

# 怡利電子工業股份有限公司









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### 集團簡介

#### 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

#### 怡利江蘇

蘇州廟

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

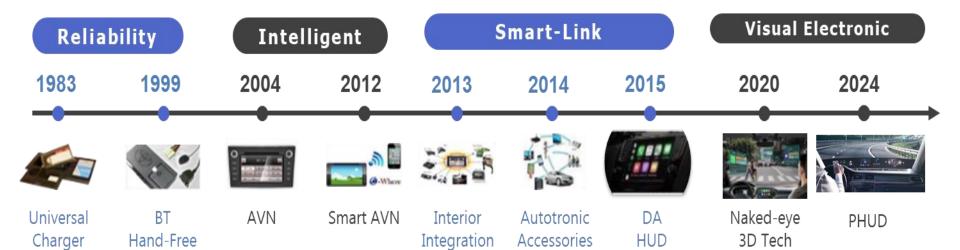




車載主機、後座娱 車用電子配件產品 光學玻璃相關產品 樂系統、環景系統、 倒車顯影、盲區偵 測系統、車用無線 充電器



### 產品發展演進



# CE-LEAD 車廠體系系統認證

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	May 2018	LRQA
(ISO/TS 16949)	Oct. 2004	
ISO 45001	Oct. 2018	LRQA
(OHSAS 18001)	Mar. 2004	
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



### 產品大類



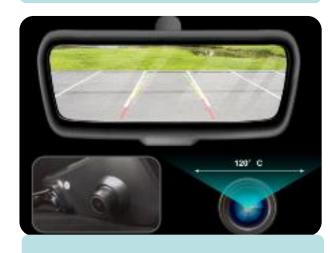
HUD



**ADAS** 



**INFOTAINMENT** 



**ACCESSORIES** 

# CE-LEAD 主要市場及產品

大陸市場
 WHUD / 2D ARHUD / 3D Spatial Vision HUD(POC) / VPA(POC) / PHUD
 自主品牌→自主品牌+合資品牌

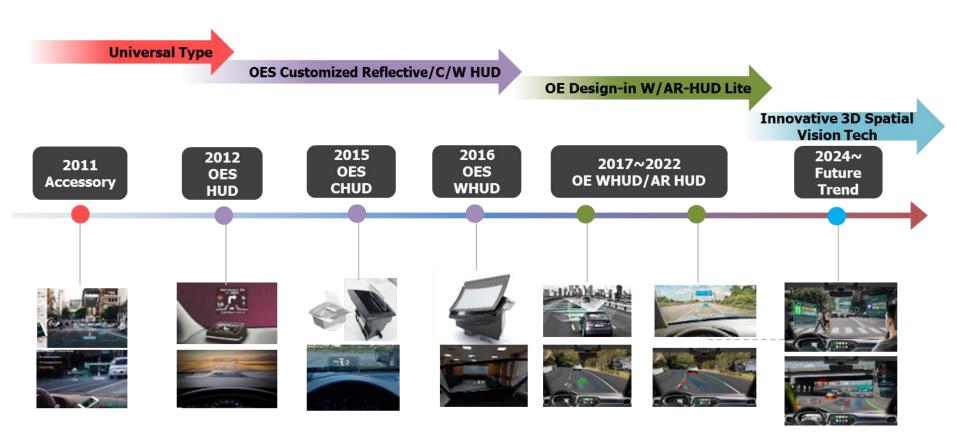
● 台灣、東南亞市場+印度
INFOTAINMENT / ADAS / BR#H EUROPE WHUD / 2D ARHUD /
ACCESSORIES / 二輪車用電子 (台利泰図)

● 歐美市場

WHUD / 2D ARHUD / 3D Spatial Vision HUD(POC) / PHUD



## E-LEAD HUD產品發展演進





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





### **E-LEAD Smart Cockpit Display Solutions**

#### **3D Spatial Vision HUD**





## Smart Cockpit



VPA (AI)

Panoramic Display (PHUD)

