

Heyuan Top Strategy Electronics Co., Ltd



First Industrial Park



Second Industrial Park



Catalogue



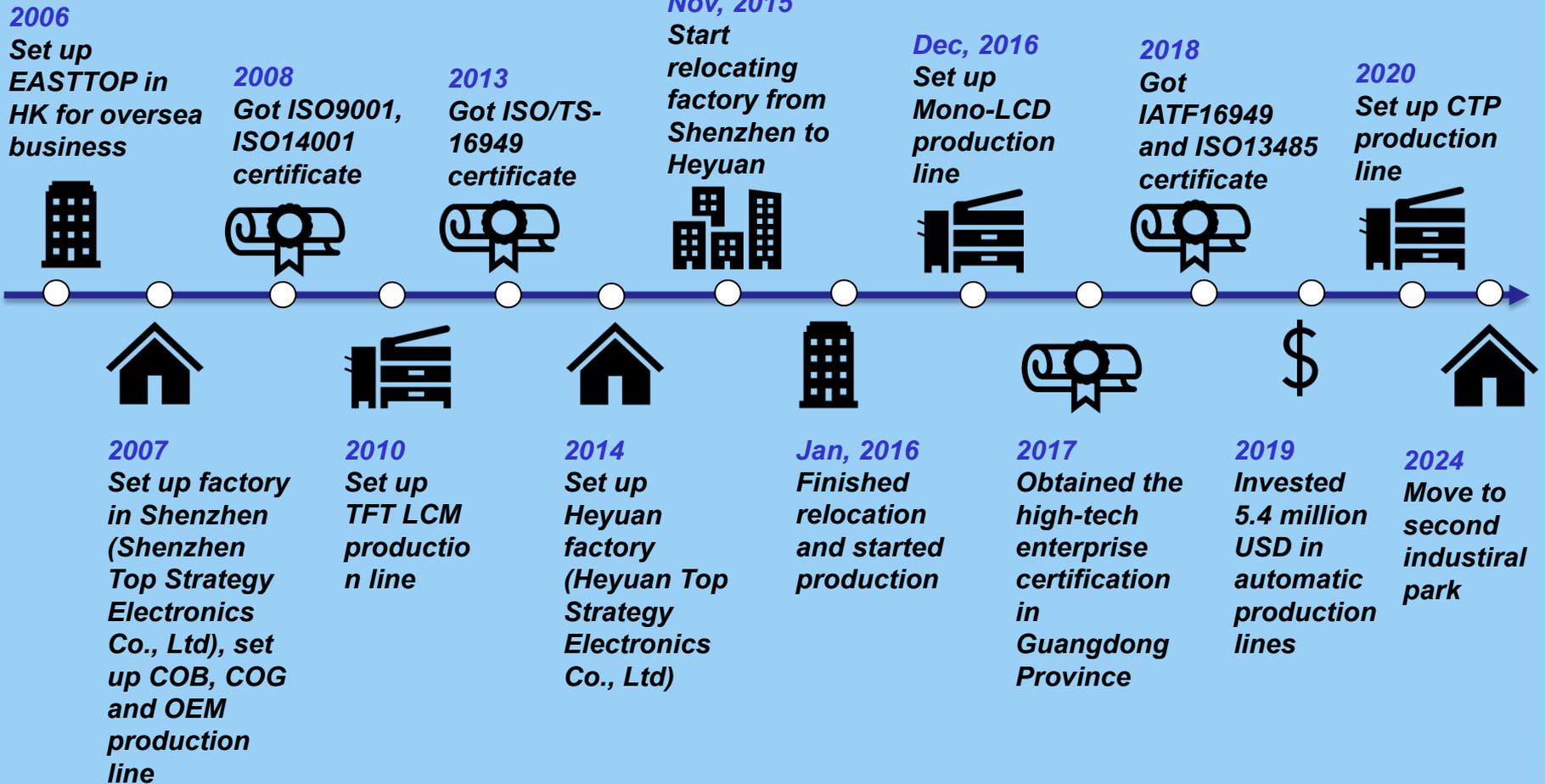
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Company Philosophy and Thought



- **Great team, great company**
- **Human being orientated**
- **Win- win with all customers and suppliers**
- **Seek not only profit, but the noble spirit and thought**
- **Seek the balance and harmony in every respect**
- **Credit above all**
- **Enjoy the life and happiness with people all over the world**
- **Advanced philosophy and thought get no competitors**

Company Development History



General Information



- ◆ **Factory name: HeYuan Top Strategy Electronics Co. Ltd.**
- ◆ **Location: Linjiang Industrial Park, Heyuan City, Guangdong Province (500m away from Heyuan East Railway Station)**
- ◆ **Total Capital: USD30 Millions**
- ◆ **Land Size (Two Industrial Zones): 50,000m²**
- ◆ **Facility Area: 50,000m²**
- ◆ **R&D Employees: 90**
- ◆ **Q A Employees: 80**
- ◆ **Total Employees: 700 (Technical and managerial personnel accounted for 35%)**

