



# Provider of display and intelligent control solutions

## Company & Product Introduction

Small appliances Household appliances Smart home Industrial automation Power equipment Automotive electronics

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- **1. Company Overview**
- **2. Development history**
- **3. R&D Design Center**
- **4. Manufacturing centers**
- **5. Main products and display**
- **6. Corporate Honors**
- **7. Key partners**
- **8. Business outlets**



# 1>About HUA XIAN



## Company Profile

- Founded: 2015
- Registered capital: 10 million (RMB)
- Number of employees: 138
- R&D staff: 45
- Enterprise nature: private

Huaxian Photoelectricity Technology, is a professional provider of display and intelligent application solutions.

We are committed to bringing screen vision and intelligent human-computer interaction to every relevant enterprise, and constructing the universal intelligence of production and life.

Huaxian has always centered on the customer, creating value for customers through innovative and practical products, including:

Products and services such as display module (LCM), control motherboard, IOT electronic display labels, Android board, HMI etc., get the recognition and strategic cooperation from Alibaba, Haier, Hisense, Midea and other customers.

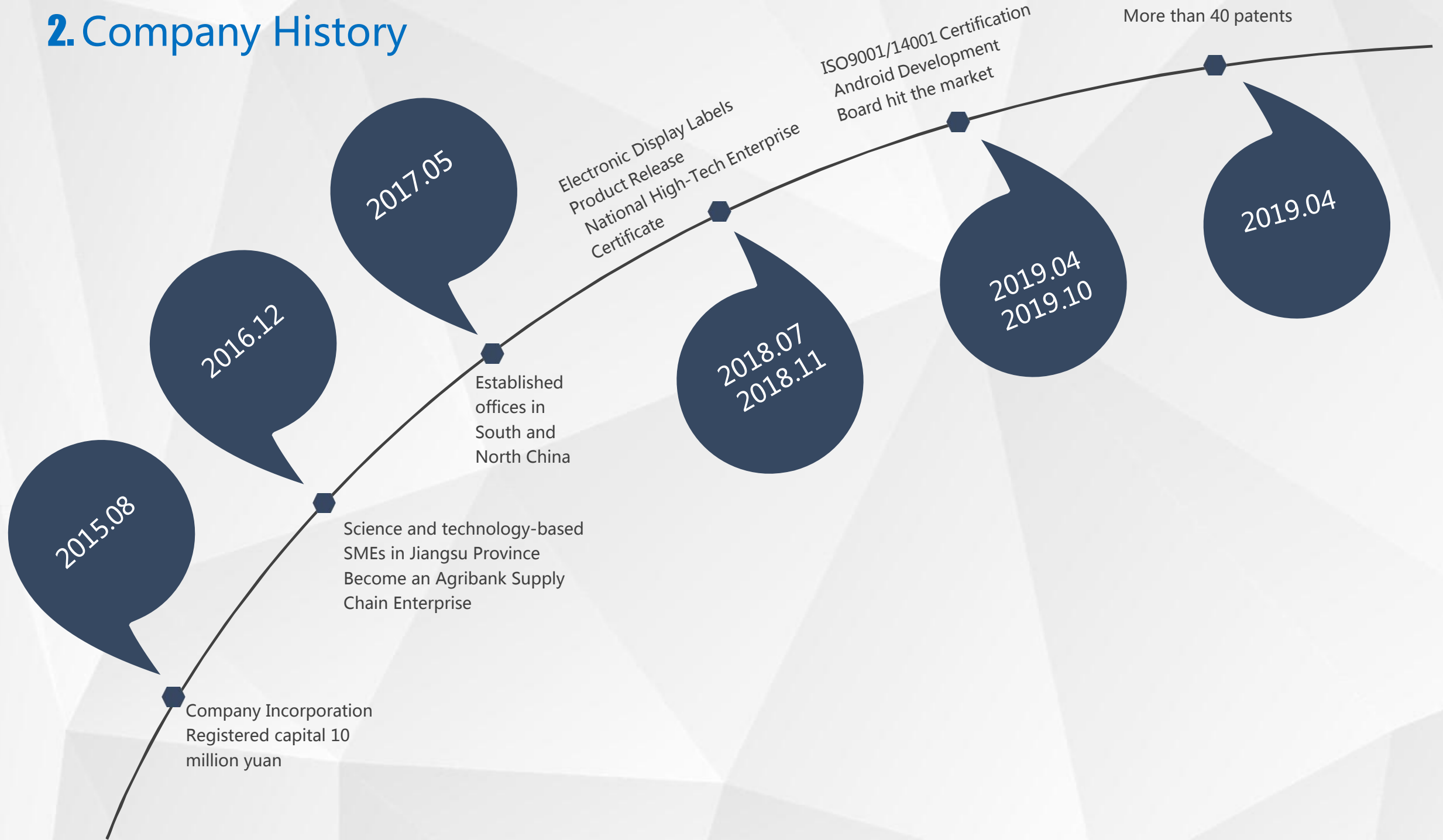
Huaxian Photoelectric Technology advocates openness, cooperation and win-win, and cooperates with business partners to innovate and expand the value of products and industries.

Huaxian adheres to the combination of technological innovation and market demand, and has gradually evolved into a product development model of standard products and customized, cutting-edge products and cost-effective products simultaneously developing.