# **E**-LEAD Smartphone NFC connection to DA

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



# **C** E-LEAD New Integrated IVI Solution

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

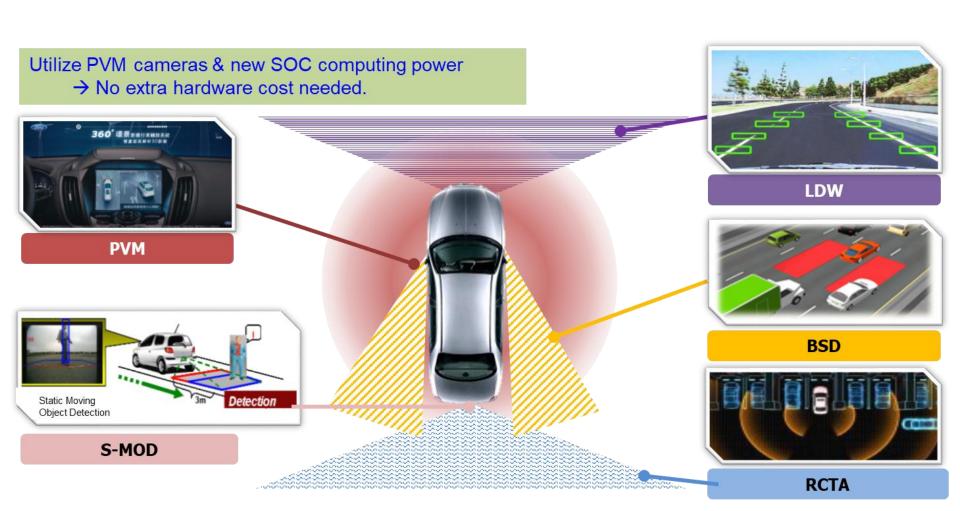
• PVM computing power ready

#### Value-added

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



# Extendable Advanced Features by New IVI SOC





## E-LEAD RSE Solution

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





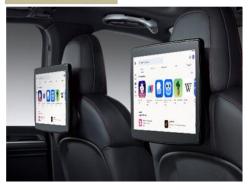
## **E-LEAD** Entertainment Enhancement

#### **HDMI Input**



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

#### Google Play



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

#### **Wireless Mirroring**



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

#### **Remote Control**



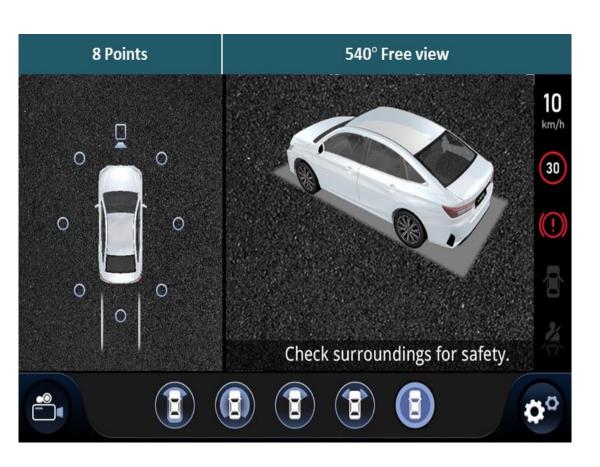
- Parents are allowed to control remotely with mobile phone
- This function required mobile phone with apps downloaded in App Store or Google Play



### **ADAS - AVM**



## **E-LEAD** 8 points + 540° for Viewing

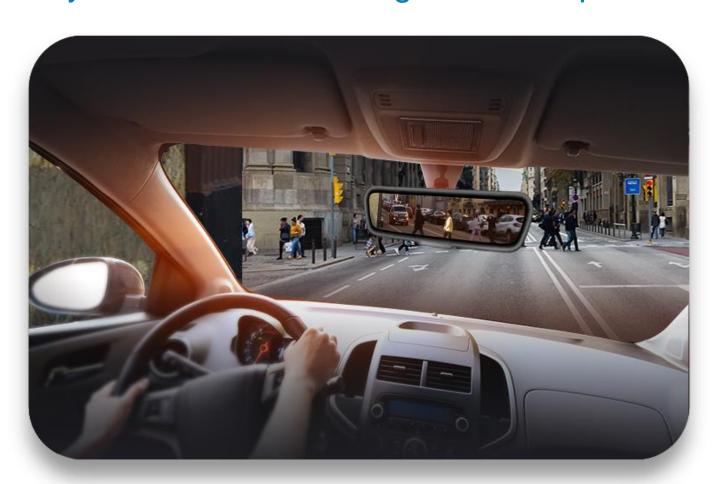


When sliding the 3D view at a 540-degree angle, you can touch on any of the eight points on the 2D interface at any time to reset the screen to a fixed position.



