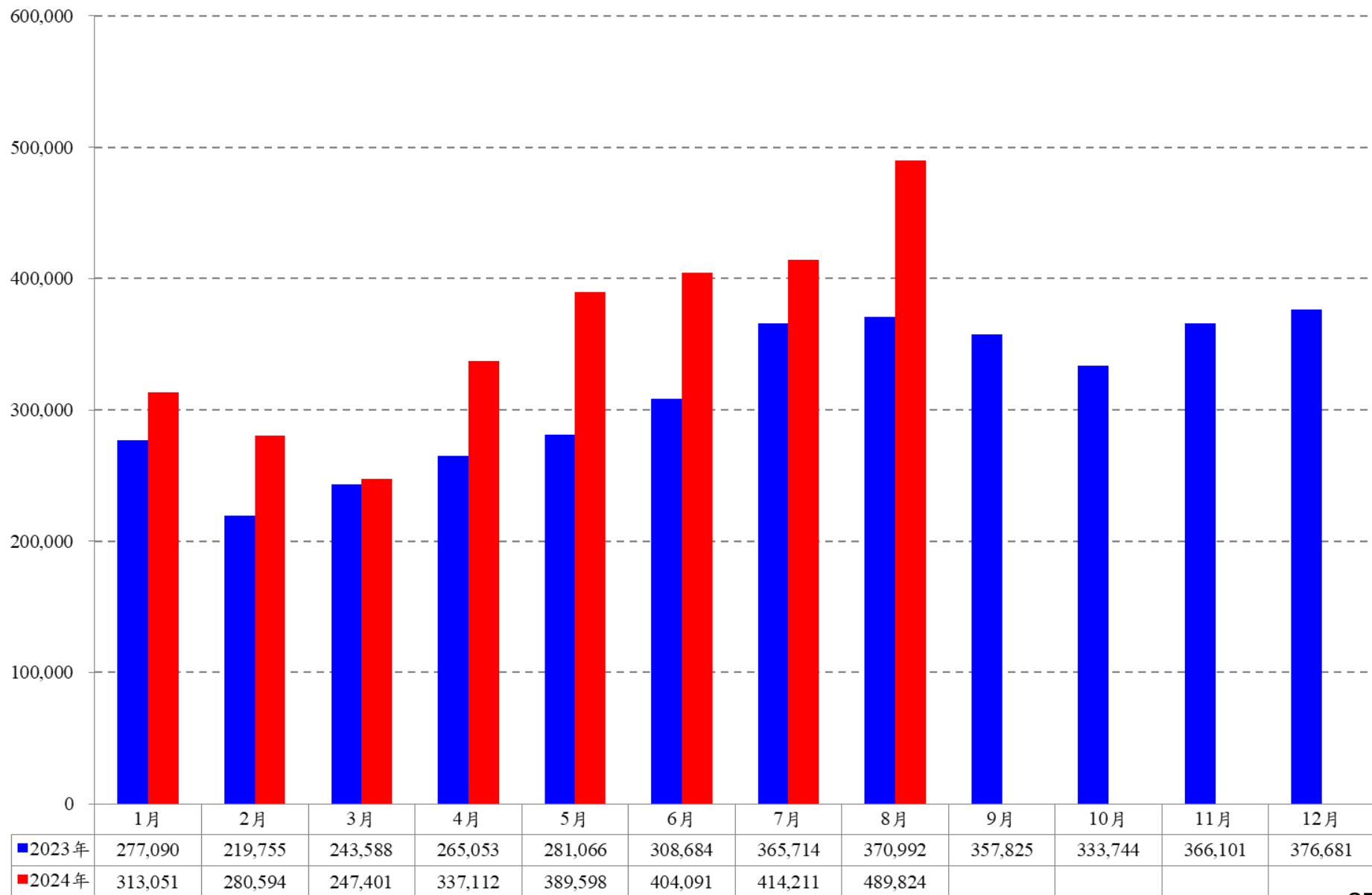
■ 營業費用

2022年Q3	2022年Q4	2023年Q1	2023年Q2	2023年Q3	2023年Q4	2024年Q1	2024年Q2
181,971	167,241	136,248	151,662	164,465	197,631	173,135	191,852