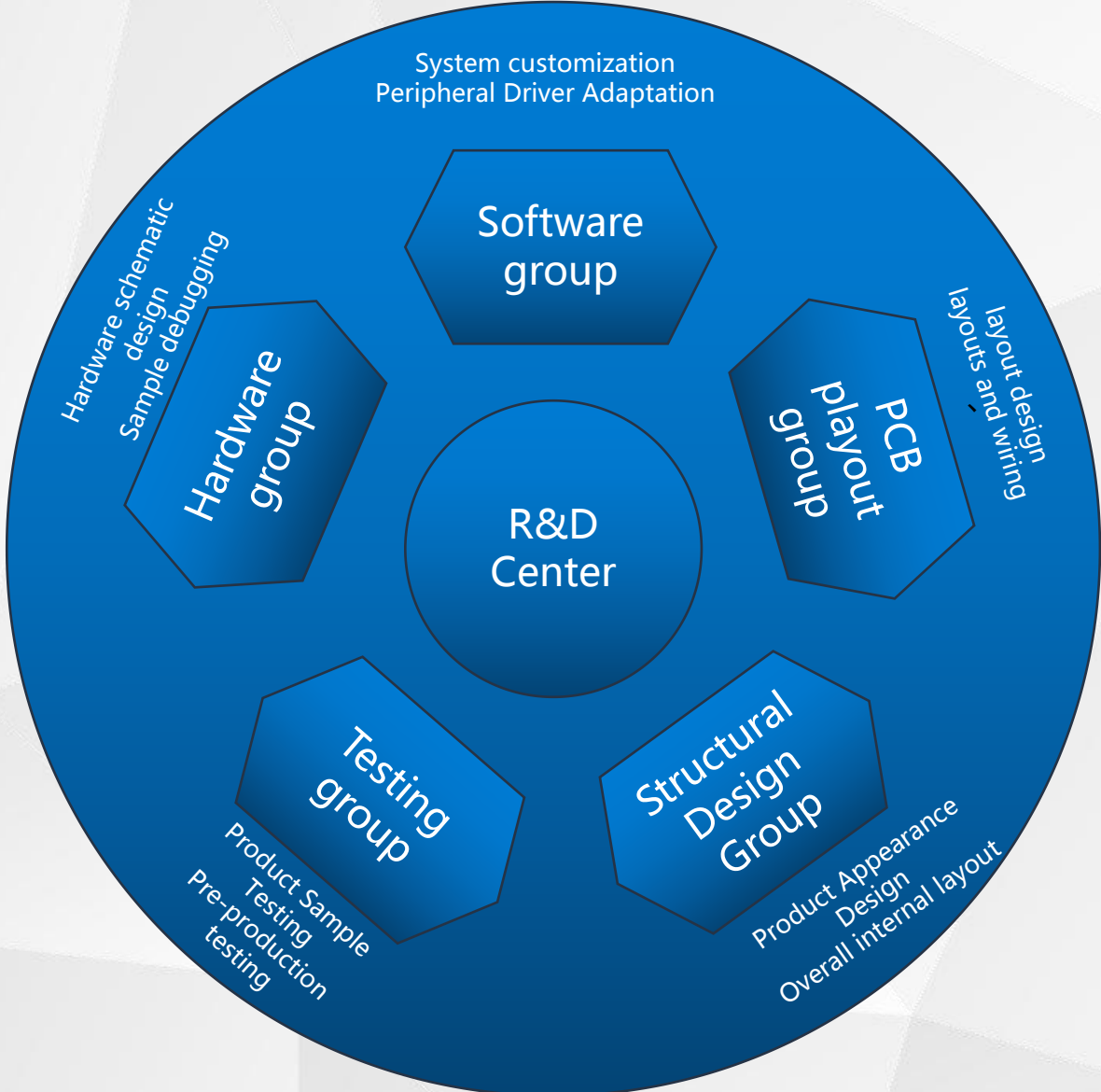
So far, Huaxian has obtained more than 40 patents at home and abroad, and serves the majority of industrial enterprises.



## 2. Company History



### 3. R&D design centre



Huaxian Photoelectric Technology has always attached great importance to technological innovation, with a strong capacity for independent innovation, the main product technology has reached the domestic advanced level. Over the years, through the accumulation of R & D personnel, Huaxian Photoelectric Technology has cultivated an excellent R & D team, including hardware group, software group, PCB Layout group, structural design group and product testing group, which can provide a complete set of control board solutions from auxiliary scheme selection, principle design, to driver debugging, application layer convergence.



# 3.1 Product development-design flow



Identify needs  
Periodic inspection

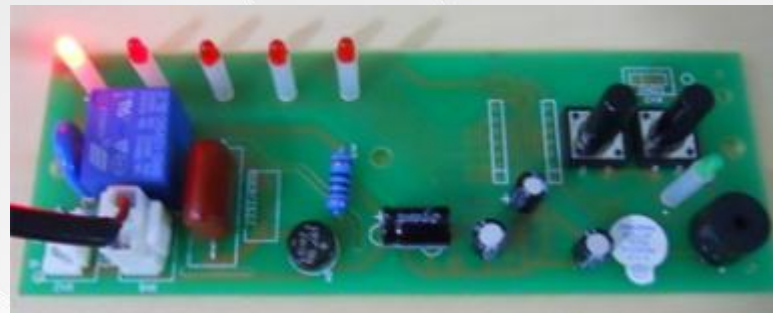
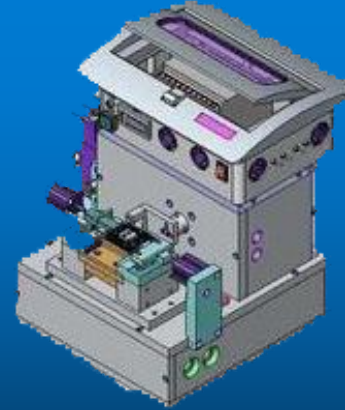
pre-development  
Periodic inspection  
First sample development

testing  
Periodic inspection

redirect to mass production area  
Periodic inspection  
Sample confirmation

Mass production test confirmation  
Arrange for mass production  
Product Shipping

## 3.2 Product development-Sample identification system



## 4. Manufacturing Center

Huaxian photoelectric technology has a 4,000 square meters of class 1,000 clean workshop, established a comprehensive management system covering research and development, procurement, production, sales and service links.

The company has passed the ISO9001:2008 quality management system certification, ISO14001:2004 environmental system certification, and introduced its own ERP management system, providing customers with timely, low-consumption, reliable and efficient display and control solutions products.

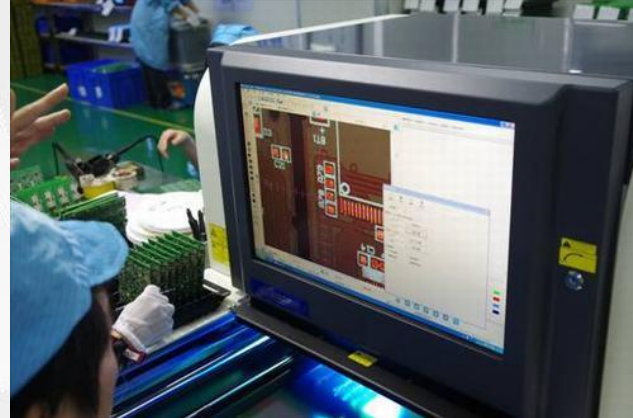




# 4.1 Manufacturing Center-Test and Inspection Instruments

## Advanced testing and analysis equipment

SPI Solder Paste Tester | AOI Optical Tester | X-Ray Tester | High Temperature Aging Workshop | Aging Monitoring System





Huaxian Photoelectric Technology's advanced testing and analysis equipment is a strong guarantee for the production of excellent control board products, including SPI solder paste detector, AOI optical detector, X-Ray detector, high temperature aging workshop, aging monitoring system and other testing and analysis equipment, are using first-class brands, both the accuracy and breadth of the test, in the industry are at the forefront of the level.

# 4.2 Manufacturing Center- Quality Management System

In 2016, we passed the quality & environmental management system certification.