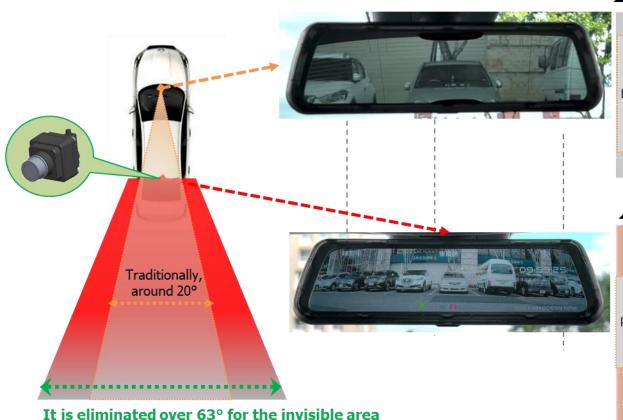
#### The appearance of digital rearview mirror is small

It is beneficial to shuttle through narrow alleys and effectively reduce the dead angle of the A-pillar of the body

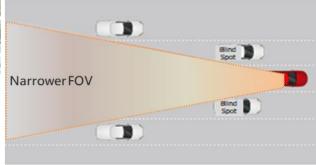




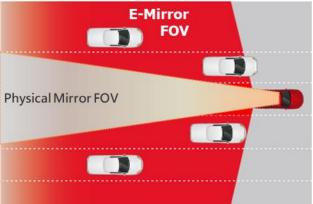
## E-LEAD Big Viewing Zone



#### ■Traditional IRVM FOV



#### ▲E-Mirror FOV





### E-LEAD ADAS - DVR







③Sensing

**4**Warning

SVideo to Cloud

⑥Notification

Tive viewing

























## Wireless Charger



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



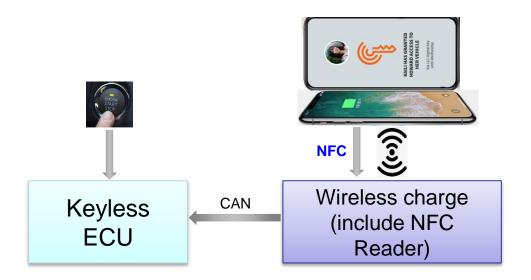
Benefit

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



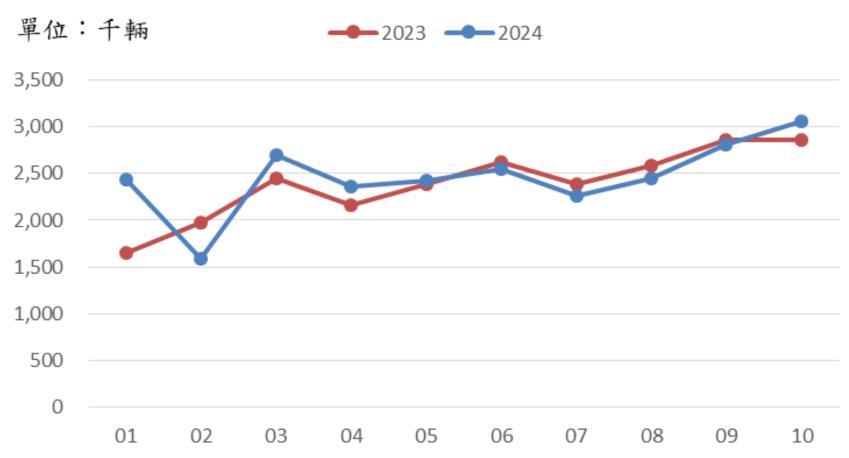
During the wireless charging process, the smartphone acquires the NFC ID code, then sends the ID code to the Keyless ECU through CAN. Once the ECU verifies the ID as OK, it allows the user to start the engine.