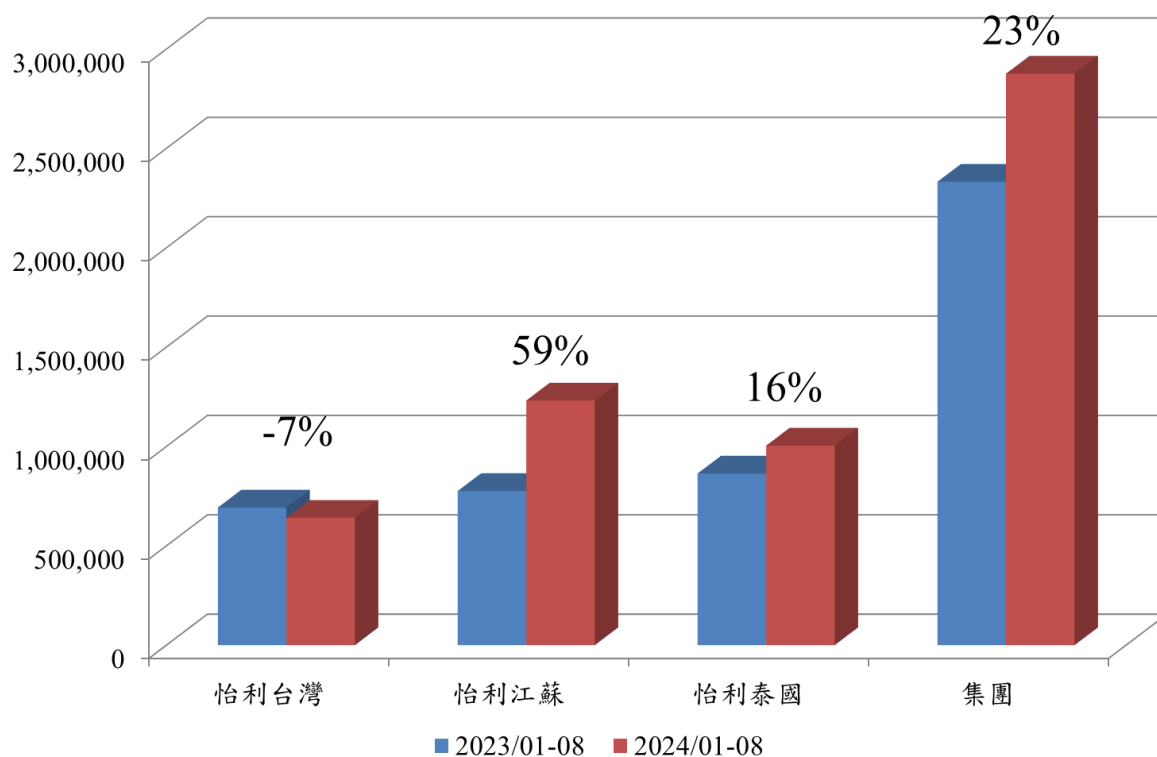
單位：
新台幣元



單位：
新台幣千元

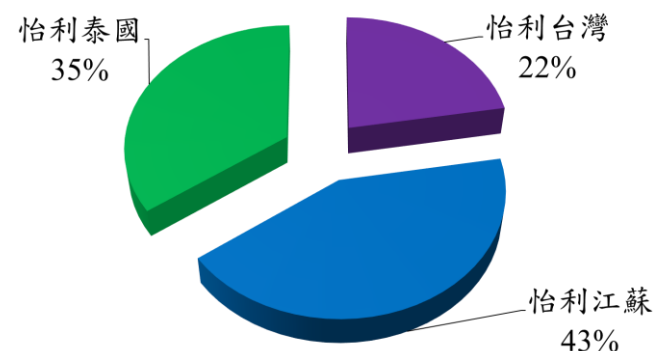


成長性



佔比

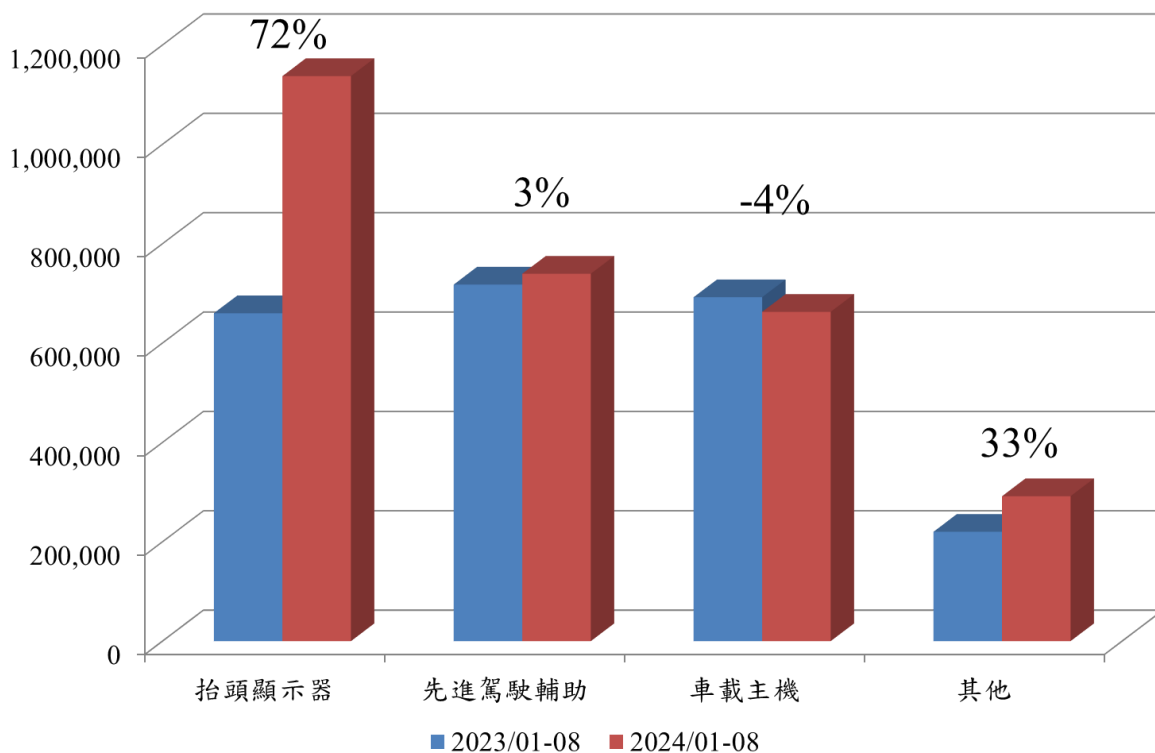
