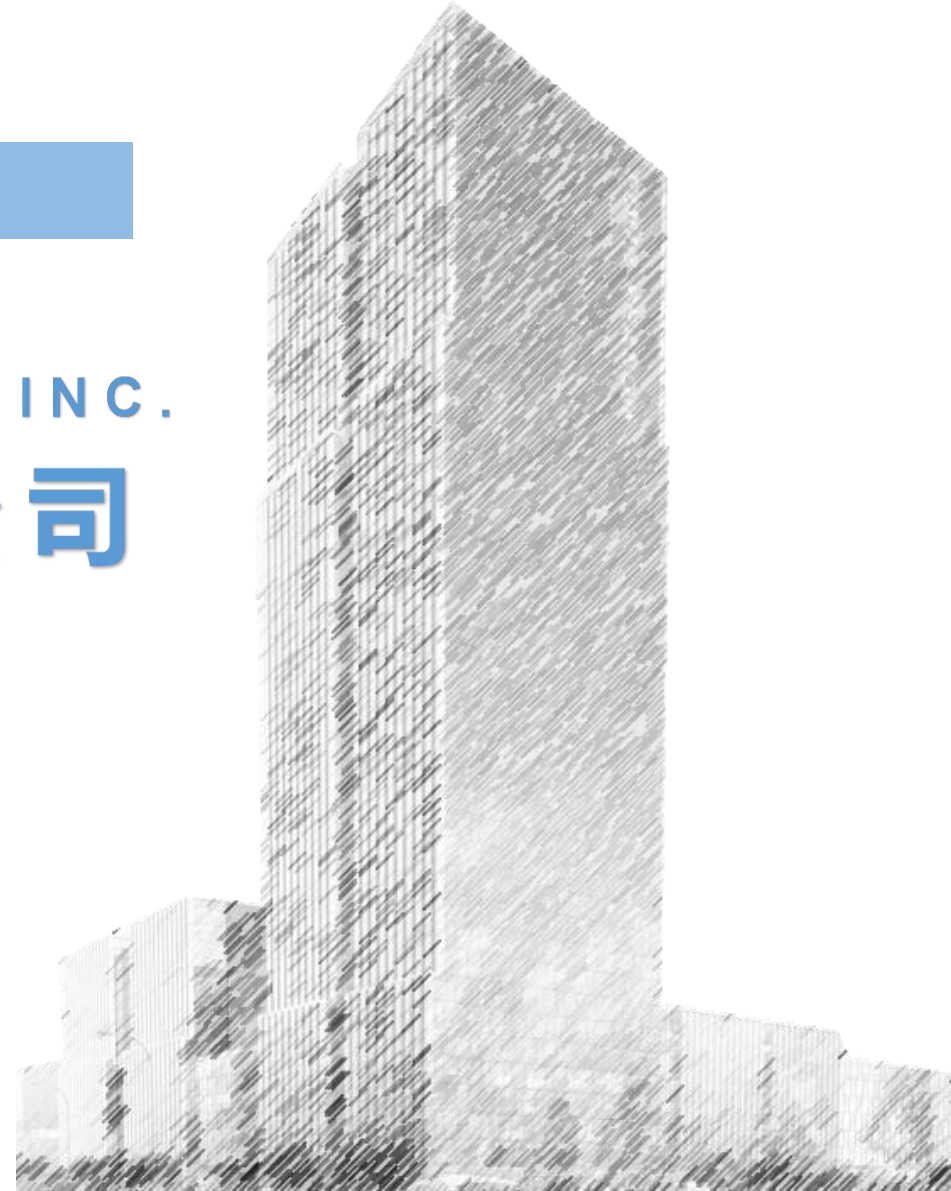


2024

SHENZHEN KERUN OPTOELECTRONICS INC.

深圳市科润光电股份有限公司

企业简介





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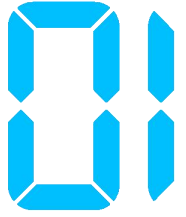


ABOUT US

ENTERPRISE CULTURE

PRODUCTS AND SERVICES





ABOUT US

- ▶ Company File
- ▶ Branch
- ▶ Organization Chart
- ▶ R&D Strength
- ▶ Location
- ▶ Development History
- ▶ Enterprise Qualification
- ▶ Main customers

Shenzhen Kerun Optoelectronics Inc.