## CELEAD 汽車銷售概況 - 中國大陸

#### 2024年01-10月中國大陸汽車銷售量

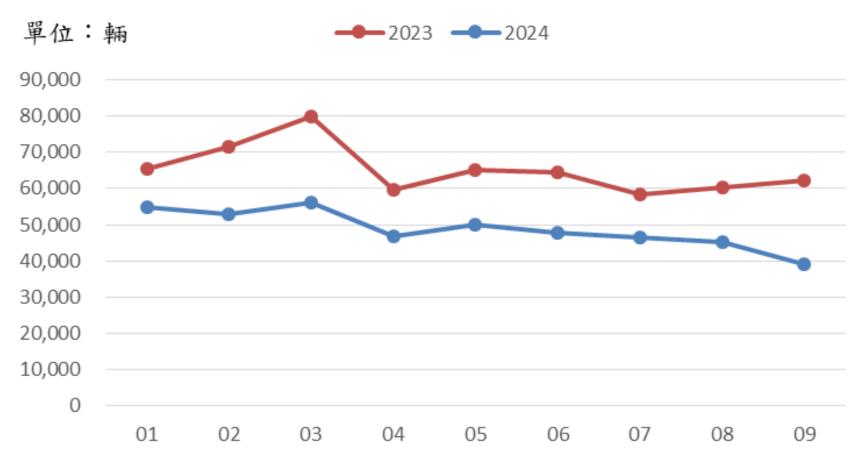


資料來源: https://www.marklines.com/cn/statistics/flash\_sales/automotive-sales-in-china-by-month 全球汽車產業平台MARKLINES



### 汽車銷售概況-泰國

#### 2024年01-09月泰國汽車銷售量

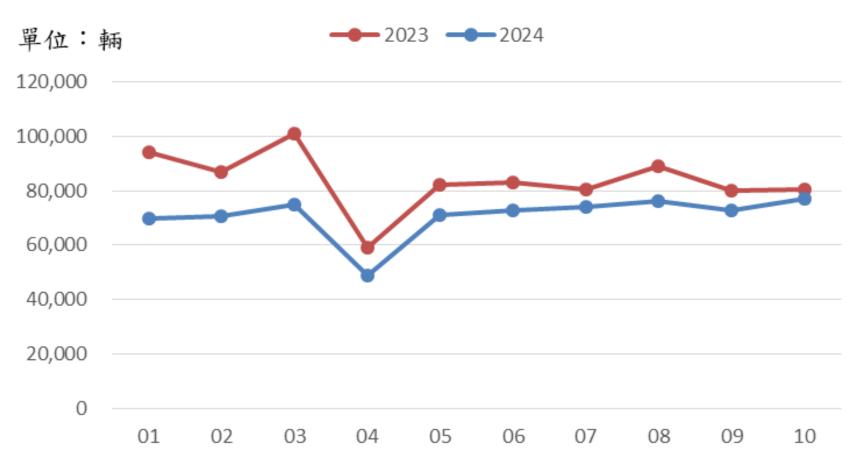


資料來源: https://www.marklines.com/cn/statistics/flash\_sales/automotive-sales-in-thailand-by-month 全球汽車產業平台MARKLINES



## 汽車銷售概況一印尼

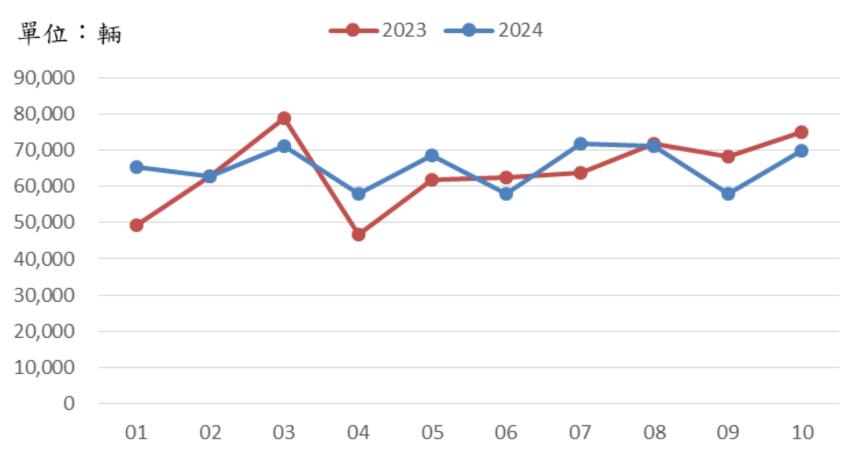
### 2024年01-10月印尼汽車銷售量



資料來源: https://www.marklines.com/cn/statistics/flash\_sales/automotive-sales-in-indonesia-by-month 全球汽車產業平台MARKLINES

