

SUNFLY SOLAR TECHNOLOGY

陽昇綠能科技



台南市仁德區義林路 256 巷 168 號

T +886-6-2490688

F +886-6-2498139

E com.sunfly@gmail.com

www.sunfly-solar.com

SUNFLY. THE RISING STAR OF LIGHT GUIDING

Wang Yuan-Hong, manager of Sunfly Solar Energy, explain that "Daylight Tubular Device LED", or DTD, is using natural light as indoor luminary, by guiding sunlight indoor during daytime, power consumption of high wattage lightings during peak time can be dramatically dropped, while low wattage LED is been used nocturnally, with over 70% of electricity will be saved, compare with normal industrial halogen lightings, or 400W high pressure sodium lights that commonly used. What makes Sunfly feel proud about, is even though devoting to the field of DTD lately, rather than foreign competitors, the company is confident to tackle the problem of daylight lacking, by using embedded LED technology, and thanks to its special embedding technology, longevity of embedded LED is been extended, result in more economic efficiency.

GREEN ENERGY INTEGRATING PROJECT WITH PROPER PLAN

From a mother company that experts in compound constructing material, to a extended coating subsidiary branch, Sunfly Solar Energy was established under gradual development, hoping that combine products between the two, achieving application of green energy's integrating arrangement. Based on the original light guide material, that rather than conventional LED light bulbs, five circular LED have been introduced, to make sure that light guide, the primary usage will not be affected. The all-on-roof operation, meaning clients' work operation will not be suspended, due to installation and maintenance, as conventional lighting suffers from. When facing with various competitors, Sunfly can still holds its market share, chiefly because the independent production line of Physical Vapor Deposition (PVD), resulting reflection panel material with better quality (98.5% of reflection rate), but lower cost. Every single square inch of sunlight can be used in maximum, to compete against Chinese manufacturers' low-price strategy.

INNOVATIVE PRODUCTS

Besides participating exhibitions, Sunfly can usually be seen inside industrial parks, seeking for any potential buyer, as well as collecting intelligences that how to make the product more refined. Light guide material, as implied by name, it is mainly powered by light, any circumstances, including lack of daylight due to climate, or shadow from any shelter, will significantly affect light guide LED. One thing Sunfly did noticed, that some clients' buildings are not built inside industrial parks, but urban area that full of tall buildings, even so, giving up potential buyers, because suffer from sunlight lacking is not an option for Sunfly. In order to sort out this problem, a new system has been developed, called (Constant Light System), it operates by sensing outer sunlight, automatically adjust the brightness of embedded LED, resulting brightness inside the building

maintained. Unwilling to accept that light guide can only be used in lighting, Sunfly is devoting to new product's development. For instance, the energy consumption can be more efficient, by assistance of battery; or by combining with exhaust fan, integrating with Ambient Assisted Living, making the space more flexible to use. However, since combining with battery will raise the cost on production, as well as maintenance, while water vapor that inhaled by exhaust fan will affect PVD, these theories are still in the stage of testing, but may be doable.

CHALLENGES FROM THE ENVIRONMENT

Cheng Po-Chien, the section manager, analyze that governments are paying more attention on solar photovoltaic energy. Take Tainan, the low-carbon city as an example, its low carbon city's autonomous regulation is still mainly fit for solar photovoltaic energy, that subsidiary for other solar power products are relatively less. Moreover, since light guide products are installed on roof top, as well as solar panels, governments' subsidy strategy is badly crumple the market of light guide, making it harder to promote. The reality, however, light guide is actually more doable in middle-south region of Taiwan. Besides governmental policies, another issue is that Taiwanese manufacturers are less acceptable with newer technologies, in current stage that more matured solar photovoltaic energy, as an alternative, most people will still prefer a more conservative way, rather the later light guiding. Even though by actively participate exhibitions around the world, sales numbers were below expectation since it was launched in 2013, making Sunfly turn its attention to Southeast Asia. But why not China, which has a healthy market of 1.3 billion citizens? It is mainly because of dangerous commercial environment, that besides intellectual property's issue from imitation, foreign merchandisers are usually face with market barriers and unfair limitation, as well as difficulties in getting intelligence, due to Internet monitoring policy, therefore, Mainland China is currently not in the future plan.

OPPORTUNITY AWAITING

In recent years, various manufacturers sets OEM factories in Asian countries, in order to pursue high margin, as well as low cost, in this case, with an friendly environment, Southeast Asia is the most ideal choice. Having highly interest of this market share, Sunfly is also endeavoring to devote this market. Take Vietnam, as an example, once clients notice bargains, friends and families will come together for the product, in other words, once the manufacturer can be satisfied, that penetrating markets in this region is not difficult. Therefore, Sunfly is on the plan that advancing on Southeast Asia by introductory offering, ready to seize the market of this undeveloped market. Solar-power light guiding is an industry that just taking off, Taiwan and Asian countries are located in

tropical and subtropical zone, having sunlight that never drain off, if one can introduce natural sunlight straight into buildings, it will be more efficient, rather than electricity generated by solar energy, and then reuse. It is believed that in the future, solar-power Daylight Tubular Device by Sunfly, will become the index of next generation's power saving luminary.