- 1) established in **Sept,2010**, with more than 13 years history.
- 2) covered **over 20000m²**, **900+** employees.
- 3) specialized in software and hardware **designing**, mainly **manufacturing standard 7&16 segment, led dot matrix module, customzied led display and led screens,etc.**
- 4) **Over 100** advanced automatic production lines of chip bonding and wire bonding; **6** automiatic high-speed **SMT** production lines. Many kinds of new **test and inspection equipments.**
- 5) Invested a **LCD&TFT factory** with more than 10 years' professional experience.
- 6) Products are sold **worldwide**, successfully supporting many well-known enterprises at home and abroad: Panasonic, Whirlpool, Electrolux, Midea, TCL, Jabil, Covos and so on.



Company Location



Headquarters

No. 334-1, Xiangshan Road, Luotian Community, Songgang Town, Bao'an District, Shenzhen, China.



East China office I

Room 1921, Unit 2, Block 4, Hejingfenghui, Phase 10, No. 116 Juxian Road, Xiangcheng District, Suzhou, China



Factory

9~10th Floor, Building 4, Huaqian Science and Technology Park, Shunde District, Foshan, China.



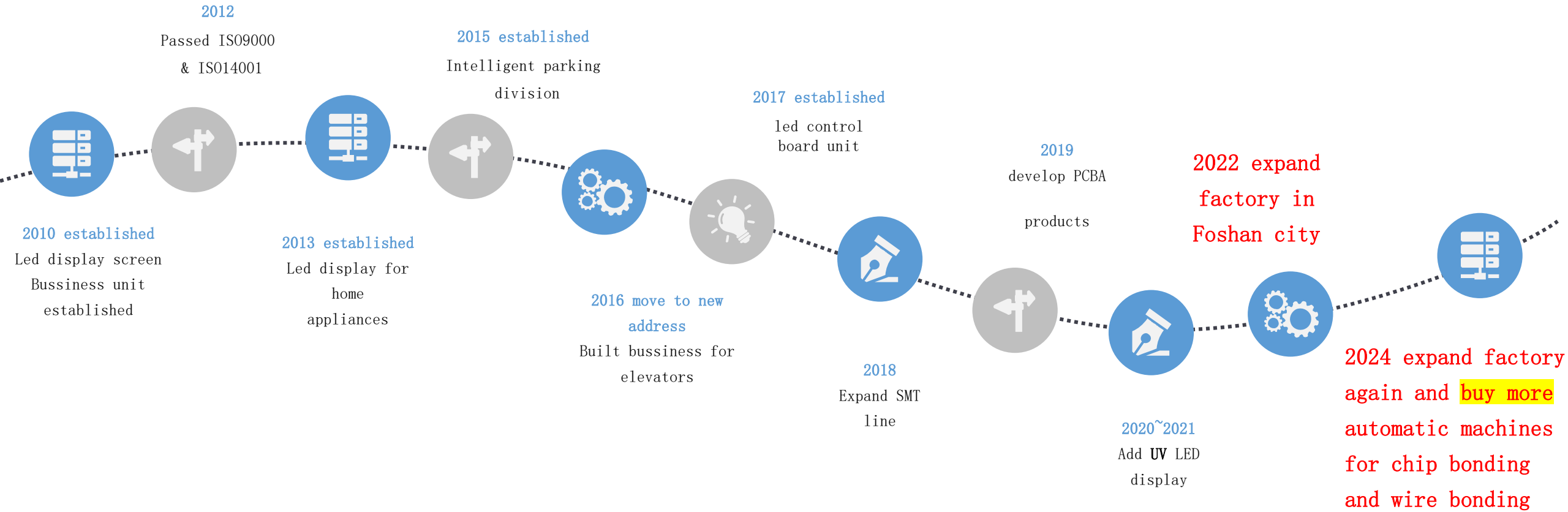
East China office II

Building 1, Yinyi Haishang Plaza, Sanwu Road, Luohu Street, Zhenhai District, Ningbo, Zhejiang, China





Development History



Organization Chart



CEO:Lin Ming



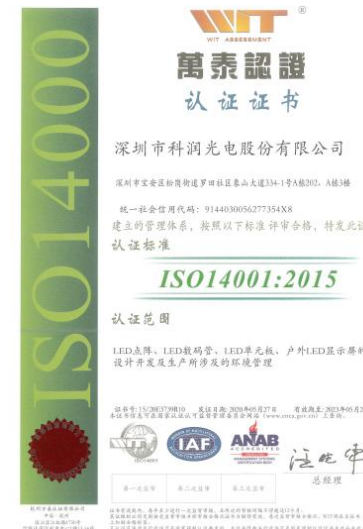
General Manager:FanGuofeng



Enterprise Qualifications



- National high-tech enterprise
- ISO system certification enterprise
- Shenzhen high-tech enterprise
- Guangdong "Trustworthy" enterprise



Enterprise Qualifications



Patents



REACH ROHS reports

R&D Strengths



42 pcs intellectual property rights

12 pcs invention patents

28 pcs utility model patents/appearance patents

2 pcs brand



35 R&D engineers

12.7% Proportion

25 people own bachelor's degree

95% colleague degree



R&D investment is increasing year by year

2021 R&D investment
796369.23 USD

R&D investment amount/Total output value
5% or higher.