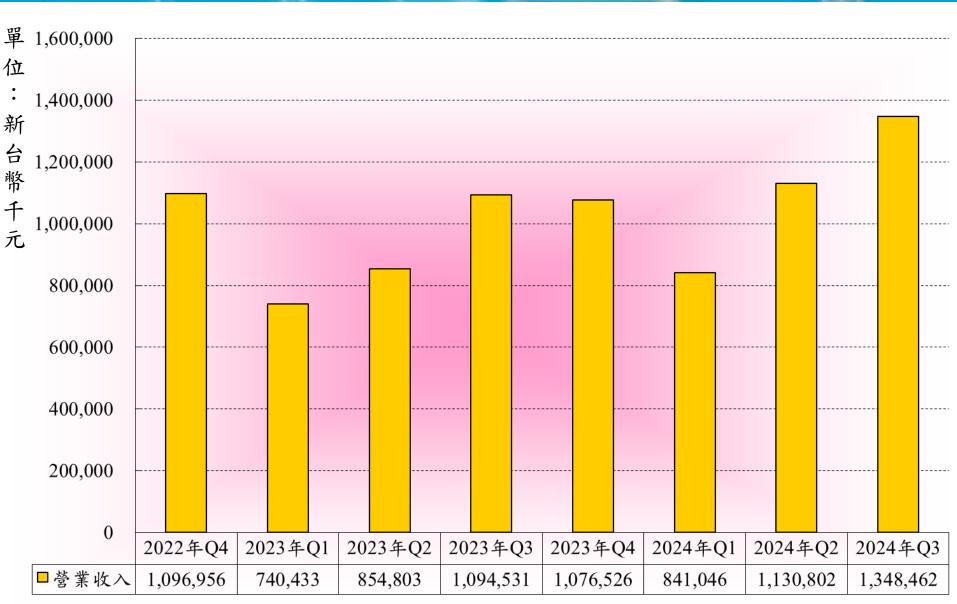
## CELEAD 汽車銷售概況-馬來西亞

#### 2024年01-10月馬來西亞汽車銷售量

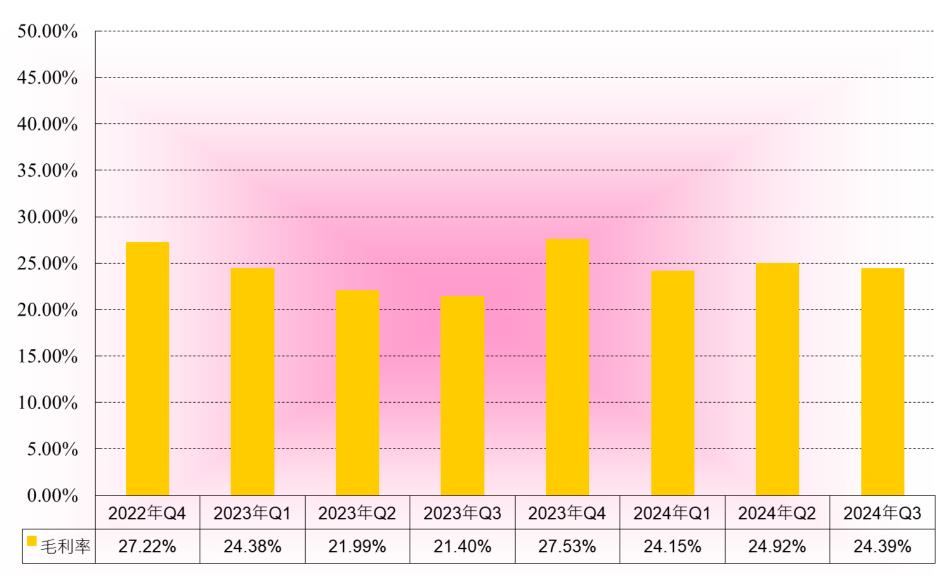


資料來源: https://www.marklines.com/cn/statistics/flash\_sales/automotive-sales-in-malaysia-by-month 全球汽車產業平台MARKLINES