2024/01-08各營運中心營收佔比



2023/01-08各營運中心營收佔比

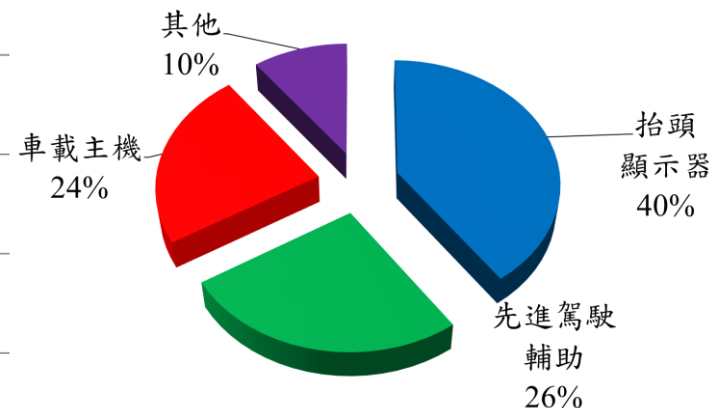


成長性

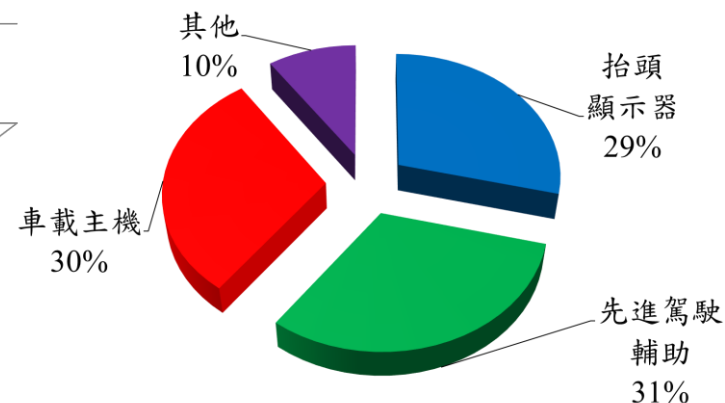


佔比