Main customers

Panasonic

Whirlpool

SHARP

JABIL

CUCKOO

PHILIPS

DeLonghi
Better Everyday

美的 **Midea**

Haier



HITACHI



Shark | NINJA

SUPOR

02

ENTERPRISE CULTURE

- ▶ Company Culture
- ▶ Company Philosophy
- ▶ Brand Value
- ▶ Staff Style

Company Culture



Mission: Science and technology develop enterprise, moisten the world

Vision : Being no.1 in the industry with professional techniques. Providing world top service and creating an international brand.

Packaging production workshop①



High-speed automatic die bonder: 120 sets.



Wire bonding machine: 20 sets

Packaging Production workshop②



Fully automatic film laminating machine : 25 sets



Fully automatic board splitting/testing/sleeving machine : 10 sets



Online visual tester for finished product appearance : 6 sets

SMT production workshop①



SMT fully automatic high-speed FPC
patch production line : 6 Lines

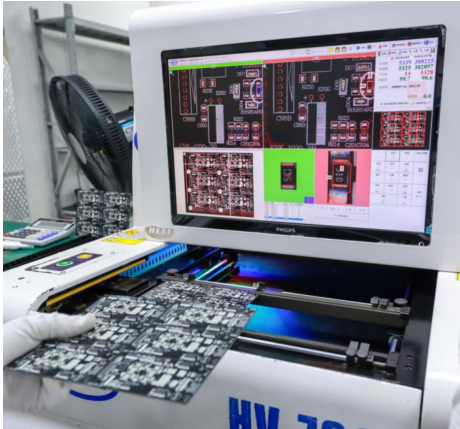


SMT fully automatic high-speed rigid
board patch production line : 10 Lines

16 SMT patch lines, equipped with high-precision
and fast mounters, SPI, AOI, etc.

SMT production workshop②

SMT production--AOI testing



GKG fully automatic solder paste printer



Online AOI tester for PCBA semi-finished products

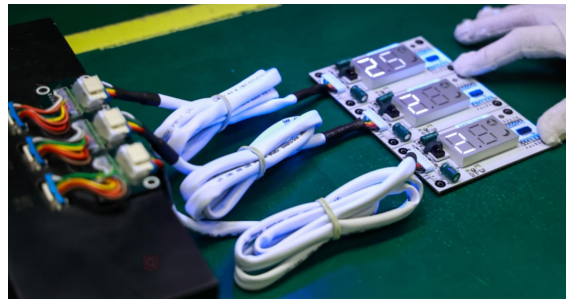
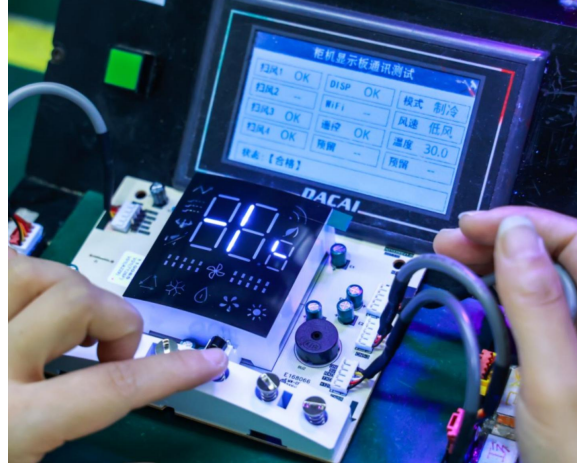