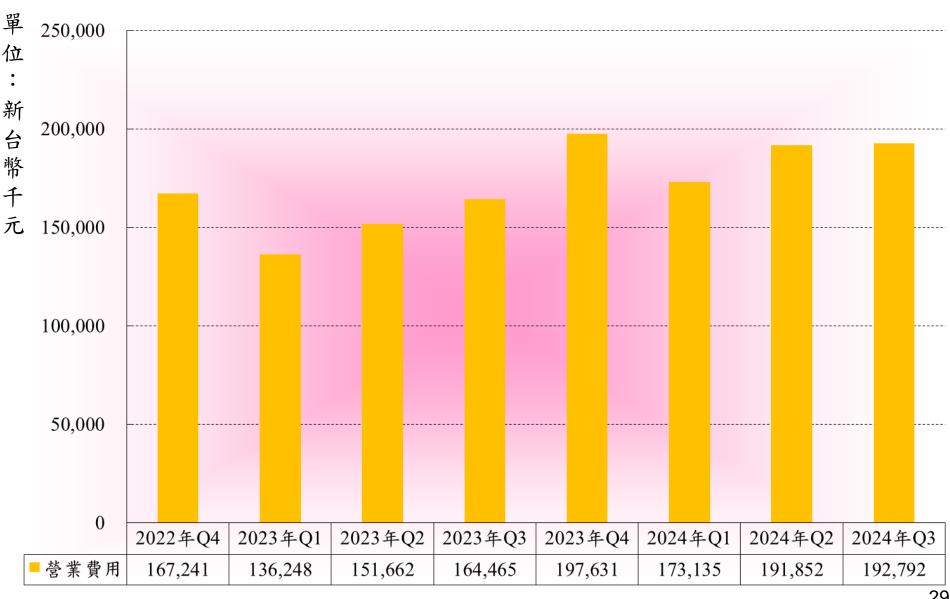
# CE-LEAD 營運概況 - 營業收入



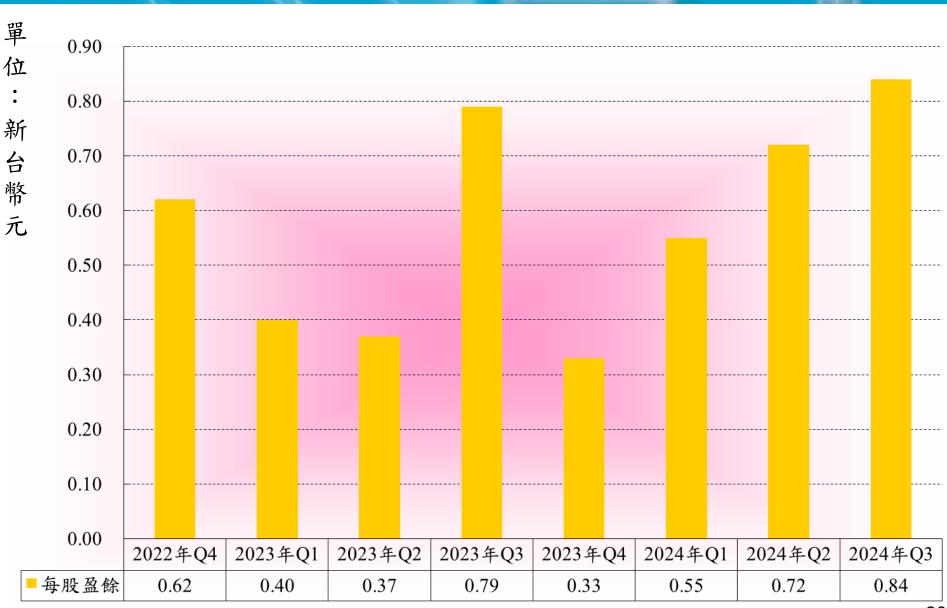
# CE-LEAD 營運概況 - 毛利率



# E-LEAD 營運概況 - 營業費用

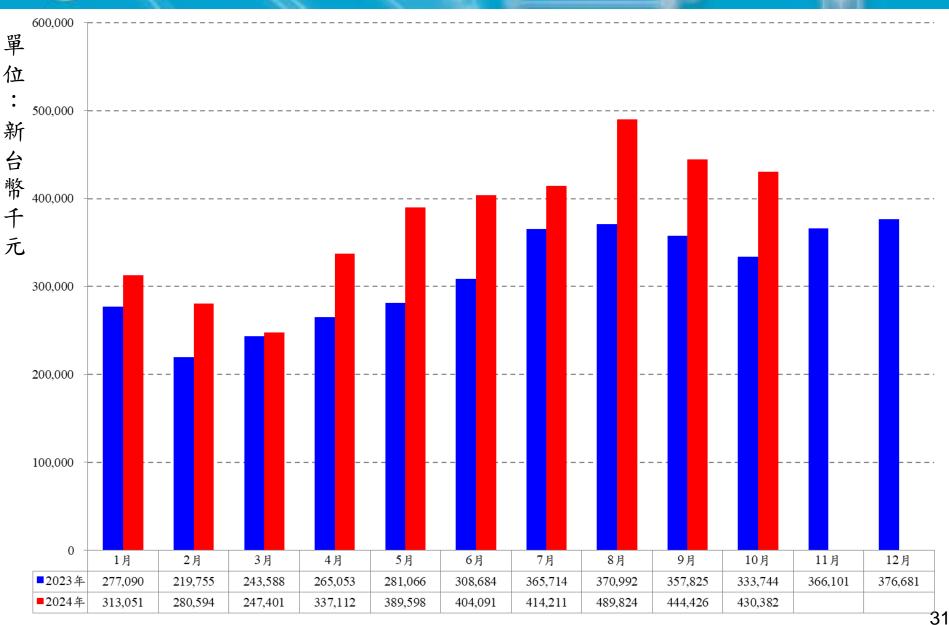


## CELEAD 營運概況 - 基本每股盈餘



## E-LEAD

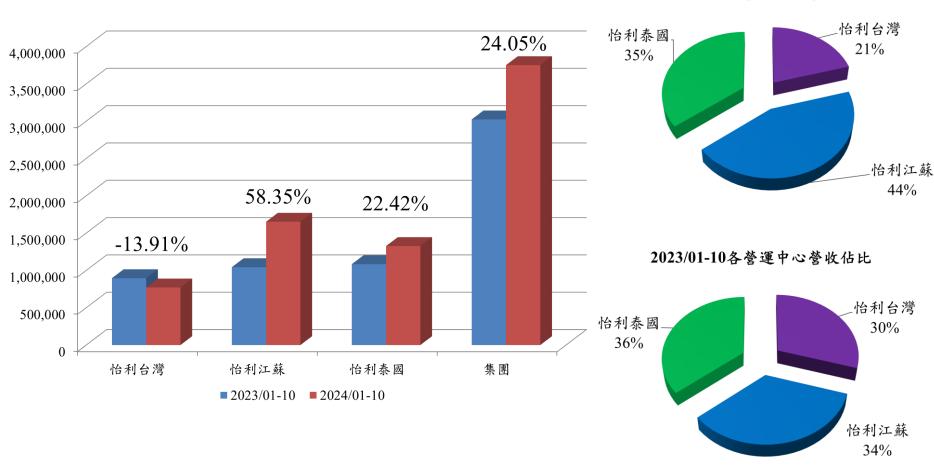
## 營業收入



# () E-LEAD 營運中心營收狀況

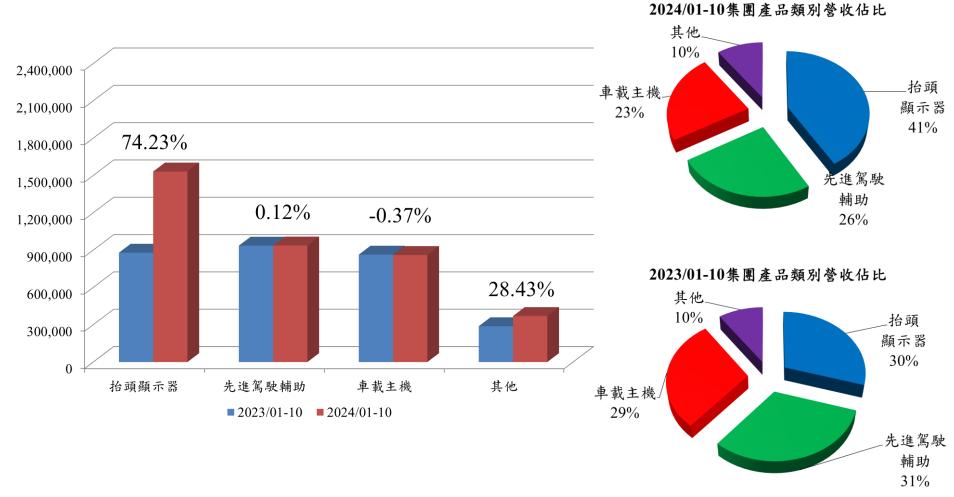