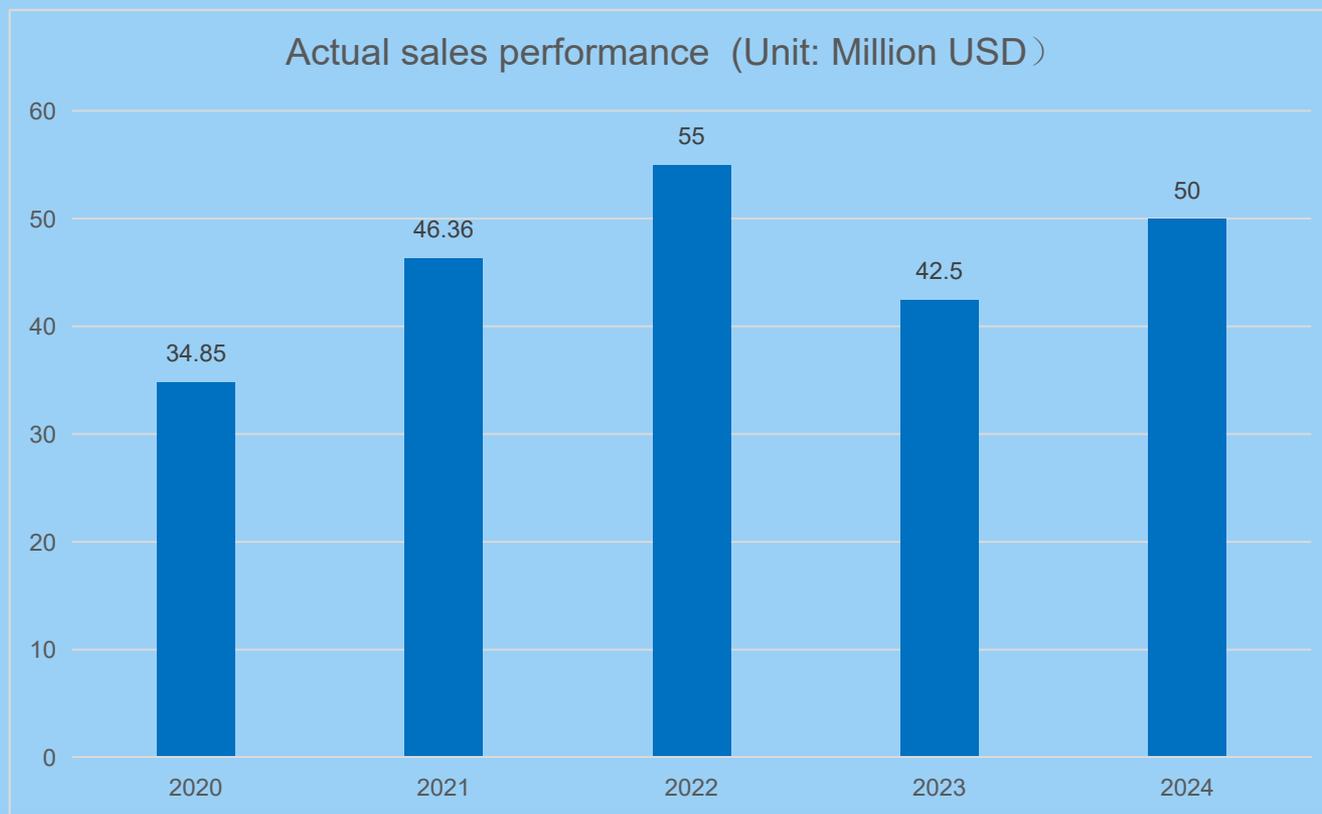
- ◆ **We have advanced MONO LCD, COB, COG, CTP(OCA bonding), BLU assembly, SMT and OEM equipments, which can produce all types of MONO LCD, MONO Module (including COB and COG types), CTP, BLU and TFT module, OLED module, E-paper, OEM products and the products with total solution.**

Brief Introduction



Sales performance

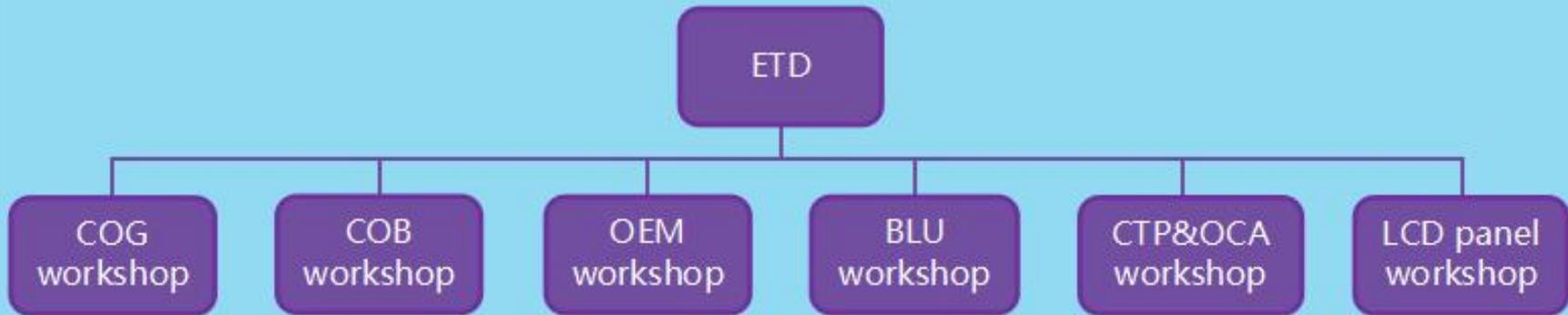
Year	2020	2021	2022	2023	2024
Actual performance	34.85	46.36	55	42.5	50



Brief Introduction



◆ Production Workshops:



◆ Capacity:

Workshop	COG	COB	OEM	BLU	CTP&OCA	LCD
Capacity/Month (Double shift)	3.0KK	1.2KK	1.2KK	2.0KK	700K	60K pairs (mother glass)

Production Workshop: COG



- ★ **Workers: 120**
- ★ **Production capacity: Around 3.0KKpcs per month capability for mono-display and TFT modules (two shifts).**
- ★ **Production lines: With Two semi-automatic lines and Ten full automatic lines.**

Production Workshop: COB



- ★ **Workers: 100**
- ★ **Production capacity: Five top-level COB Bonding machines which can bond around 60KK wires, can produce 1.2KKpcs MONO LCD modules per month.**
- ★ **Production lines: Six MONO LCD assembly lines, Five full automatic bonding lines.**

Production Workshop: OEM



★ **Capability:** 1.2KKpcs of complex semi-finished products and finished products per month.