Online solder paste inspection instrument SPI

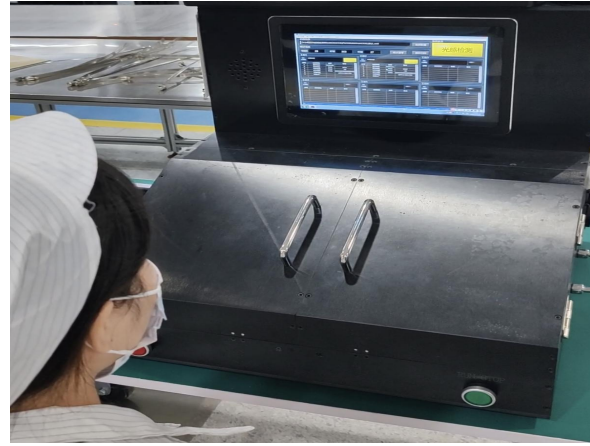
DIP assembly workshop①



16 DIP assembly lines



Re-measurement of tooling and fixtures



Assembly + FCT test

Staff Style



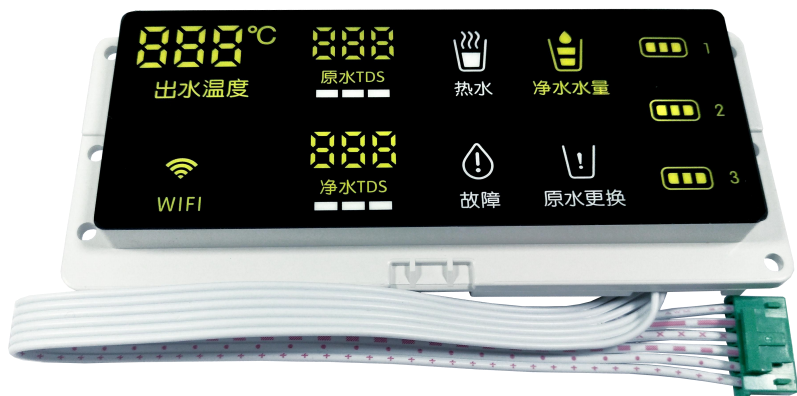
Kerun staff activities

03

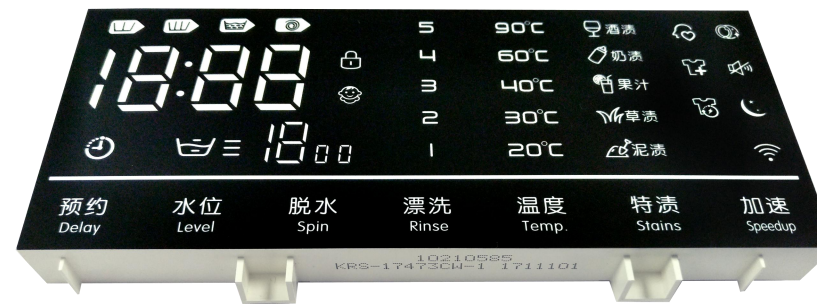
Products and Services

- ▶ Main Products and basic production technology
- ▶ Introduction of **featured products**
- ▶ Kerun services & advantages
- ▶ Kerun' s future developing plan

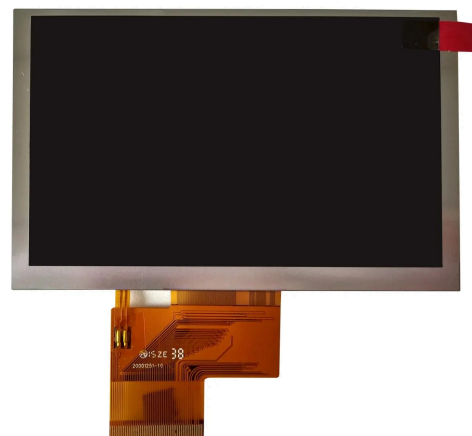
KERUN Main products①



Integrated LED display module



LED digital display module



LCD/TFT



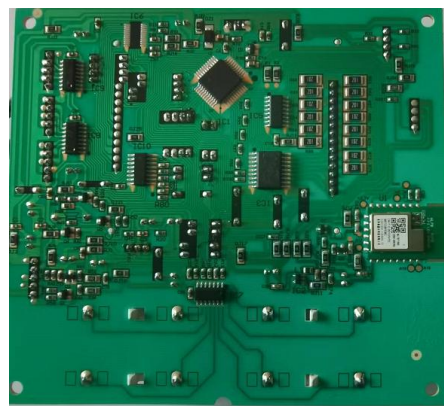
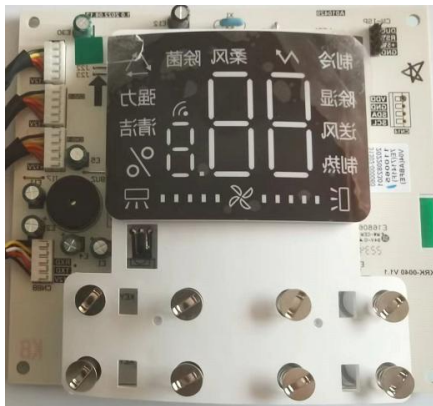
LED+LCD Combined module

KERUN Main products②



Consumer-grade LED display screen

Introduction of featured products



Product features:

- 1) **PCBA**: integrated LED display, WIFI, IC drive, touch, buzzer, remote control receiver and other components on one PCB.
- 2) touch spring: realize touch function



