

BRIGHT LED ELECTRONICS

佰鴻工業



新北市板橋區和平路 19 號 3 樓

T +886-2-29591090 ; +886-9-78-831516

F +886-2-29547006

E nina.huang@brtled.com

www.brtled.com

PIONEER IN LED TRAFFIC LIGHTS

Bright LED has been in LED industry over thirty years since established. If we take a decade as an index of company development; it can be approximately categorized into three stages: initial stage, growth stage, and mature stage. During 1981~1991 when LED industry was still in its infancy in Taiwan, Bright LED already developed and manufactured traditional indicators and infrared sensors using LED. Even though LED had not been widely adopted in industrial and electronics areas at that time, Bright LED had built up strong foundation for LED business and became prime, innovative LED leader. In 2001, after a decade of effort, the Industrial Technology Research Institute (ITRI) and related industries commenced to look for ways to apply LED to "eco-energy" region and at the same time Bureau of Energy also subsidized top five capital cities to execute the project of replacing all traditional traffic lights with LED traffic lights. This was counted as pioneering action of the world. Hence, Bright LED took this opportunity and became first publicly listed company that applied LED in infrastructure. Since then, we undertook many LED lighting infrastructural projects, including LED full color display project in Syueshan tunnel and others.

SYSTEM INTEGRATION (SI)

What make Bright LED stands out from the crowd are unique patents, value added services and differentiation. This is the concept called "System integration" (SI), which is to combine the system with LED products and integrate into one. Eventually, SI could create infinite added values. Besides SI, Bright LED's another feature is the firm connection among parental and subsidiary companies. One subsidiary's products can be applied by eighty percent of other subsidiaries, which is a rare operating pattern in the industry. One of successful examples for traffic lighting design and invention that Bright LED actually led and participated in is "The little green man", which is famous and can be seen everywhere in Taiwan. Traffic lighting is not as easy as it seems. From choosing what wavelength ejected from the light to the circuit board design behind requires experts from different professional areas to collaborate together to accomplish and this is also a part of SI. Rather than manufacturing industry, LED is more like "Innovative industry", which varies dynamically. In 2014, the municipality of Hsinchu city replaced their old mercury-vapor street lamps with more eco-friendly LED ones. They also used our "LED intelligent Streetlamp Maintaining and Control System", embedded with Geographic Information System (GIS). If there is any malfunction, this system will notify our technicians and report problem to them immediately, so shorten the old, prolonged procedure of maintenance and reduce management costs for municipality. In addition to this, Bright LED cooperates with Secom security, teaching them some basic maintenance techniques for better efficiency. This is one of our successful SI system examples with high éclat and reputation.

DIVERSIFIED MARKETS BESIDES LED

Recently, Bright LED has launched aesthetic medical field, but rather than making our own products, we customize LED light with specific wavelength and light form based on demands and needs from medical institutes. Furthermore, products like "Shadowless light" and "Dustfree light" are also our targeted niche market. Although there may not be massive quantities in demand, technical threshold and quality requirement give us advantage to be successful. Bright LED takes actions to transform aggressively within recent years. We increase sales revenue of invisible LED products up to 44 percent, not just by continuously serving in remote control market, but also getting intelligent electric and water/gas meter market. Bright LED had already announced new infrared module products for sweeping robots this year and will continuously look for any new opportunity in invisible LED field.

THINK OUTSIDE THE BOX, CREATE MORE GREAT VALUE

Not only Bright LED, but most of foreign LED manufacturers are facing unfair competition in China, because of local authority's favor to local Chinese manufacturers. The authority restricted standards in favor of locals and raised them till certain levels. Afterwards, they opened the market to foreigners with not many opportunities left. Our strategy is to change sales pattern because every market has its own preference. For instance, cities in certain coast (Such as Beijing, Shanghai, Guangzhou and Shenzhen) prefer high-end products, while some second tier cities prefer goods that tagged with lower prices. The opening of Bright LED showroom in Taiwan is another new sales pattern, where we display our products and welcome publics, designers and distributors to shop and get their needs altogether with one stop. In recent years, Bright LED had transformed from processing factory into foreign investment company with factories and production lines standing by. We are ready to penetrate markets through local dealers. Every market has its own preference and uniqueness. We value each single market, listen to its needs, and provide the most suitable solution combing with systematic integration. Eventually, LED industry will and must become innovative industry and create infinite value to the world.