★ **Production lines:** Six SMT production lines, Seven assembling production lines.

Production Workshop: LED backlight



★ **Workers: 200**

★ **Production capacity: Around 2KKpcs capability for different kinds of mono-display backlight and TFT backlight per month.**

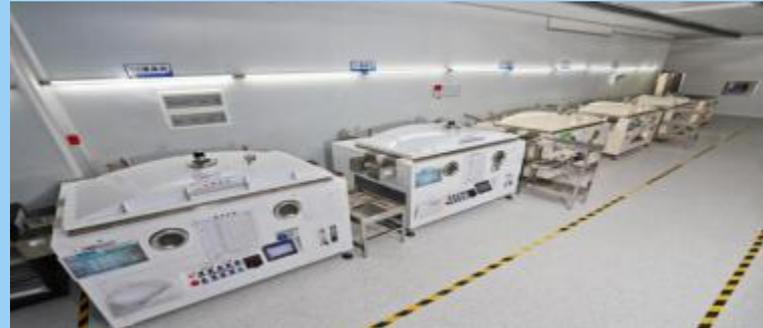
Production Workshop: CTP&OCA



★ *Production capacity: Around 700K per month.*

★ *Production lines: With Four semi-automatic lines, and Three full automatic lines*

Production Workshop: LCD Panel



- ★ *Production capacity: around 60K pairs (mother glass) per month for front-end, and 11KK per month for middle and back-end.*
- ★ *Production lines: LCD full automatic lines+LCD Silica coating lines.*

Production Workshop: Coverlens

Size: from 1.0inch to 43inch(980mmx500mm).

Production line: four fully automatic screen printing lines.