### 质量管理体系认证证书




证书号: 10119Q13823805

授 予  
**昆山市华显光电科技有限公司**  
组织机构代码证/统一社会信用代码: 91320482469254811  
地址: 昆山开发区夏阳路199号 邮编: 215300

北京中联天润认证中心 (ZLTR) 证明  
上述组织的质量管理体系已经评审并符合  
GB/T19001-2016 / ISO9001:2015 质量管理体系标准适用条款的要求

认证/注册范围  
LCD、LCM、OLED 屏幕的设计研发、生产、销售 (法规强制要求范围除外); 智能家居与电子标签智能控制系统软件开发、销售及售后服务; 软件开发、销售及售后服务

本证书认证范围与法律及有效的法规标准的要求一并使用, 该要求包括但不限于行政许可、资质范围及CCC要求等, 证书有效期内管理体系持续符合质量管理体系标准要求的运行条件下, 认证有效期为三年, 自2019年04月10日至2022年04月09日  
本证书的有效性须经中联天润通过定期的监督审核确认保持。  
本证书信息可在中心网站 (<http://www.zltr.com.cn>) 查询



**北京中联天润认证中心**  
地址: 朝阳区望京街4号 邮编: 100022 电话: 010-65011000  
WWW.ZLTR.COM.CN



### 环境管理体系认证证书

证书号: 10119E21681R05

授 予  
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LCD、LCM、OLED 屏幕的设计研发、生产、销售 (法规强制要求范围除外); 智能家居与电子标签智能控制系统软件开发、销售及售后服务及其场所所涉及的环境管理相关活动

本证书认证范围与法律及有效的法规标准的要求一并使用, 该要求包括但不限于行政许可、资质范围及CCC要求等, 证书有效期内管理体系持续符合环境管理体系标准要求的运行条件下, 认证有效期为三年, 自2019年04月10日至2022年04月09日  
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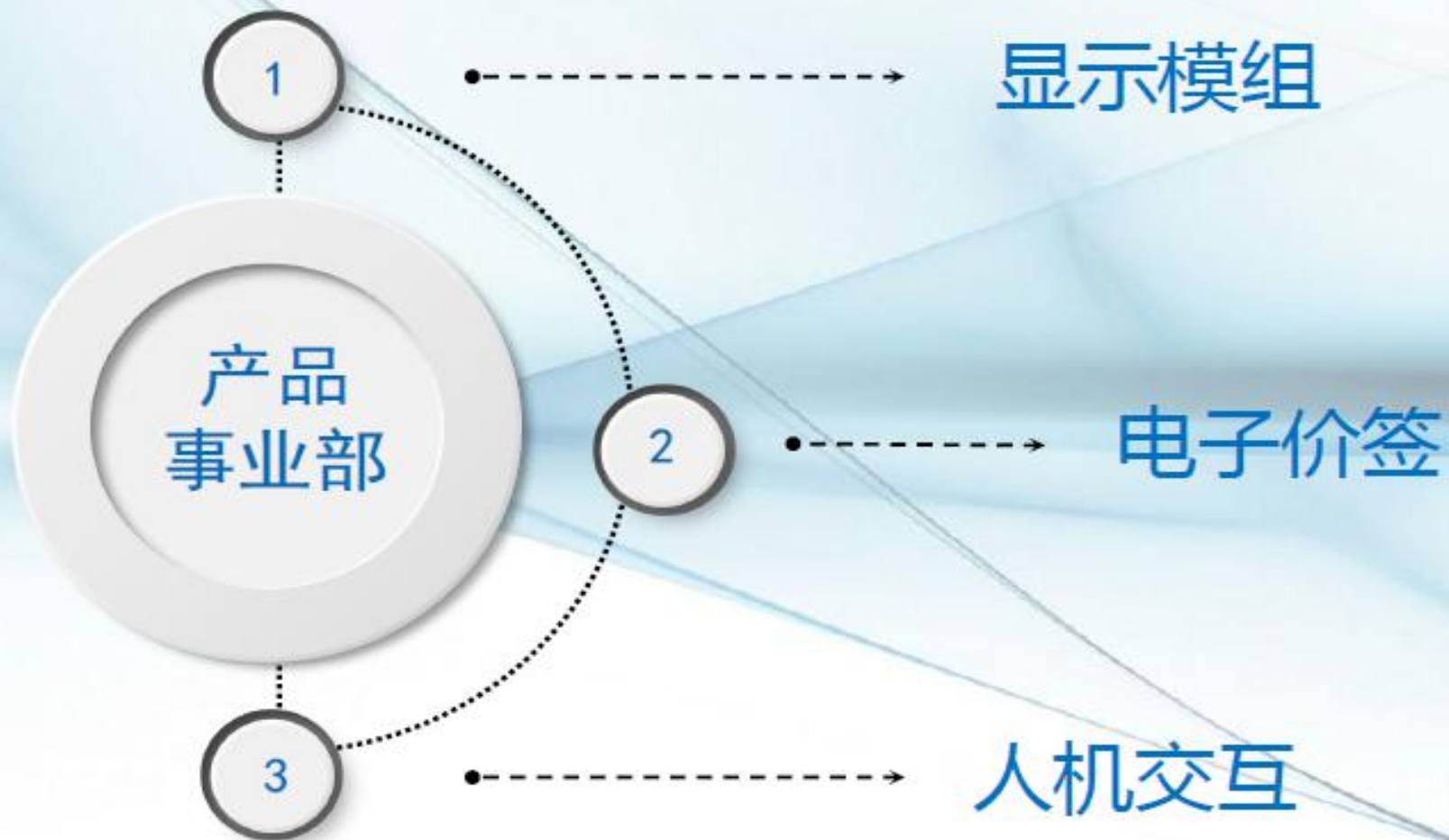




# 5. Main products

公司产品 Company Product

显示模组 Display Module  
电子价签 Electronic price tag  
人机交互 human-computer interaction  
产品事业部 Product Business Department







# 5.1 Main products-Display Module

公司产品 Company Product



display module





# 5.1.1 Main products-Display Module

## LCD Module Process Workshop



Monthly Capacity (In PCS) :