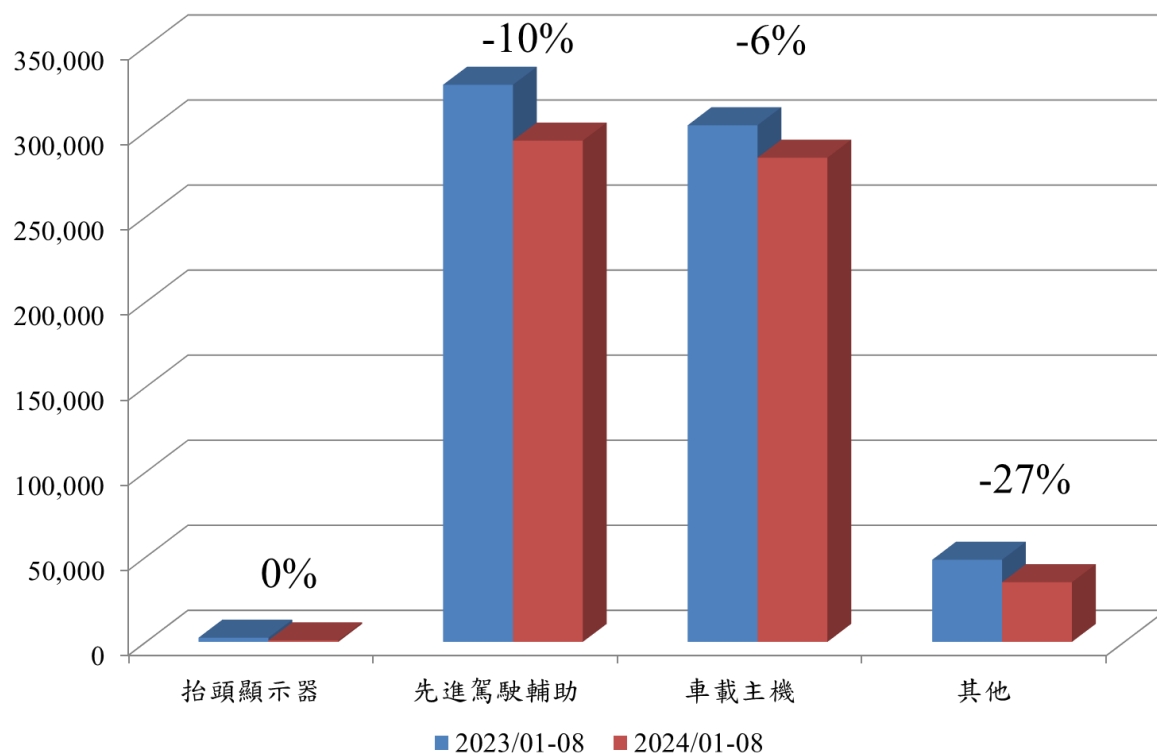
2024/01-08集團產品類別營收佔比



2023/01-08集團產品類別營收佔比

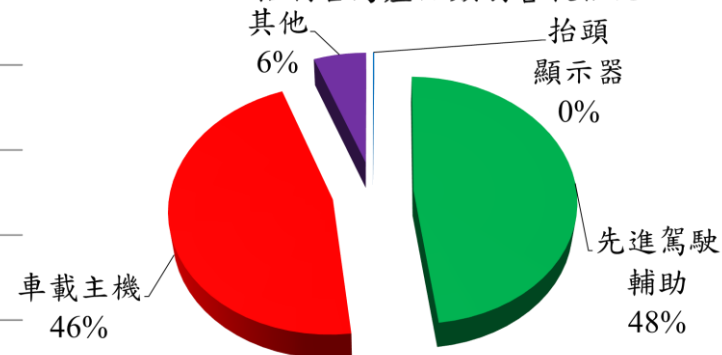


成長性