Fully Automatic Screen Printing Line A



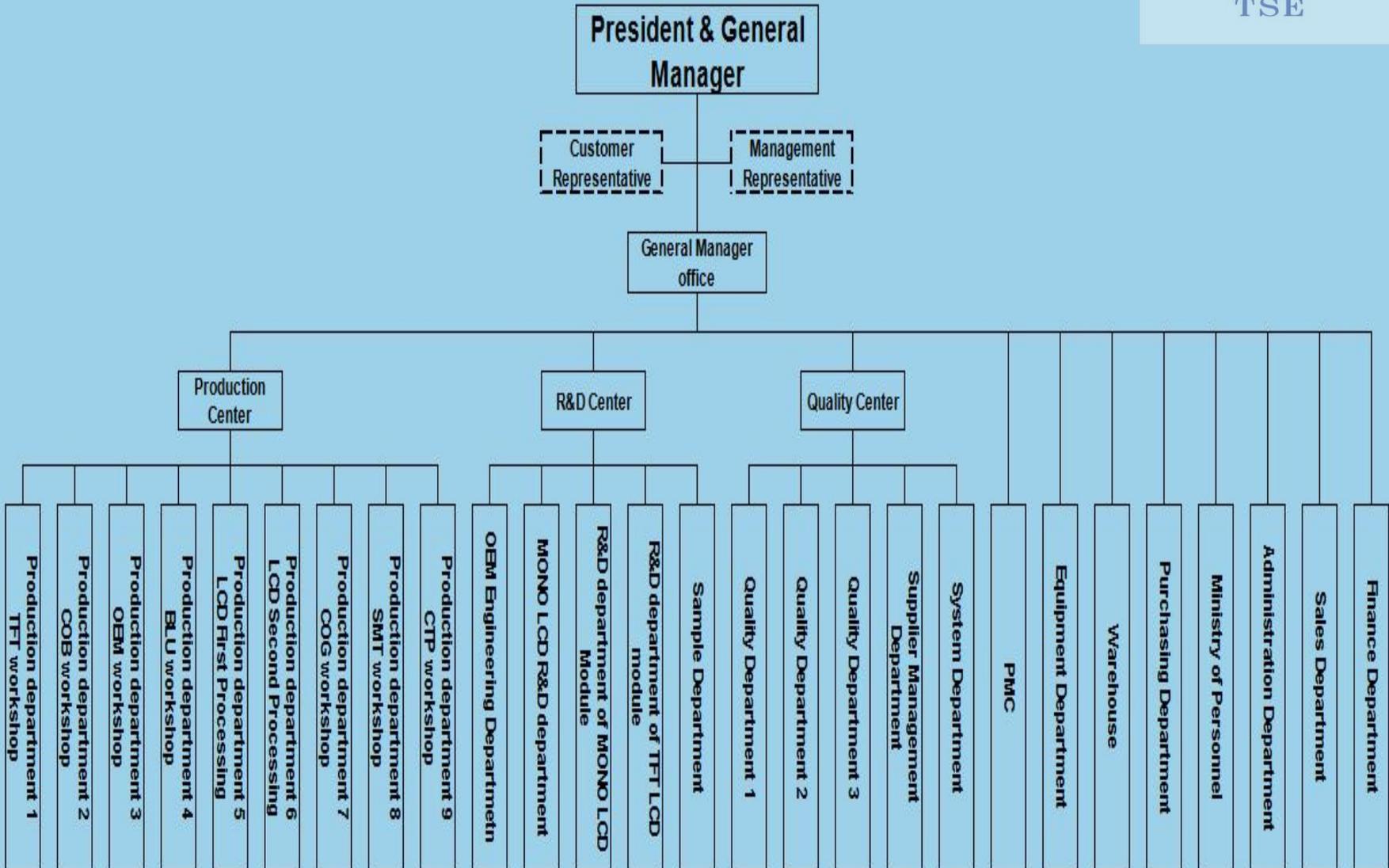
Fully Automatic Screen Printing Line B



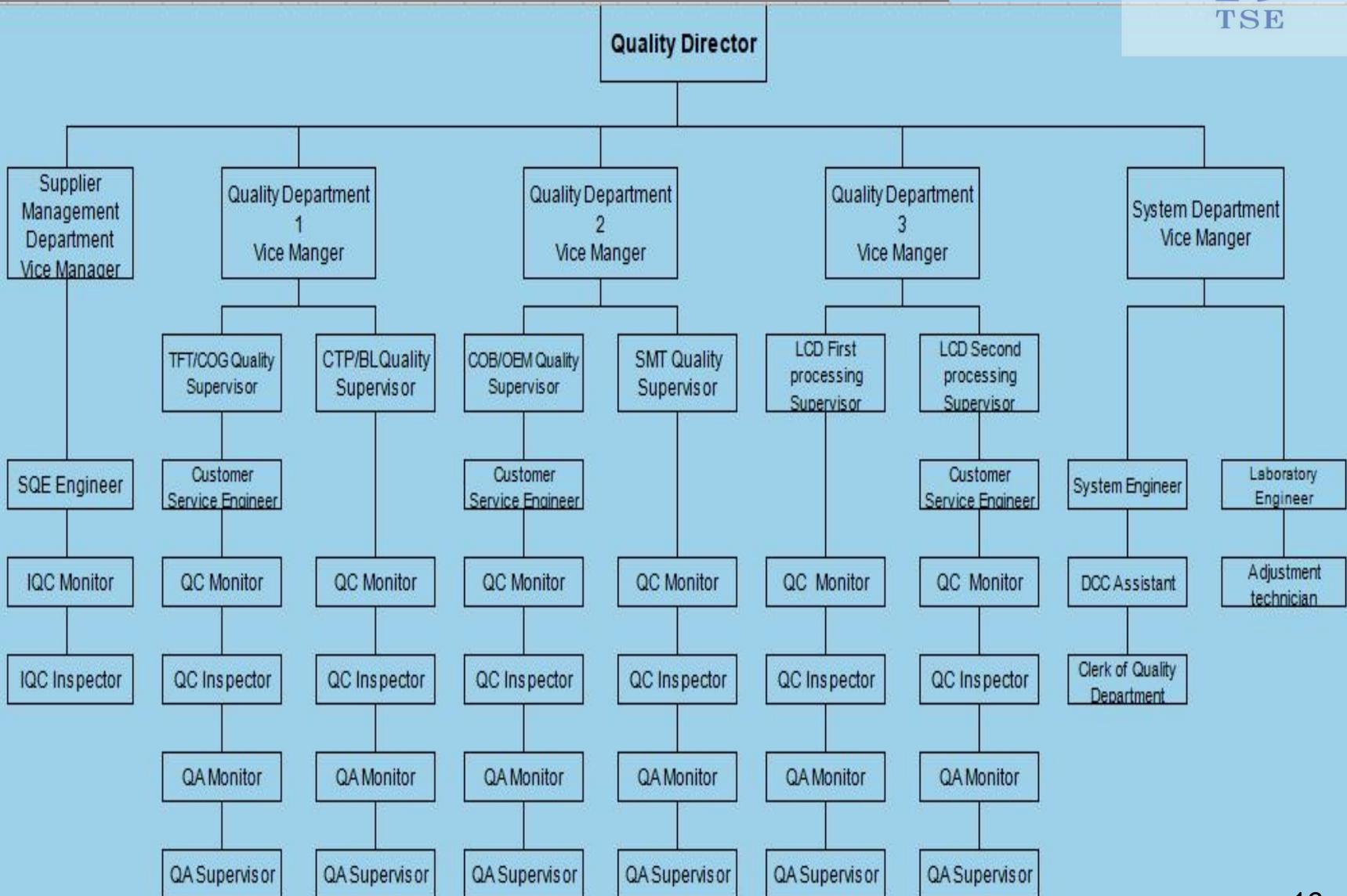
Fully Automatic Screen Printing Machine Line C



Organization Chart



Organization Chart Of Quality Department



Market Introduction



Customer designed products	More than 65%
Application	Industry equipment, testing devices, vehicle, medical, video and audio system, electronic meters, sports equipment, facsimiles, high-grade home appliances and many kinds of terminal equipment, etc.