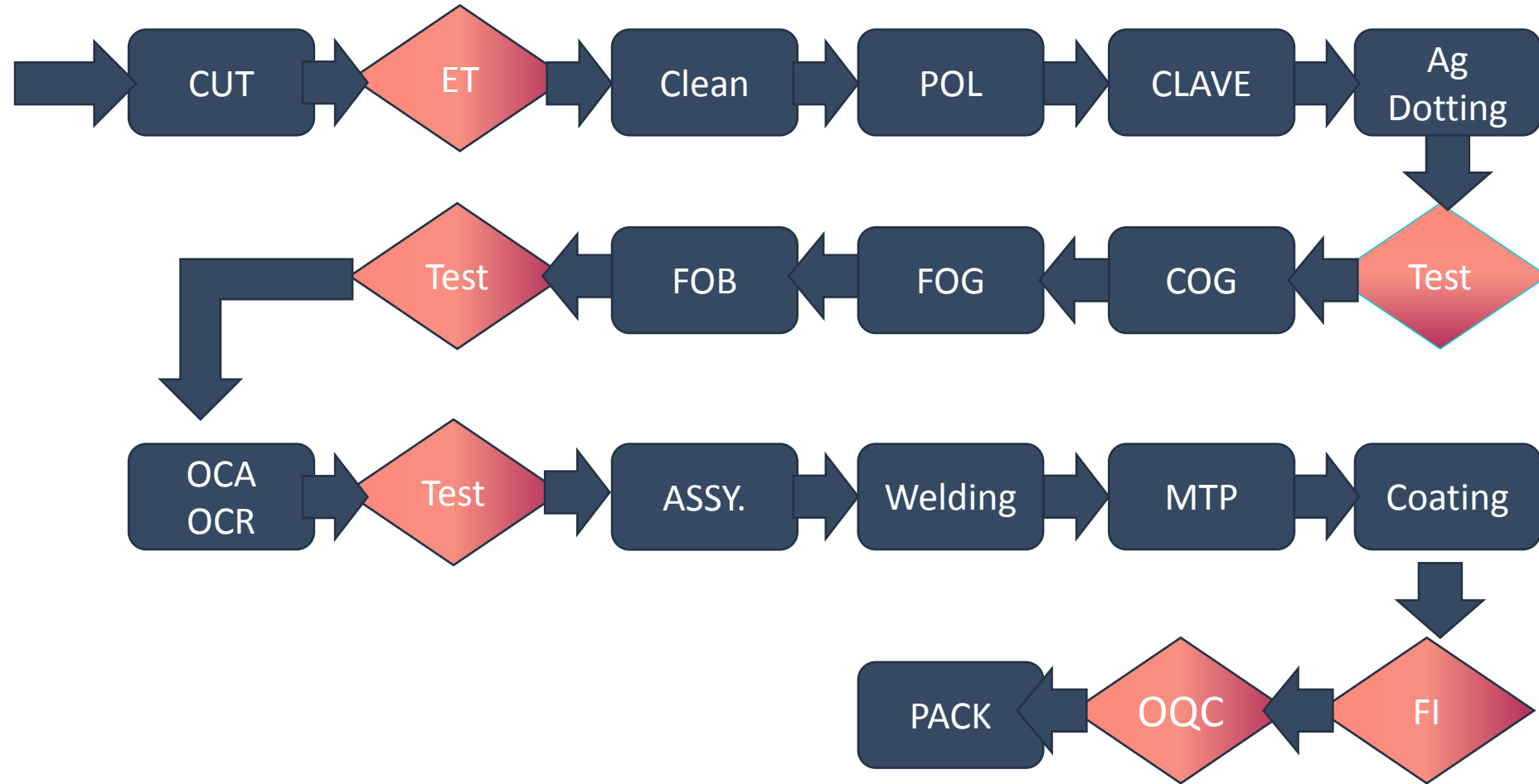
2,000,000



## 5.1.2 Main products-Display Module

### Production flow

TLCM Production Technology Flow :