Application: Air conditioning small round bead cabinet machine

Introduction of featured products

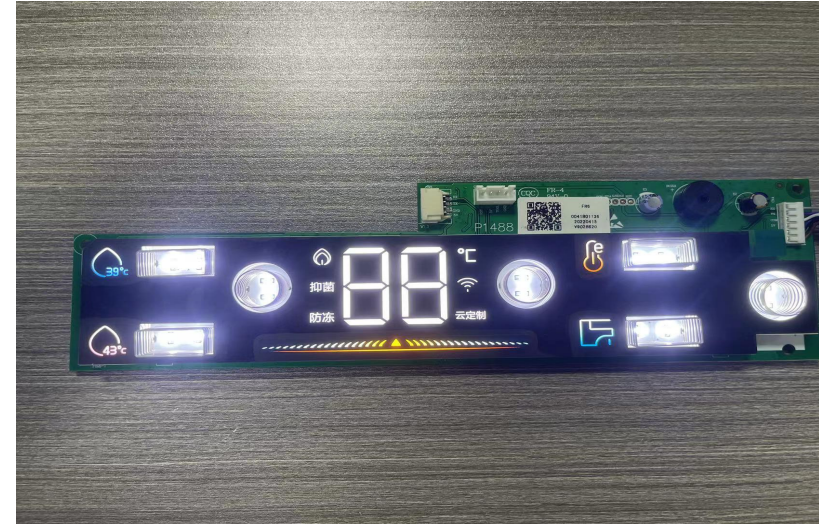


Product features:

- 1) **Integrated led display**, including drive IC
- 2) apply SMT and epoxy-pouring production technology.
- 3) Big size(292mm*112mm): can display colorful content and colors.
- 4) Performance is stable and beautiful.

Application: Motorcycle

Introduction of featured products



Product features:

- 1) **Colorful film**: make the icons looks more vivid.
- 2) **touch spring**: touch function
- 3) PCBA board: led display+components on PCB

Application: Gas Water Heater



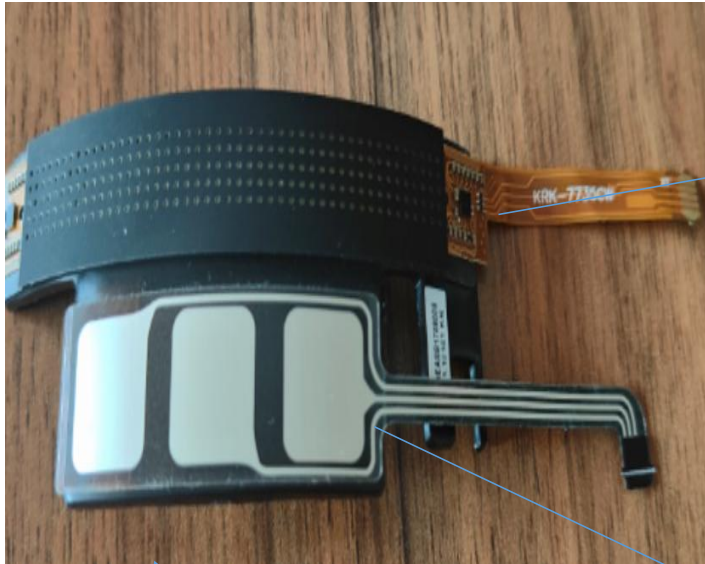
Product features:

three-dimensional film: create **3D realistic** **ICONS**, the color of icons looks **gradually varied and vivid**.

Application: Water Heater



Introduction of featured products



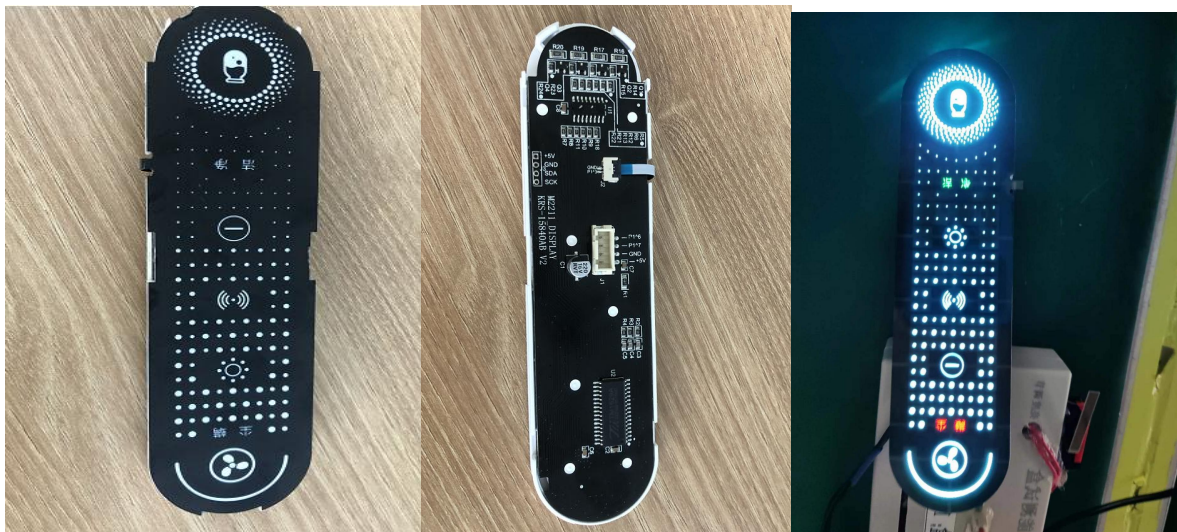
Product features:

- 1) FPC board(**flexible** PCB), perfectly attached on **arched** REF.
- 2) **0402 small** white LEDs on FPC, total **230**pcs LEDs, **5x46 dot matrix**, small size can display **English words**.(size :about 77x35mm)
- 3) Integrated 2pcs **imported small volume** driver IC and touch film, realize 230 LEDs can be lit at the same time, and touch function.
- 4) **soft black mask** with holes cover the LEDs, LED can be lighting through the hole.
- 5) **touch film**: with touch function, customer can turn on/off the machine, and also choose the coffee they want.



Application: Coffee machine

Introduction of featured products



Product features:

- 1) **Integrated led display**, drive IC and touch function on one led display
- 2) **touch film**: realize touch function
- 3) **Film color** is displaying beautiful.



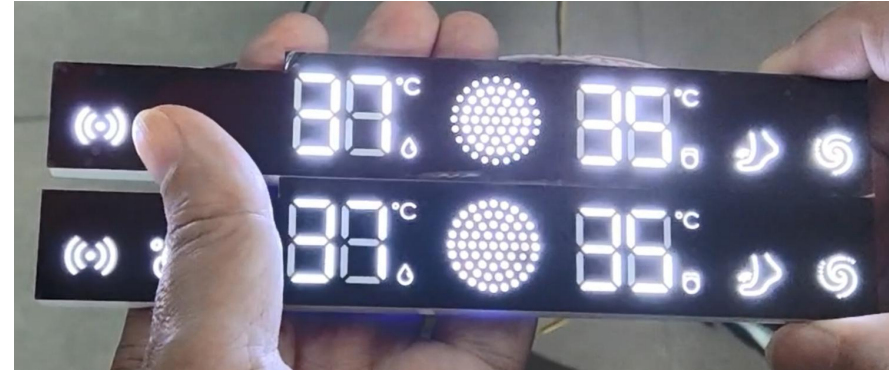
Application: Hand-held mite remover(手持除螨仪)

Introduction of featured products

Product features:

- 1) **Integrated led display**, drive IC, touch function and **software** on one led display
- 2) touch film: realize touch function

Application: **intelligent closestool(智能马桶)**



Introduction of featured products

Product features:

- 1) **UV module:** apply Deep UV LED, wavelength: 270nm~280nm, 120° wide viewing angle, superior ESD protection.
- 2) Function: **sterilization and disinfection**
- 3) Due to **coronavirus** disease, this kind of UV modules are widely **applied in home appliances**.

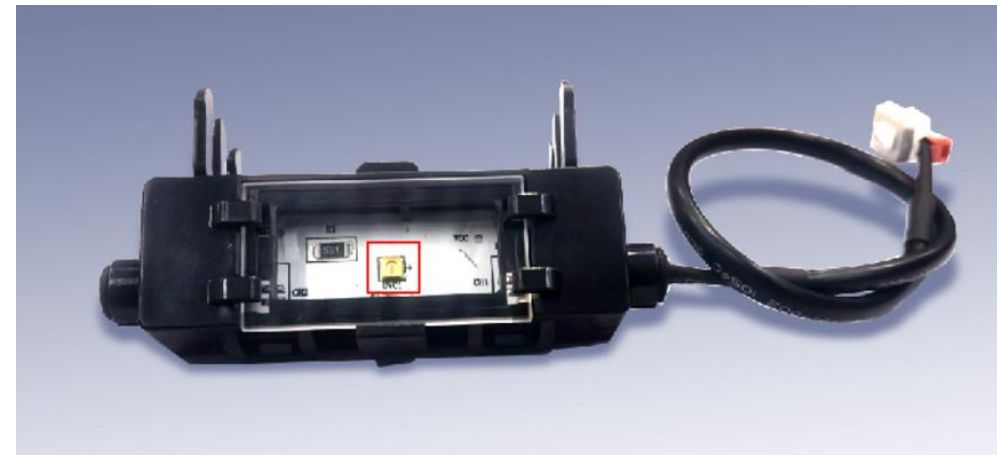
Application range:

- * Personal hygiene 个人卫生
- * Portable devices 便携设备
- * Water disinfection 水消毒
- * Surface disinfection 表面消毒
- * Air disinfection 空气消毒

Specific application: air conditioner, air purifier, humidifier, Intelligent sanitary ware, laundry rack, floor scrubbers, dust mite controller, etc.

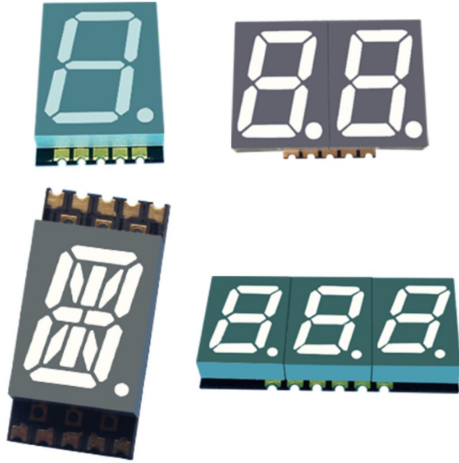


Application: **intelligent closetool(智能马桶)**

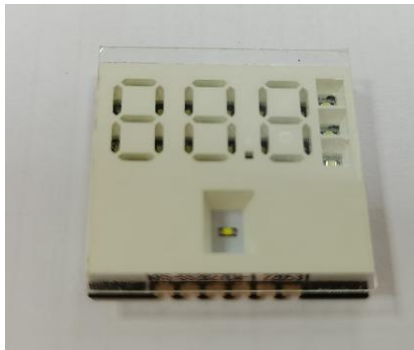


Application: **air outlet of air conditioner**

Introduction of featured products



FND SMD led digital display



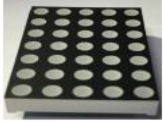
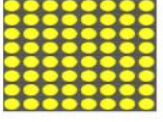




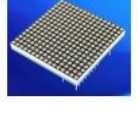
custom SMD led digital display

Product features:

- 1) **Ultra thin thickness:** about 3~4mm
- 2) REF can bear **275°C** high temperature
- 3) **Reel tape packing**, easy for mounting on PCB by automatic SMT machine.
- 4) Solder pad is more stable for welding, good for conductive and heat dissipation
- 5) face color: gray or black
- 6) **2, 3, 4, 5, 6 digits can be made up by single digit**
- 7) **custom SMD type led display** is made based on customers' requirements.

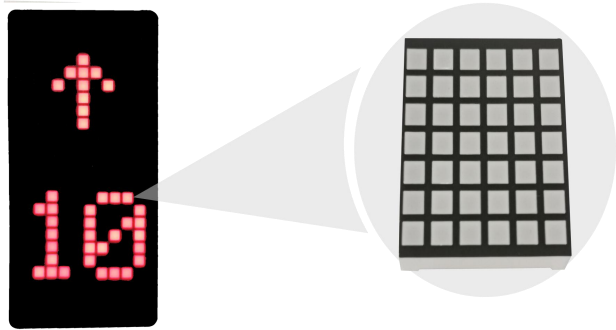
Application: precise instrument, etc.

Led dot matrix display module (small size)

Item No.	Picture	Specification	Color	Polarity
KRM-757CUR		module size: 17.8*12.7*6.3(mm) Dots: 7*5=35dots pixel diameter: 1.9mm pixel pitch: P2.54mm	red(other colors are optional)	common cathode (common anode is optional)
KRM-788AW		module size: 20*20*5.9(mm) Dots: 8*8=64dots pixel diameter: 1.9mm pixel pitch: P2.5mm	white(other colors are optional)	common cathode (common anode is optional)
KRM-1388AW		module size: 32*32*8(mm) Dots: 8*8=64dots pixel diameter: 3.0mm pixel pitch: P4.0mm	white(other colors are optional)	common cathode (common anode is optional)
KRM-1588AW		module size: 37.7*37.7*7.2(mm) Dots: 8*8=64dots pixel diameter: 3.7mm pixel pitch: P4.75mm	white(other colors are optional)	common cathode (common anode is optional)
KRM-1988AW		module size: 48*48*9(mm) Dots: 8*8=64dots pixel diameter: 4.8mm pixel pitch: P6.0mm	white(other colors are optional)	common cathode (common anode is optional)
KRM-2388AURPG		module size: 60.5*60.5*8.5(mm) Dots: 8*8=64dots pixel diameter: 5.0mm pixel pitch: P7.62mm	red and pure-green(other colors are optional)	common cathode (common anode is optional)
KRM-151616CUG		module size: 40*40*3.9(mm) Dots: 16*16=256dots pixel diameter: 1.7mm pixel pitch: P2.5mm	yellow-green(red,yellow, amber color are optional)	common cathode (common anode is optional)