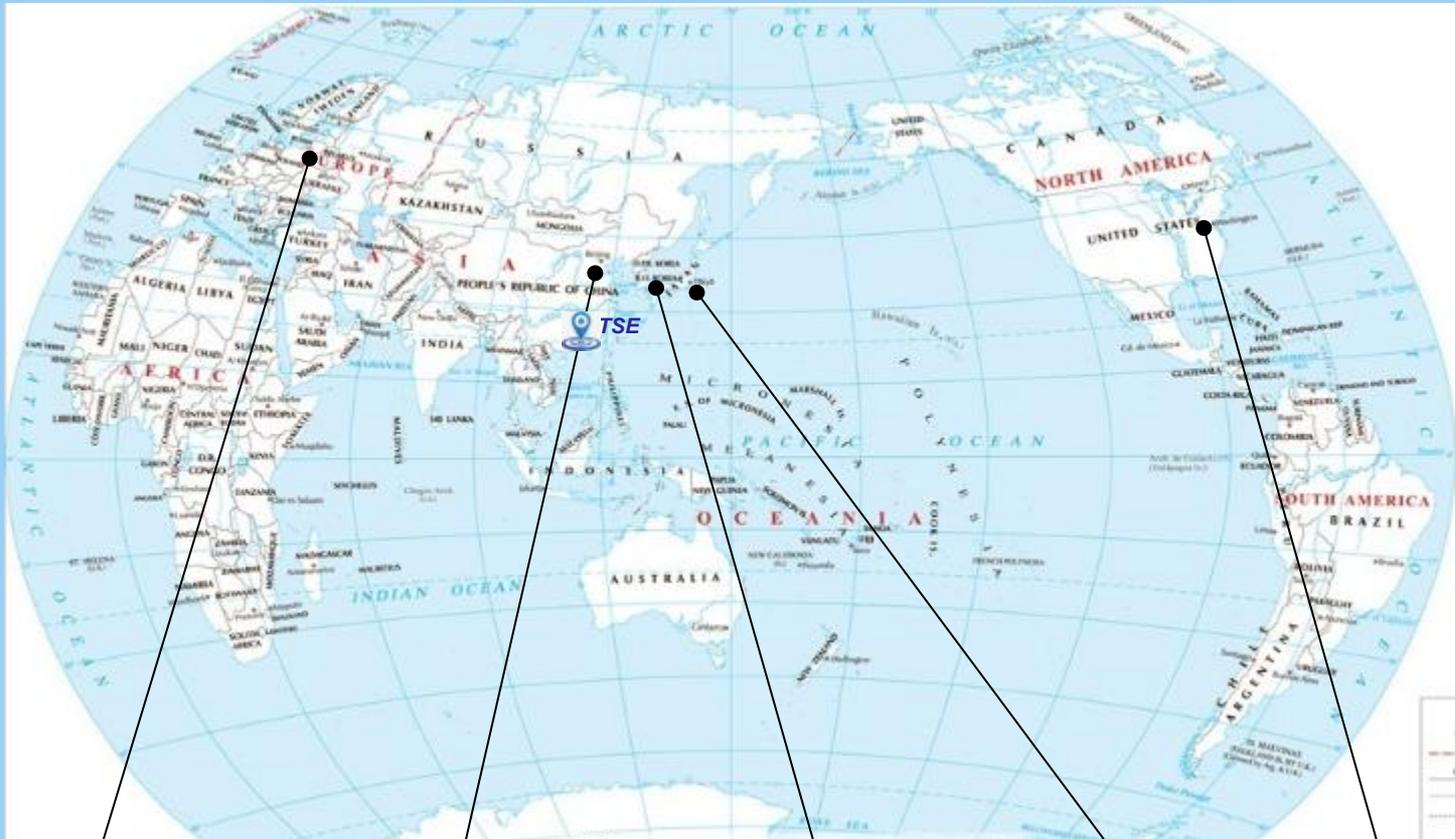
Products exported abroad	Around 80%
Countries	USA, Germany, Japan, South Korea, Russia, Italy, Switzerland, UK, etc.

◆ Welcomed all friends from all over the world to have a good, reliable and long term cooperation with us on the basis of mutual benefit and interest.

Market introduction—Market distribution



Market share: foreign market 80%, domestic market 20%.