### 成長性

2024/01-10各營運中心營收佔比



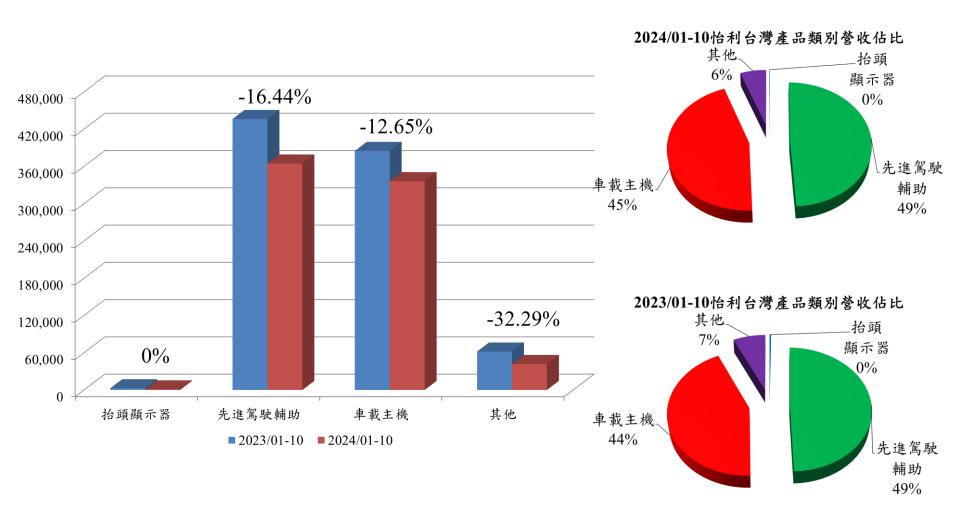
## (C)E-LEAD 集團產品銷售組合

### 成長性



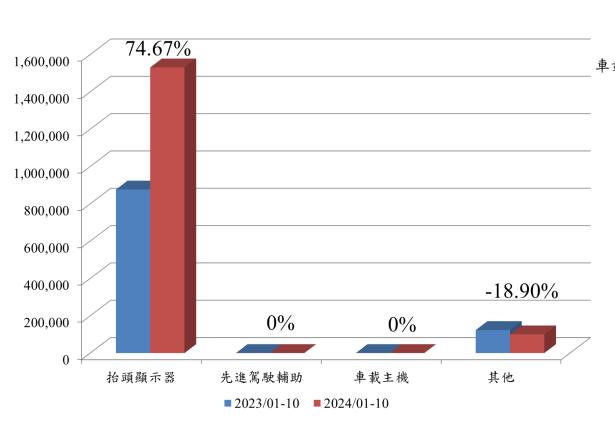
## () E-LEAD 怡利台灣產品銷售組合

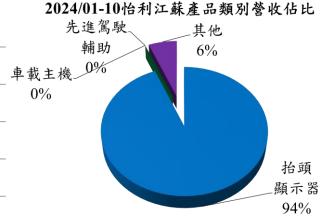


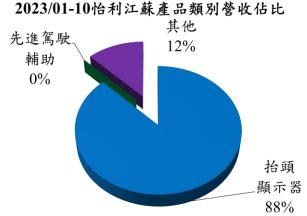


## (C) E-LEAD 怡利江蘇產品銷售組合

### 成長性







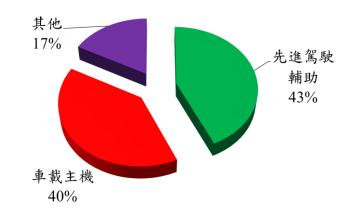
## (C) E-LEAD 怡利泰國產品銷售組合

### 成長性

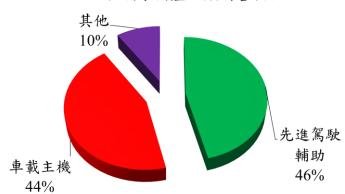
#### 14.57% 9.49% 640,000 560,000 480,000 400,000 121.79% 320,000 240,000 160,000 0%80,000 0 先進駕駛輔助 抬頭顯示器 車載主機 其他 **2**023/01-10 **2024/01-10**

### 佔比

#### 2024/01-10怡利泰國產品類別營收佔比



#### 2023/01-10怡利泰國產品類別營收佔比





# Thank you

# 敬請指教