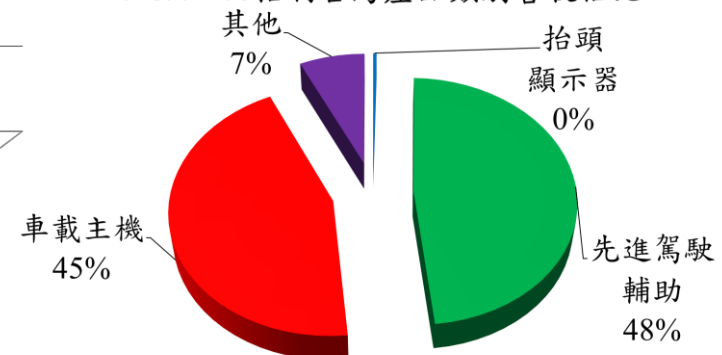


佔比

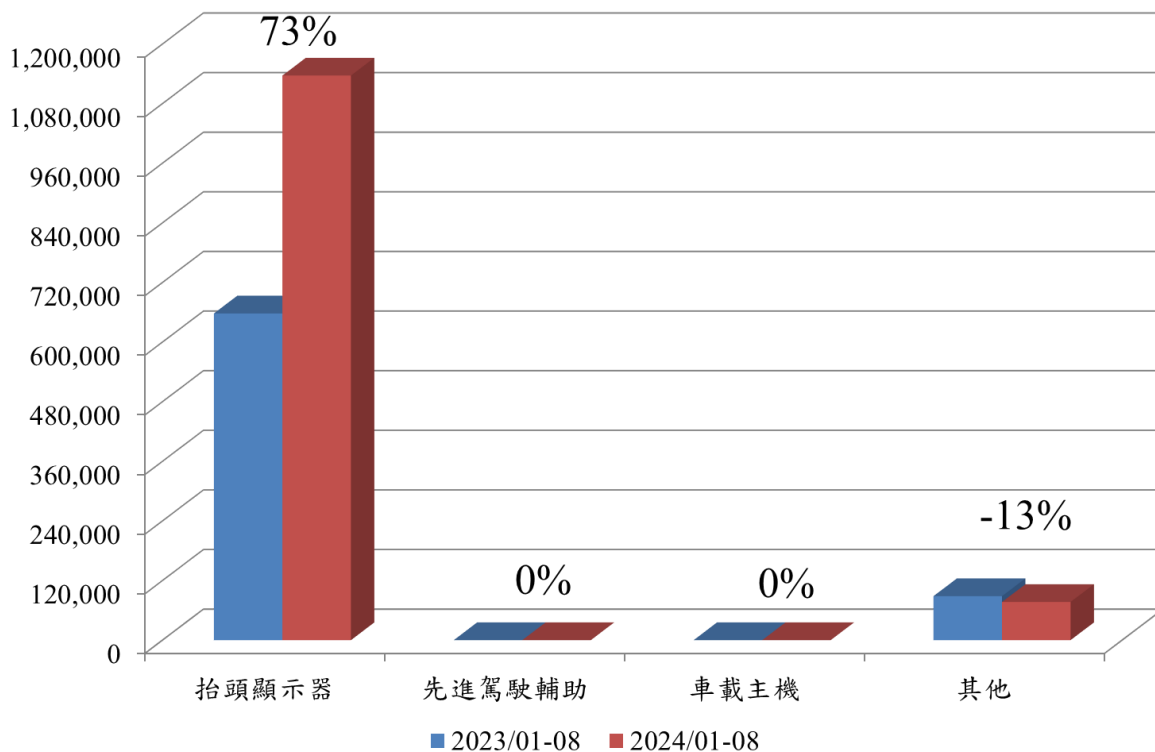
2024/01-08 怡利台灣產品類別營收佔比



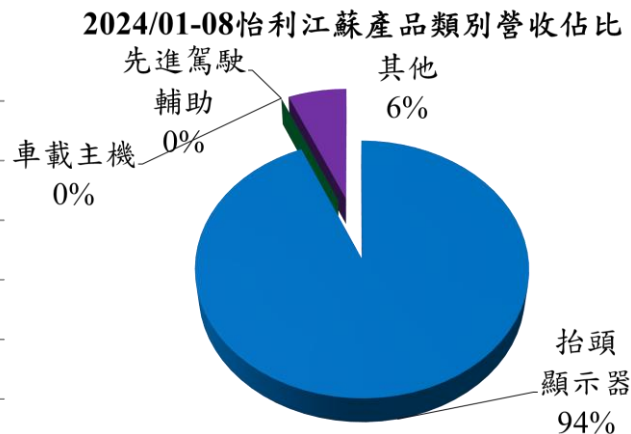