Europe
40%

Domestic
20%

Korea
15%

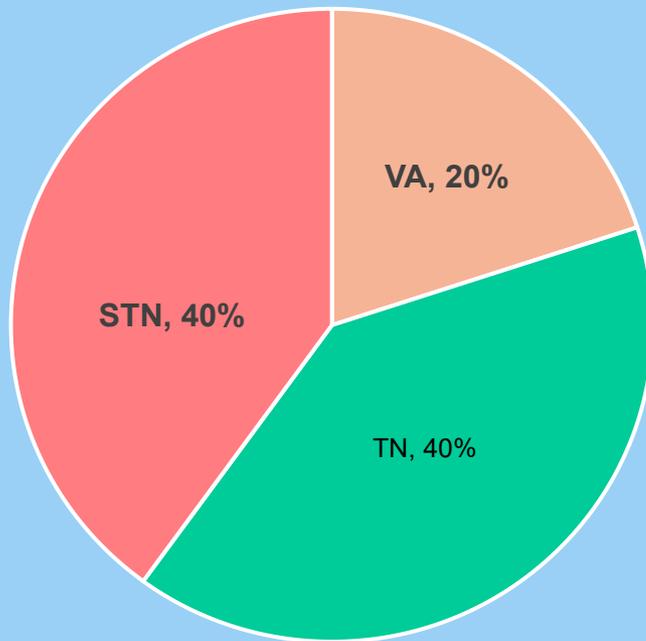
Japan
5%

USA
20%

Product Introduction

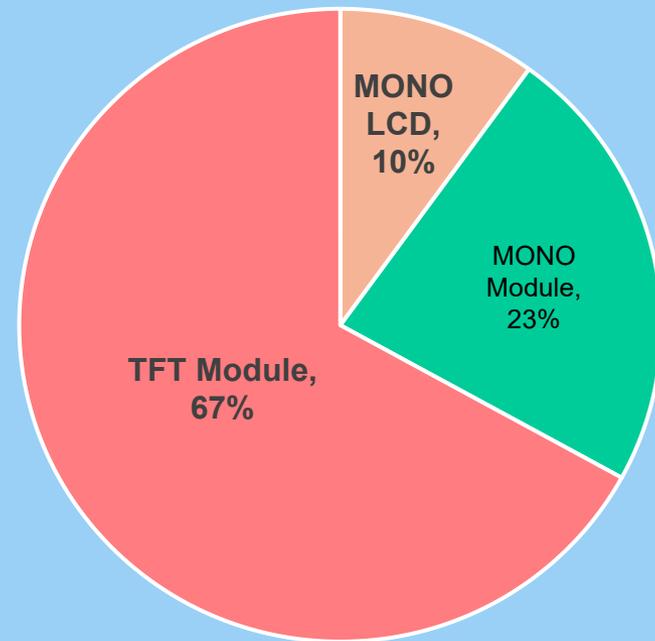


MONO LCD Distribution



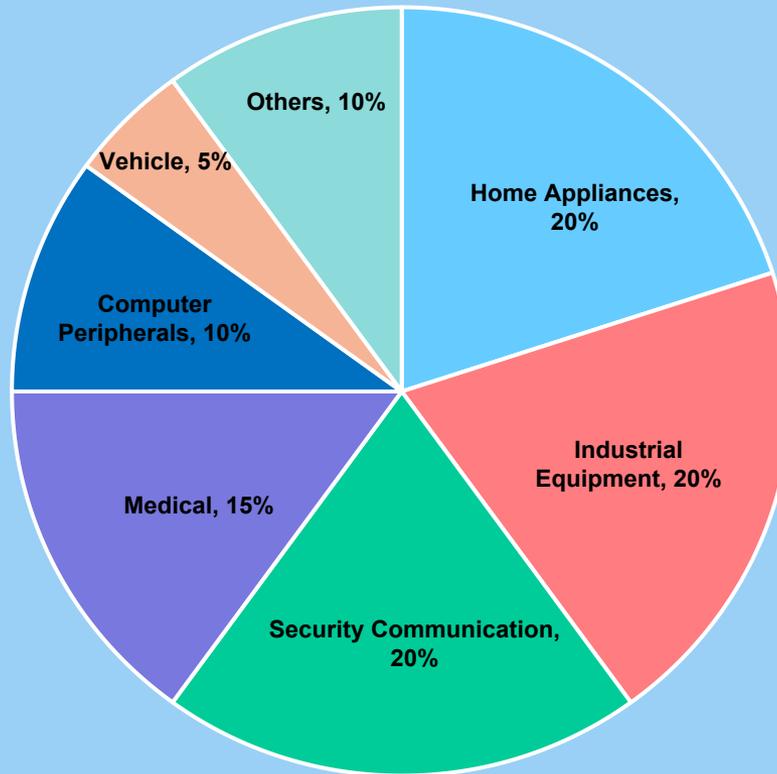
VA TN STN

Product Type Distribution



MONO LCD MONO Module TFT Module

Product Application Distribution



■ Home Appliances ■ Industrial Equipment ■ Security Communication ■ Medical ■ Computer Peripherals ■ Vehicle ■ Others

Product Introduction: Product Types



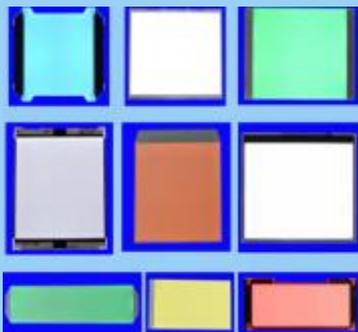
TFT module
TN MVA IPS
High luminance

Mono LCD
TN, HTN, STN, VA,
FSTN, DFSTN, etc.

COG module
TN, HTN, STN, VA,
FSTN, DFSTN etc.

COB module
TN, HTN, STN, VA,
FSTN, DFSTN, etc.

Software and hardware design
Designed according to customer's requirements



SMT+DIP
correspond to various parts

Backlight
Customize different color,
different luminance,
different edges according
to customer's requirements

CTP&RTP
Capacitive and resistive
touch panel

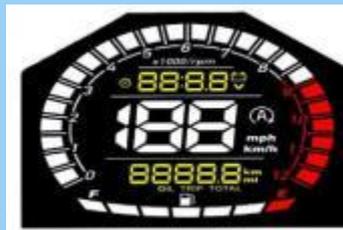
Plastic products
customize according to
customer's requirements

OEM&ODM
Produce various customer
designed electronic
devices, semi-finished
products, finished
products.

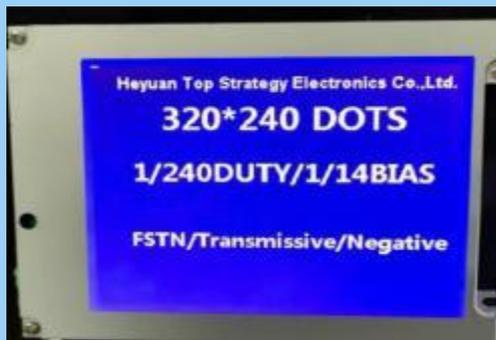
Special Products: Mono LCD module



1、 Different types of VA products:



2、 High duty of LCDs with FSTN and DFSTN mode: optional resolution from 8*1 to 640*480



FSTN
640*120



FSTN
320*240



DFSTN
640*480

Special Products: Bi-stable LCD Module and Anti-viewing LCD shutter



1、128*64 dot Bi-stable LCD



2、240*96 dot Bi-stable LCD



3、480*160 dot Bi-stable LCD



4、503*275 dot Bi-stable LCD



5、205*275 dot Bi-stable LCD



6、13.3 inch Anti-viewing LCD shutter



Special Products: OEM and Customer Designed Products



Customer Design is highly welcomed.

OEM and ODM products are customized exactly according to customer's requirements.



Special Products: Embedded Computer System



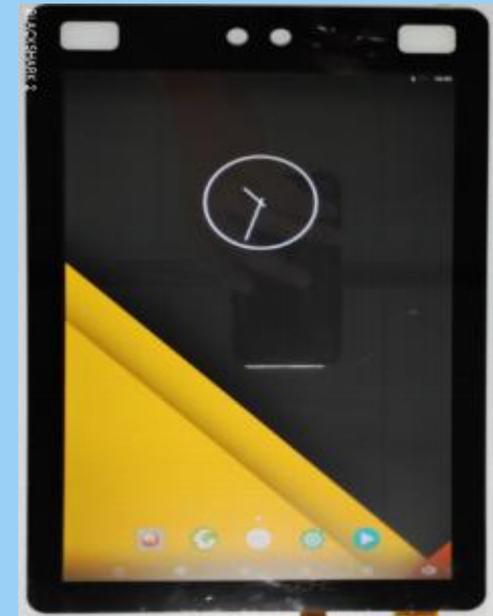
**28inch bar type whole set (1920x540) with Android system:
Application: Metro system, Intelligent security**