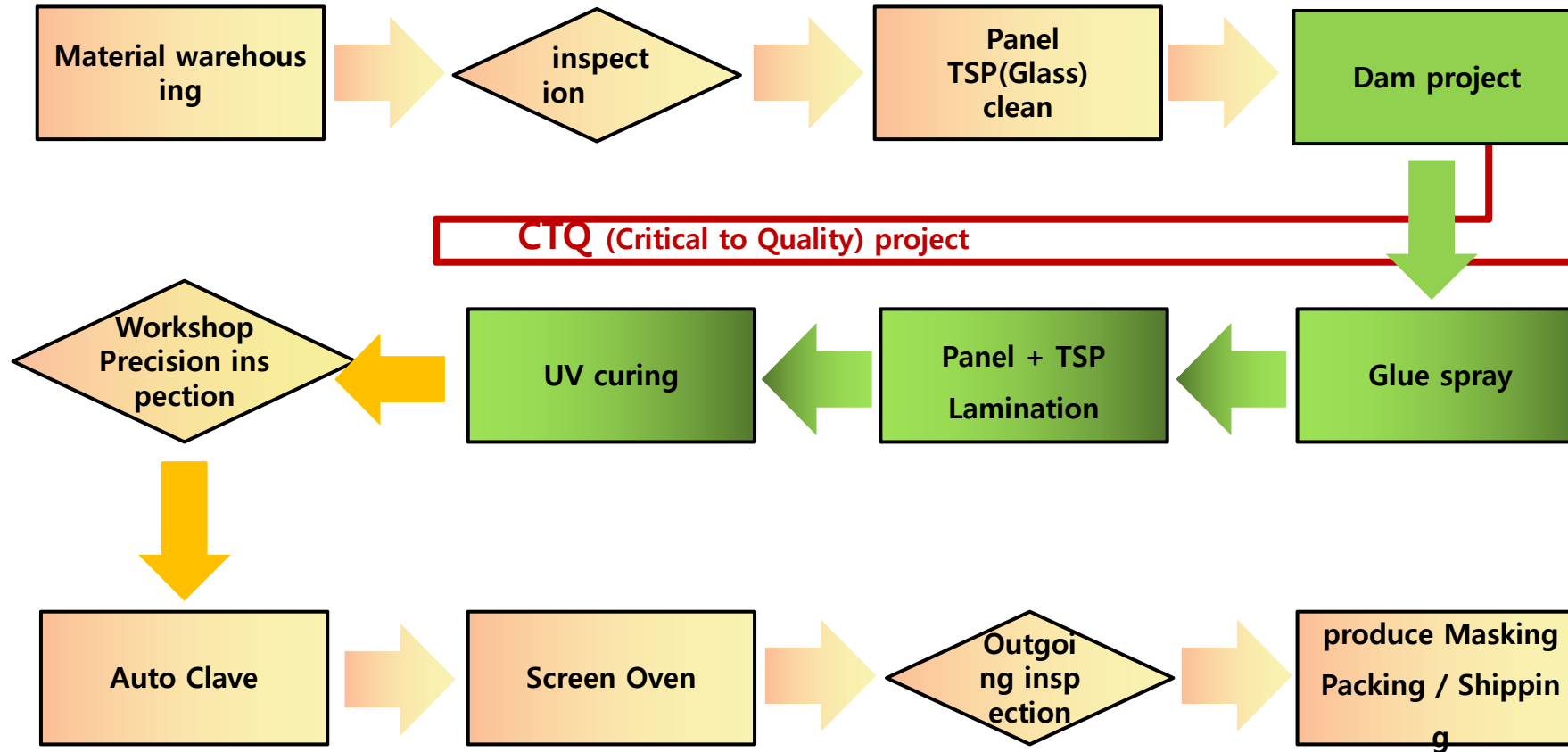


## 5.1.3 Main products-Display Module

# Production flow



### Optical Bonding Production Technology Flow : OCR



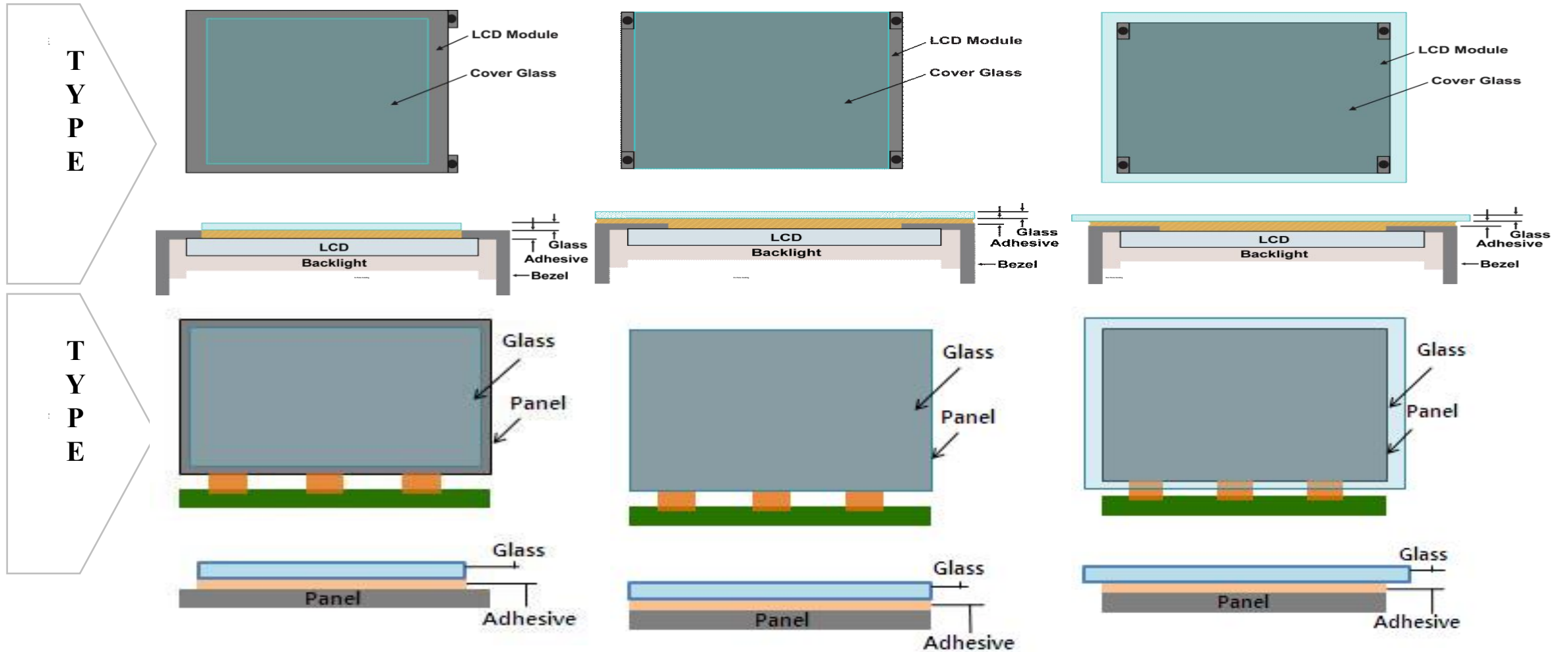


# 5.1.4 Main products-Display Module

## Production flow -technology

Excellent bonding ability for COVER ( Glass , Plastic , Touch Panel ) with various materials.

Meet the diversity of product DESIGN



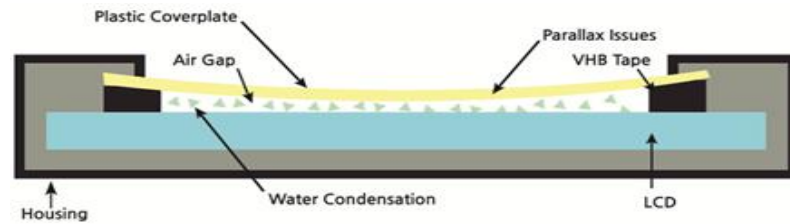


## 5.1.5 Main products-Display Module

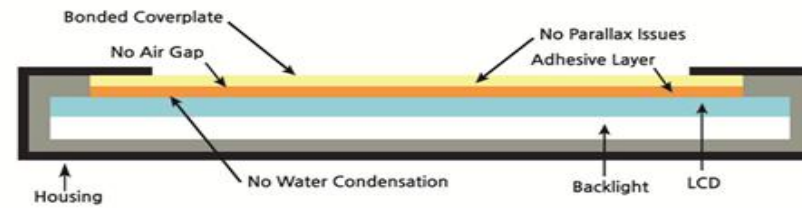
# Production flow-technology

OCR full bonding equipment and processes:

### 光学贴合 (Optical Bonding)



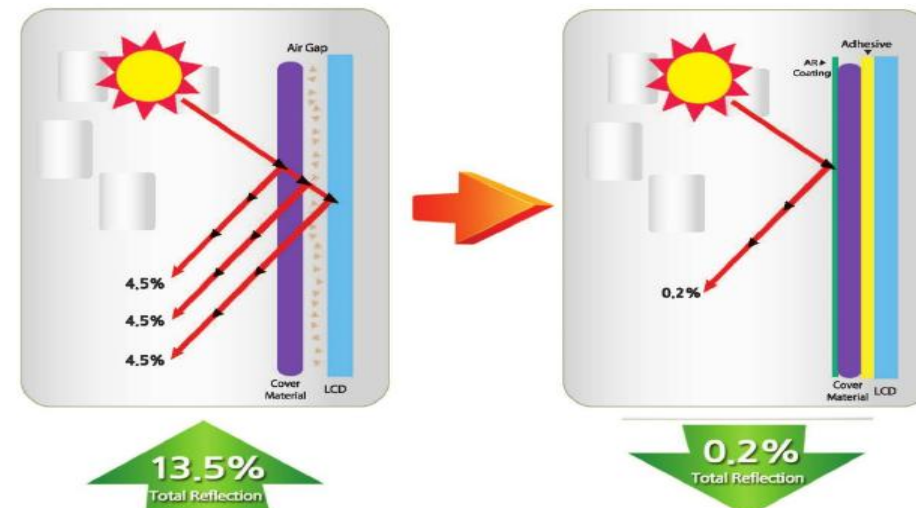
Original



DMK Optical Bonding

### Full bonding product benefits

- Outdoor readability increased to 400%
- Ensuring a wide viewing angle
- High resistance to stains, scratches and moisture
- Thin and light display design
- Vibration resistant, temperature rise durability
- Increased impact resistance up to 300%