- 1) square dot instead of round dot are optional (contact Kerun for details)
- 2) single color, bi-color and tri-color are optional (contact Kerun for details)

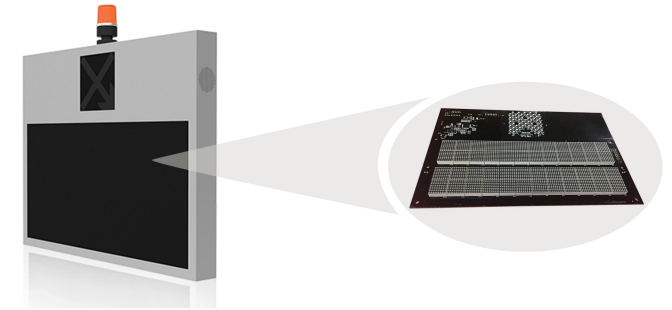
Lifts' display board



Parking Spaces display guidance screens



High-speed toll booth screen



Led dot matrix display screen

Application in train or train station



Train screen

Ticket screen

Platform screen

Bus information led screen



Bus side screen



Bus front screen



LED stop sign

LCD display module



TN/HTN products



STN products

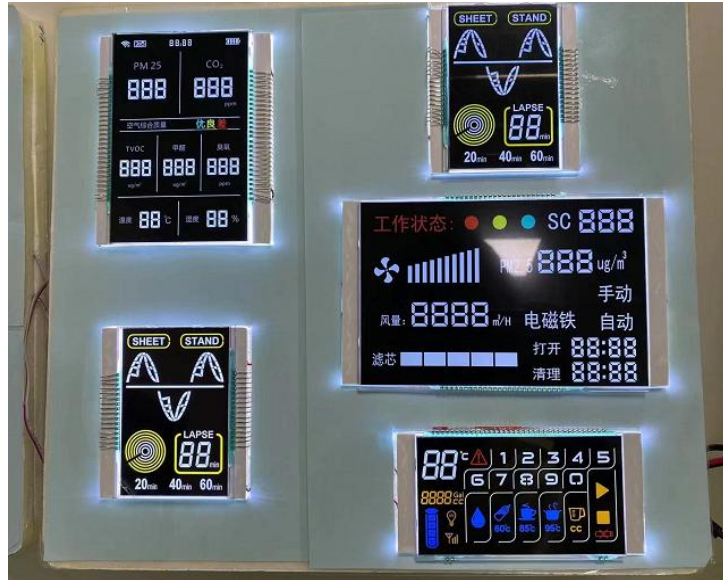


LED backlight module products



VA full view products

Colorful TFT display module



* Features: Good brightness, high contrast, strong sense of hierarchy, bright color, full of technology sense.

* Application: digital products, household appliances, car, and other related high fields.



1. **Prompt response:** We will reply all the inquiries and questions within 24 hours.
2. **Fast delivery:** 2-7 working days for sample, 12-15 working days for MP order.
3. **On site service:** We can support on site service no matter it is in China or abroad, to assist customers for their product designing or developing.



1. **Standard establishment:** “Display board design and inspection enterprise standards”, “Lighting digital tube & screen enterprise standard”, “PCB LAYOUT design specification” and “Led screen design specification”.
2. **Strict testing and tracking management for shipment:** twice 100% testing for all products; make sample-test-requirement for every production lot.
3. **cost reducing:** optimize the structure of products and raw materials, find more and more qualified materials suppliers to help our customers low down the cost.(Every change must be admitted by customer in advance.)



1. Expand the market area, consolidate the domestic market, and fully move into the **international market**.

In the next 3-5 years, the annual sales revenue will **grow** at a rate of no **less than 20%**, specializing in providing solutions for the global control industry.

2. Constantly **improve the product structure, enrich the product chain**.

According to customer needs, we constantly develop products with Kerun characteristics, novel technology, unique performance, stable quality and competitive advantages in the market, and occupy the market.

3. Kerun will uphold the original intention, forge ahead, apply sophisticated technique, rank the industry No.1, and continue to provide **more high-quality products and services** for **our partners!**





THANKS