**10.1inch (1280x800) whole set with Android system:
Application: cash register terminal, Commercial control
LVDS interface, support Ypbpr and VGA export; MIPI interfact, support CVBS export ; support HDMI 1.4 export 1080P; support Bluetooth and Wifi.**

**21.5inch (1920x1080) whole set:
Appication: screen expansion
Support: Android, Apple IOS
wired/wireless projection
Support: HDMI/TYPER-C import)**

**4.3inch (800x480) with LINUX system;
Application: Smart home
Same support:
5.0 (800x480 RGB)
7.0 (800x480 RGB)**



Special Products: Rotating Button Display



RT-TFT-Ø92

Diameter:Ø92.4mm
Thickness:25.23mm



RT-TFT-Ø78

Diameter:Ø78.4mm
Thickness:25mm



RT-TFT-Ø46

Diameter:Ø46.2mm
Thickness:24.6mm



RT-VA-Ø92

Diameter:Ø92.4mm
Thickness:25.23mm



RT-VA-Ø78

Diameter:Ø78.4mm
Thickness:25mm



RT-VA-Ø46

Diameter:Ø46.2mm
Thickness:24.6mm

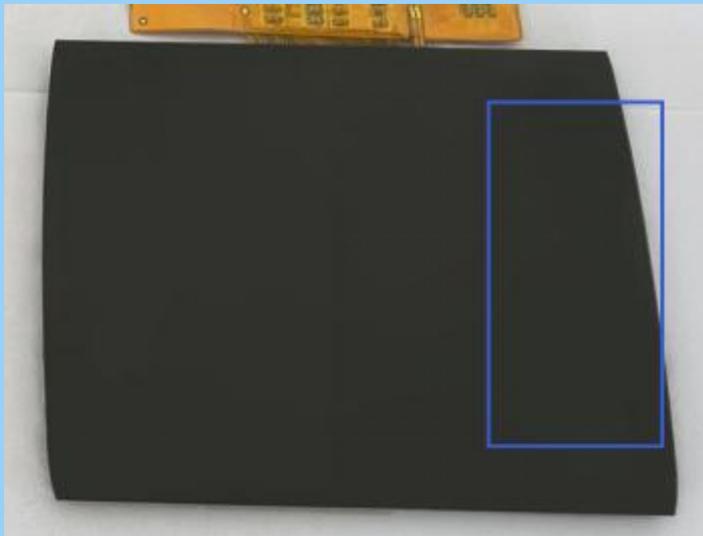
All Display: all-in-one Black Colour

Special Products: All-in-one black TFT module

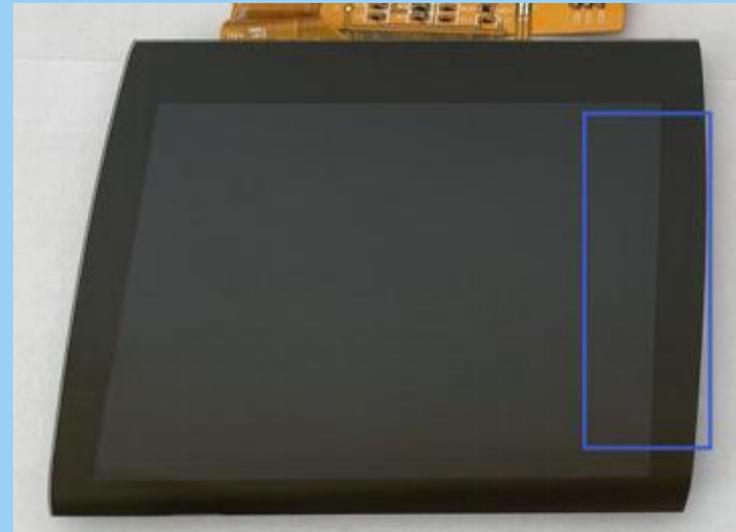


When the display is off, the color difference between the display area and the edge ink area is difficult to distinguish by naked eye, which could inosculate display area and environment as a whole.

All-in-one black product



Normal Product

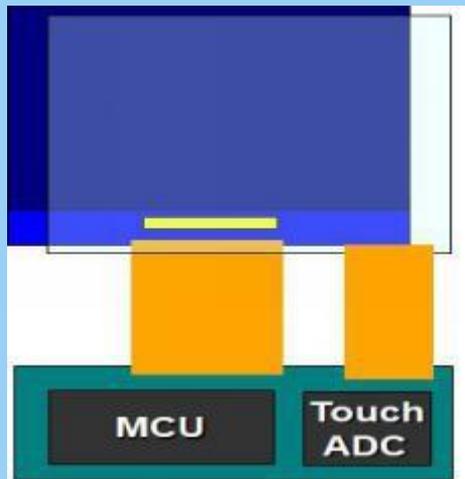


Brand New Technology: In-cell Products



Comparative advantages with traditional products:

- ★ Switch touch function just inside the lcd display and together with LCD driver
- ★ No need the extra touch panel on the display or touch panel on the plastic housing



Traditional products with buttons or touch point



In-cell products

Comparison items	Traditional products	In cell products
TP Sensor	Need	No need
TP FPC	Need	No need
Touch ADC	Need	No need
Driving IC	Need	Need
Tooling	Need tooling Sensor and TP FPC	No need tooling Sensor and TP FPC

TFT Product Summary



Display Size ≤2.9"

Display Size	0.71" IPS	0.85" IPS	0.9" IPS	0.96" IPS	0.99" IPS	1.0" TN	1.06" IPS	1.08" TN	1.1" TN
Resolution	160*160	128*128	128*128 round	80*160	40*160	128*115	96*160	128*220	96*96