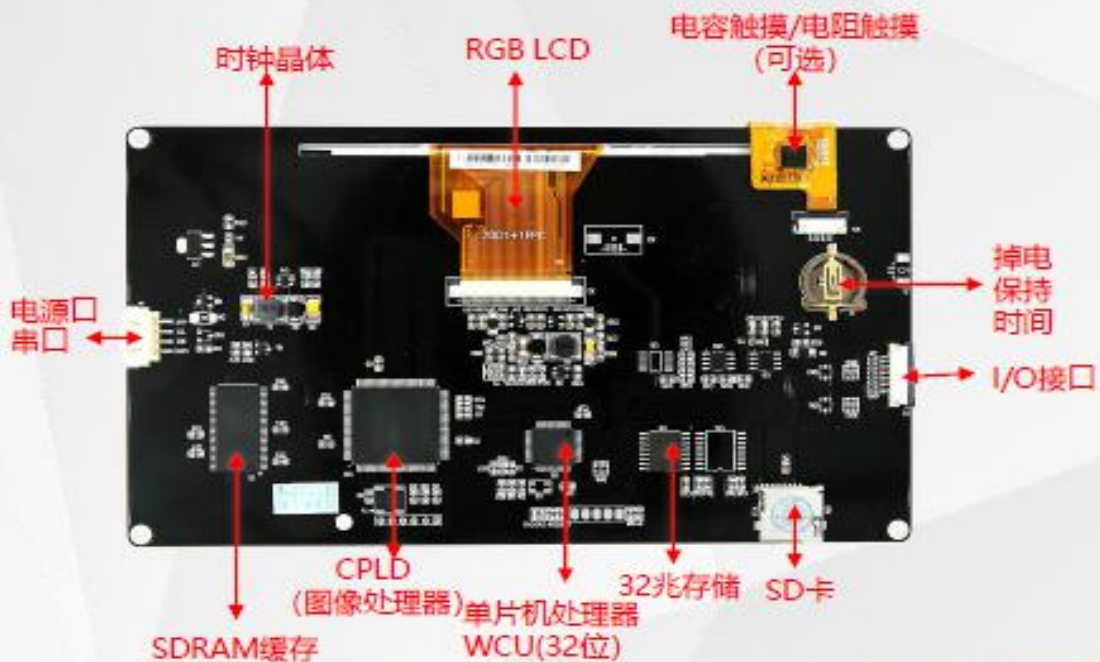






# 5.1.6 Main products-Display and control product application case

## 商业显示



商业显示 Commercial displays  
 主控: 32位MCU单片机处理器 Master control: 32-bit MCU processor  
 操作系统: SCADA Operating System: SCADA  
 缓存: 512MB SDRAM(1 GB可选) Cache: 512MB SDRAM (1 GB optional)  
 存储器: 32MB Memory: 32MB

主控: **32位MCU**单片机处理器  
 操作系统: SCADA  
 缓存: 512MB SDRAM(1GB可选)  
 存储器: 32MB





# 5.1.7 Main products-Display and control product application case



Global famous brand\*\* coffee machine control panel project-  
HUA XIAN customized products











# 5.1.9 Main products-Display and control product application case

## 共享产品



CPU: 全志A33 四核A7 1.4GHz  
 操作系统: Android4.4/Linux  
 内存: 512MB DDR3  
 内置存储: 4GB EMMC  
 产品应用: 净水机



CPU: 全志A33 四核A7 1.4GHz  
 操作系统: Android4.4/Linux  
 内存: 512MB DDR3  
 内置存储: 4GB EMMC  
 产品应用: 智能体脂秤

共享产品 Shared Products

CPU:全志A33 四核A7 1.4GHz	CPU:Quanzhi A33 Quad-Core A7 1.4GHz
操作系统: Android4.4/Linux	OS: Android 4.4/Linux
内存: 512MB DDR3	Memory: 512MB DDR3
内置存储: 4GB EMMC	Built-in storage: 4GB EMMC
产品应用:净水机	Product Application:Water Purifier

CPU:全志A33 四核A7 1.4GHz  
 操作系统: Android4.4/Linux  
 内存: 512MB DDR3  
 内置存储: 4GB EMMC  
 产品应用:智能体脂秤

CPU:Allwinner A33 Quad-Core A7 1.4GHz  
 OS: Android 4.4/Linux  
 Memory: 512MB DDR3  
 Built-in Storage: 4GB EMMC  
 Product Application:Intelligent Body Fat Scale





# 5.1.10 Main products-Display and control product application case



郑州君达仪器仪表有限:



## 无需改造 轻松实现智装升级

采用国标 86 底盒设计, 可直接替代传统开关, 无需改造墙面或者重新布线, 轻松替换, 普通电工都能搞定, 安装就像装普通开关一样轻松简单。



无需改造 No modification required

轻松实现智装升级 Easy upgrades to Smart Suit

采用国标86底盒设计, 可直接替代传统开关, 无需改造墙面或者重新布线, 轻松替换, 普通电工都能搞定, 安装就像装普通开关一样轻松简单。

Adopting GB 86 bottom box design, it can directly replace the traditional switch, no need to modify the wall or re-wiring, easy replacement, ordinary electricians can deal it, installation is as easy and simple as installing an ordinary switch.