2023/01-08 怡利台灣產品類別營收佔比



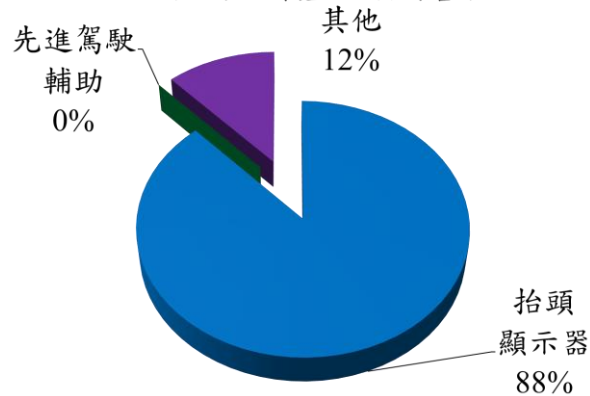
成長性



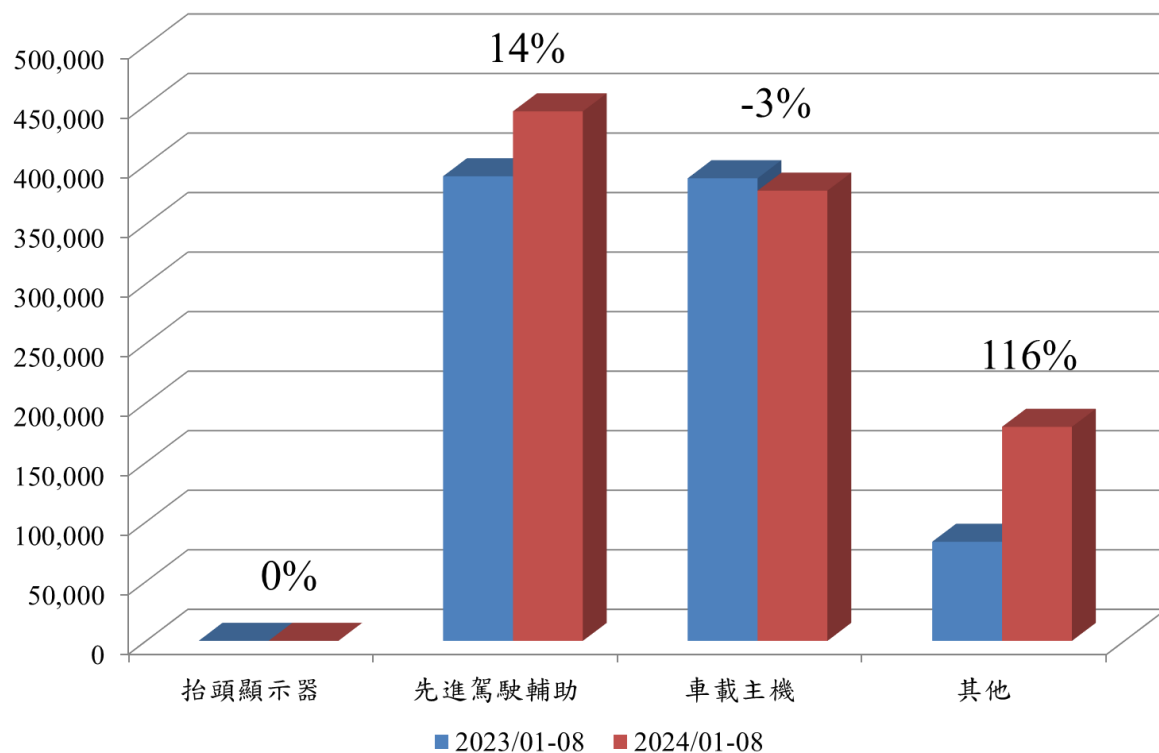
佔比



2023/01-08怡利江蘇產品類別營收佔比