Display Size	1.14" IPS	1.22" IPS	1.3" IPS	1.44" TN	1.44" TN	1.44" IPS	1.45" IPS	1.5" IPS	1.5" IPS
Resolution	135*240	240*204	240*240 round	128*128 squared	240*240 squared	360*360 round	60*160	240*240 squared	360*360 round

Display Size	1.6" IPS	1.77" TN	2.0" IPS	2.0" IPS	2.0" IPS	2.1" IPS	2.2" IPS	2.4" IPS	2.4" TN
Resolution	400*400 round	128*160	240*320	240*294	480*360	480*480	180*454	240*320	240*320

Display Size	2.4" IPS	2.4" TN	2.5" IPS	2.63" TN	2.7" IPS	2.8" IPS	2.8" TN	2.8" IPS	2.9" IPS
Resolution	272*480	240*240	480*480 round	142*428	320*240	240*320	240*320	480*480 round	180*454

TFT Product Summary



3.0"≤Display Size≤5.0"

Display Size	3.0" IPS	3.1" IPS	3.2" TN	3.4" IPS	3.4" IPS	3.4" IPS	3.4" IPS	3.4" IPS	3.5" TN
Resolution	360*640	475*137	240*320	800*800 round	412*960	240*320	480*480	180*640	240*320

Display Size	3.5" IPS	3.5" TN	3.5" IPS	3.5" TN	3.5" IPS	3.5" IPS	3.6" IPS	3.8" IPS	3.9" IPS
Resolution	320*240	320*240	320*480	320*480	480*480	640*480	544*506	240*320	480*128 bar

Display Size	3.9" IPS	4.0" IPS	4.0" IPS	4.0" IPS	4.0" IPS	4.0" IPS	4.05" IPS	4.3" IPS	4.3" TN
Resolution	800*220 bar	400*960	480*480 squared	480*800	720*720 round	720*720 squared	280*1020	480*272	480*272

Display Size	4.3" IPS	4.3" IPS	4.5" IPS	4.9" IPS	5.0" IPS	5.0" IPS	5.0" TN	5.0" IPS	5.0" IPS
Resolution	800*480	480*800	480*800	320*960	480*272	480*854	480*854	480*960	800*480

TFT Product Summary



5.0"≤Display Size≤10.1"

Display Size	5.0" IPS	5.6" IPS	5.7" IPS	5.7" IPS	6.2" IPS	6.2" IPS	6.2" IPS	6.8" IPS	6.9" IPS
Resolution	1080*1080 round	640*480	640*480	720*1440	640*320	640*240	360*960	480*1280 bar	280*1424 bar

Display Size	6.9" IPS	7.0" IPS	7.0" TN	7.0" IPS	7.0" IPS	7.84" IPS	8.0" IPS	8.0" IPS	8.0" IPS
Resolution	720*1440	800*480	800*480	1024*600	800*1280	400*1280 bar	800*480	1024*768	800*1280

Display Size	8.8" IPS	8.8" IPS	9.0" TN	9.0" IPS	10.1" IPS	10.1" IPS	10.1" TN	10.1" IPS	10.11" IPS
Resolution	480*1920	600*1600	1024*105 bar	1024*600	800*1280	1024*600	1024*600	1280*800	440*1920

TFT Product Summary



10.2"≤Display Size≤12.3

Display Size	10.2" IPS	10.25" IPS	10.4" IPS	11" TN	11.6" IPS	12.1" IPS	12.3" IPS
Resolution	720*1600	1280*480	1024*768	1280*120 bar	1920*1080	1024*768	1920*720

Display Size≥13.3

Display Size	13.3" IPS	15" IPS	15.6" IPS	21.2" IPS	28.0" IPS
Resolution	1920*1080	1024*768	1920*1080	1920*360	1920*360

System Certification



ISO9001:2015

ISO14001:2015

IATF16949:2016

ISO13485:2016



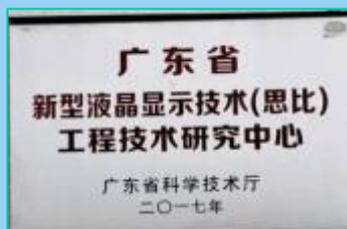
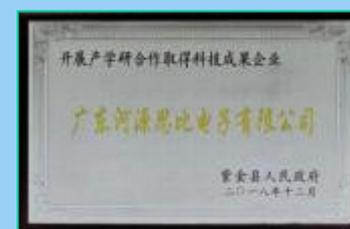
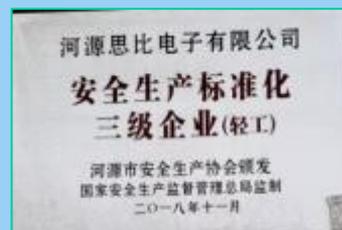
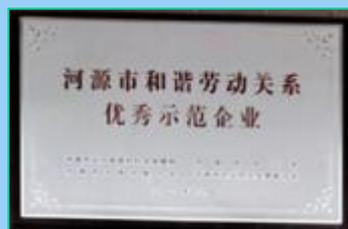
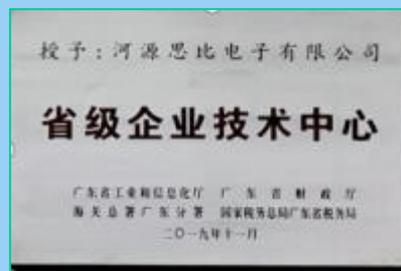
AEO Advanced Certification

Intellectual property management system



GA--CSP Product Certification Of Public Safety Industry Standard

Certification of Honor



Main Customers



Welfare Facilities



The Swimming pool



The gym



Coffee corner



Tea Bar



staff living room



KARAOKE room



cafeteria



Billiards and tennis table



The basketball court

Contact us



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Website



VR 3D



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THANK YOU VERY MUCH FOR YOUR ATTENTION!