# 5.1.11 Main products-Display and control product application case



施安,人脸识别摆闸  
Shi'an, face recognition swing gate

施安人脸识别摆闸



一键起飞/降落模式

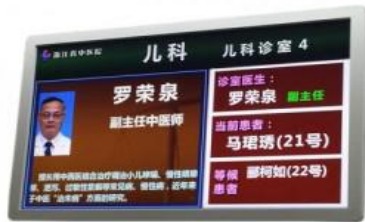
One-touch takeoff/landing mode

新手也可以通过遥控或APP实现一键起飞/降落

Newbies

can also take off/land it with one touch via remote control or app

新手也可以通过遥控或APP实现一键起飞/降落



直流广告桩DC  
Billboard Post



40\60\80\90\120\160KW 直流广告桩



## Hua Xian Model List (TFT)

Type	Size	Model	Resolution	AASize	Dimension(mm)	Display mode	Perspective Orientation	Interface mode	Brightness (cd/m2)	IC	Note
TFT	0.96"	1724B	80*(RGB)*160	10.8*21.696	13.5*28.05*1.5	NB	ALL	4-SPI	120 Typ	ST7735S	
	1.44"	19372A	128*(RGB)*128	25.5*26.5	29*34.4*2.25	NW	12 o'clock	4-SPI	200 Typ	ST7735S	
	1.77"	19373A	128*(RGB)*160	28.03*35.04	33.2*42.8*2.3	NW	12 o'clock	MCU 8-bit	200 Typ	ST7735S	
	2.4"	19124A	240*(RGB)*320	36.72*48.96	39.92*57.36*1.95	NB	ALL	4-SPI	200 Typ	ST7789V	
		19124B	240*(RGB)*320	36.72*48.96	39.92*57.36*1.95	NW	6 o'clock	4-SPI	200 Typ	ST7789V	
	2.8"	19008A	240*(RGB)*320	43.2*57.6	50.0*69.2*2.3	NW	12 o'clock	MCU 16-bit	250 Typ	ST7789V	
		19049A	240*(RGB)*320	43.2*57.6	50.0*69.2*2.3Max	NB	ALL	MIPI	200 Typ	JD9852	
	3.5"	19413A	320*(RGB)*480	48.96*73.44	54.48*84.71*2.25	NW	12 o'clock	MIPI	200 Typ	ILI9488	
		19135B	320*(RGB)*240	70.08 * 52.56	76.9*63.9*3.15	NW	12 o'clock	MCU 24-bit	300 Typ	NT39016D	
	3.97"	19397A	480*(RGB)*800	51.84*86.4	57.14*96.85*2.09	NB	ALL	LVDS	250 Typ	ST7701S	
	4.3"	18097A	480*(RGB)*272	95.04*53.856	105.5*67.2*4.05	NW	12 o'clock	MCU 8-bit	350 Typ	ST7282	
		19543A	800*(RGB)*480	95.04*53.856	105.5*67.2*2.9	NB	ALL	MCU 24-bit	380 Typ	HX8264D03	
		20317A	480*(RGB)*800	56.16*93.6	60.96*104.5*1.7	NB	ALL	MIPI	400 Typ	ST7701S	
		20326A	480*(RGB)*800	95.04*53.856	105.5*67.2*3.0	NW	12 o'clock	RGB	280 Typ	NV3047	
	5.0"	20311A	720*(RGB)*1280	62.1*110.4	64.7*118.6*1.6	NB	ALL	MIPI	400 Typ	ST7703	
		19050A	720*(RGB)*1280	62.1*110.4	64.8*118.63*1.55	NB	ALL	MIPI	300 Typ	ILI9881C	
	6.86"	18117A	480*(RGB)*1280	60.22*160.59	66.6*181.0*6.06	NB	ALL	MIPI	600 Typ	EK79030	
		20302A	448*(RGB)*1280	56*160.59	66.41*177.19*6.08	NB	ALL	MIPI	200 Typ	ICN9706	
	7"	18107A	1024*(RGB)*600	154.21* 85.92	164*97*2.6	NB	ALL	MIPI	320 Typ	EK79007AD/EK73217BCGA	
		19317A	800*(RGB)*480	153.84*85.632	164.8*100*3.5	NW	6 o'clock	MCU-24bit	300 Typ		
		20327A	1024*(RGB)*600	154.08*85.92	164.86*99.96*3.5	NW	6 o'clock	RGB	250 Typ	EK9716/EK73002	
	8"	18128A	800*(RGB)*1280	107.64*172.224	114.6 x 184.1 x2.6	NB	ALL	MIPI	250 Typ	ILI9881C	
		18344B	800*(RGB)*1280	107.64*172.224	114.6 x 184.1 x2.5	NB	ALL	MIPI 4 lane	350 Typ	ILI9881C	
		19483A	800*(RGB)*1280	162*121.5	183*141*5.6	NB	12 o'clock	RGB	350 Typ		
	10.1"	18101A	800*(RGB)*1280	135.36 × 216.58	143*228.6*2.6	NB	ALL	MIPI	280 Typ	JD9364	
		19375A	800*(RGB)*1280	135.36* 216.58	143*228.6*2.6	NB	ALL	MIPI	300 Typ	ILI9881C	
		19421A	800*(RGB)*1280	135.36* 216.58	143*228.6*2.6	NB	ALL	MIPI	280 Typ	JD9365	
	13.3"	19479A	1920*(RGB)*1080	293.76*165.24	300.56*187.77*3.0	NB	ALL	eDP	800 Typ		
	15.6"	18156A	1920*(RGB)*1080	344.16*193.59	359.5*223.8*3.2	NB	ALL	eDP	800 Typ		
	21.5"	18215A	1920*(RGB)*1080	476.064*267.786	497.6*292.2*10.5	NB	ALL	LVDS	250 Typ		

# 5.2 Main products-HMI product

公司产品 Company Product

Human-Computer  
Interaction

人机  
交互



# HMI人机交互

HMI Human-Computer Interaction

**2.4" , 3.5"** 

可量产方案, 白色家电、小型充电设备;

Mass-producible solutions, white goods , small charging devices;

**4.3" , 5.0"** 

可量产方案, 小型/可移动充电设备、白色家电;

4.3" 工业级标品方案:  
HX48270KF043\_2011\_XX\_TC

Mass-producible solutions, small/portable charging devices, white goods;  
4.3" Industrial Standard Product Solution:  
HX48270KF0432011 XX TC

**7.0"** 

中大型交直流充电桩;

7.0" 工业级标品方案:  
HX80480KF070\_6011\_XX\_TC

Medium and Large AC/DC Charging Pile;  
7.0" industrial standard product solution:  
HX80480KF0706011 XX TC

 **8" , 10.1"**

工控机;

Industrial Controlling Computer

 **11.6" ,12.1"**

工控机等;

Industrial Controlling Computer etc. ;

 **13.3" , 15.6"**

广告机、快递柜等;

Advertising machines, courier cabinets, etc.;







## 5.3.1 Main products-Control Board Product Case

### Electric Blanket Controller

Operating voltage: 120VAC

Operating frequency: 60Hz

Load power: 180W



Function: three levels of control: heating power for high, medium and low.

Performance features: one key operation, half power start.

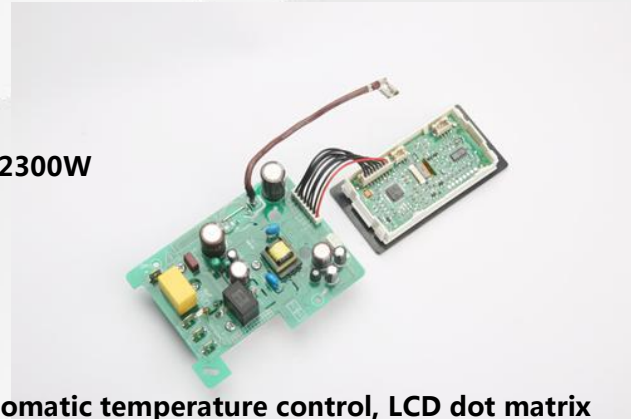
Timing function: Timing automatic shutdown function to ensure safety.

### Heater control panel:

Operating voltage: 158-264VAC

Operating Frequency: 50/60Hz Load Power: 2300W

Working temperature range: 0-60°C



Performance features: the heater adopts automatic temperature control, LCD dot matrix display, touch buttons.

Protection function: over-temperature protection, tipping power failure protection.

Expansion function: Wi-Fi control expansion function.

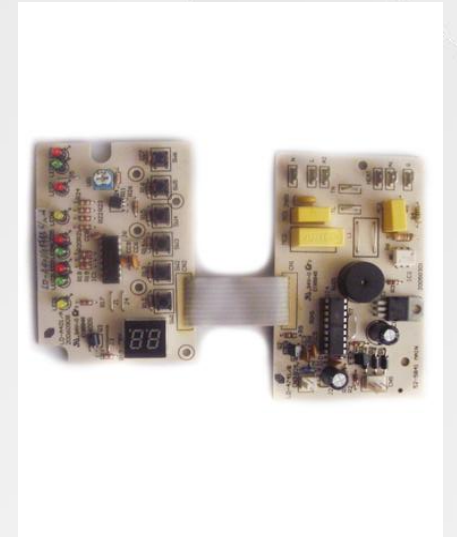
### Electric rice cooker control panel:

Control mode: contact control, touch control

Displaying:

LED display, digital display, LCD, VFD display

Linear heating, fuzzy temperature control



### Microwave control panel :

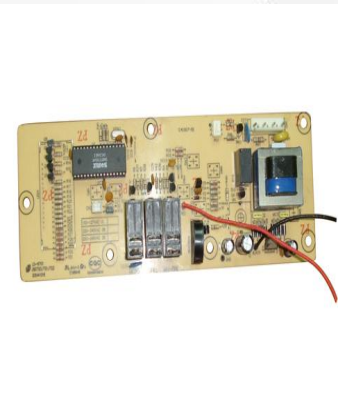
Control mode: touch button, dial control, menu control.

Display mode: LED display, digital screen display.