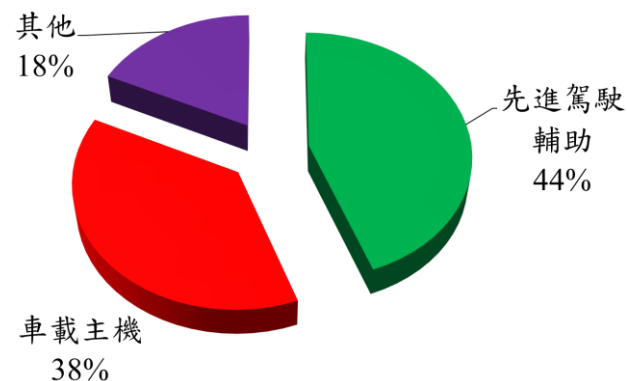


成長性

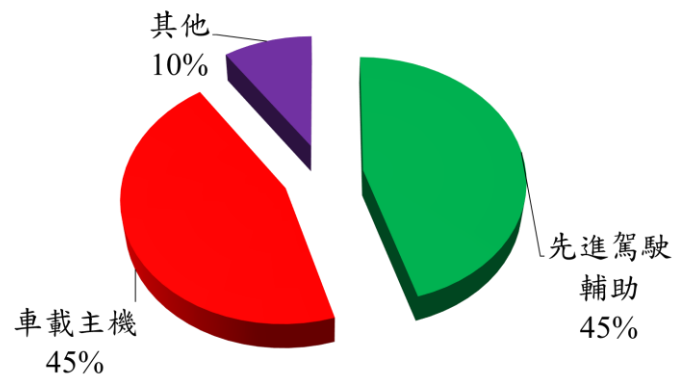


佔比

2024/01-08怡利泰國產品類別營收佔比



2023/01-08怡利泰國產品類別營收佔比



Thank you

敬請指教