Function mode: microwave fire adjustment, grill fire adjustment, baking temperature

Multiple combination cooking modes, automatic defrosting by weight, multiple Preset, timing cooking function, buzzer and alarm.

Protection functions: child lock protection, door opening protection, automatic protection, etc.

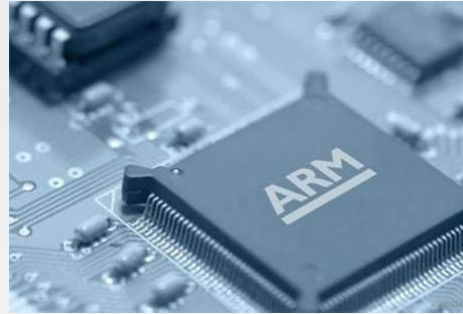




## 5.3.2 Main products-Android motherboard solutions

Hua Xian based on the ARM rack RK3288CPU Android motherboard program, supports 4K 10bits H265/H264 and 1080P video decoding, resolution up to 3840 \* 2160, can be widely used in :  
Smart home appliances (network televisions, etc.).  
Facial recognition gates ,  
Virtual Reality ,  
Vending machines, advertising machines ,  
Cash registers, artificial intelligence and other areas.

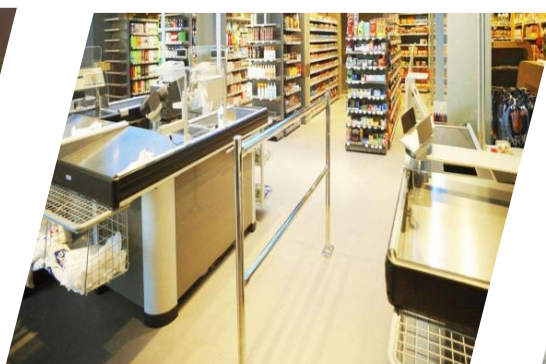
(Example of Huaxian Android 3288 motherboard shown on the right)



Hua Xian Android TV set solution adopts ANDROID 5.0 system and supports self-installation of APK files. Support online video playback, web browsing, online music, online games and other functions, Huaxian Android TV is more intelligent.



## 5.4.1 Main products - RFID product application scenarios



### Unmanned supermarket

Optimizing the shopping experience for consumers  
Deep integration of online and offline information access.

### Large supermarket

Connect online and offline information, while achieving real-time price control and operation optimization.

### Warehouse Racking

Improve warehouse precision distribution and sophisticated real-time data analysis and processing.

### Smart Pharmacy

Intelligent management technology is necessary to improve the quality and efficiency of business management.

### Fresh food supermarket

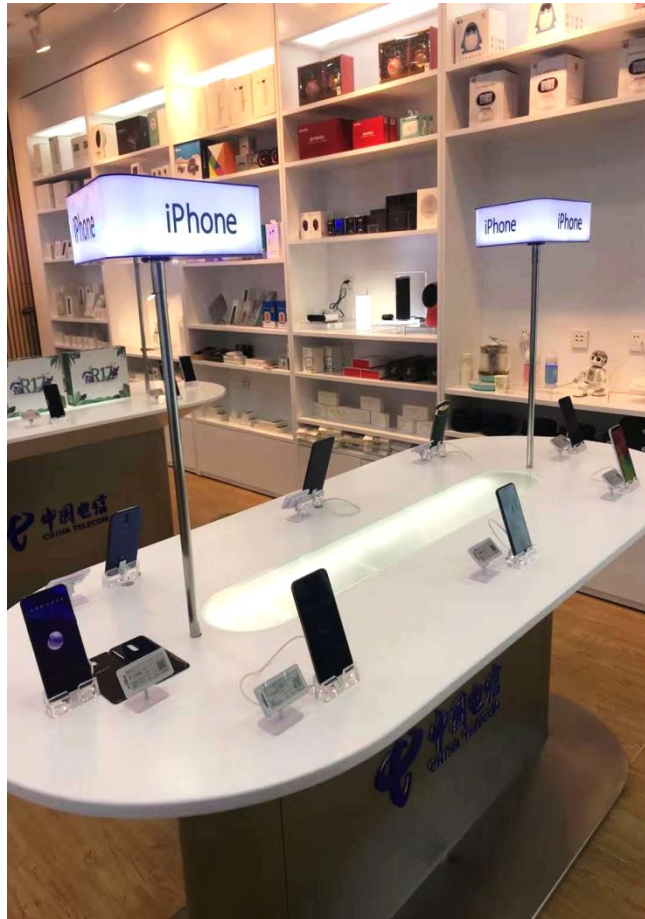
The same product at the same price online and offline, optimizing management processes and generating more interaction with consumers.





## 5.4.2 Main products-Electronic price tag product application scenarios

**Dixingtong**  
Electronic price tag system  
solution



**Hualian Supermarket**  
Electronic price tag system  
solution

**Association for the Promotion  
of Employment of Persons with  
Disabilities**  
Electronic price tag system  
solution



**COFCO Home / Box Fresh**  
Electronic price tag system  
solution



## 5.4.3 Main products-Technical advantages of electronic label products



### Complete product

#### size

Huaxian products cover 2.13-inch, 2.9-inch, 4.2-inch, 7.5-inch, 7.75-inch and other mainstream size segments.



### The host computer system is simple

The software interface is simple and straightforward, so that non-computer professionals can quickly grasp it, and the system's internal consumption of resources is small, which does not affect the normal operation of the computer.



### Strong base station communications

Hua Xian uses 433MHz/2.4GHz wireless communication technology, which has the advantages of long communication distance, anti-jamming ability and strong penetration.



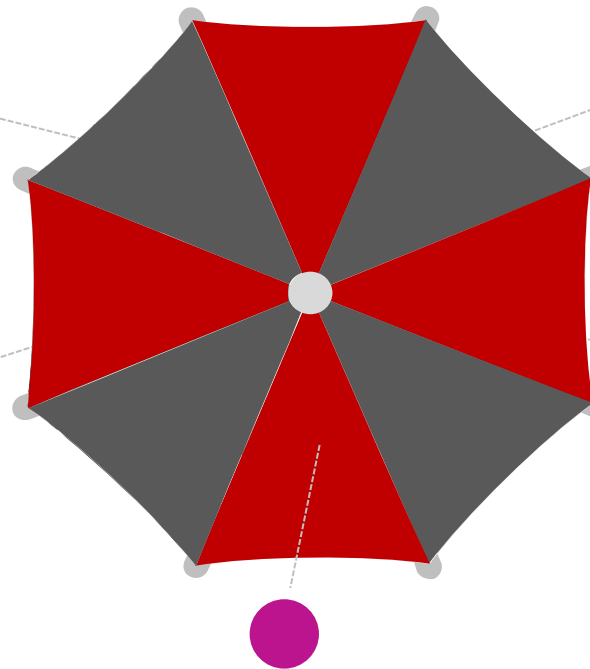
### Fast customer service response

After-sales service in a timely manner, 7 \* 12h to provide telephone, remote, video, door-to-door and other comprehensive technical support services, to solve customer worries.



### Full industry chain integration

According to the study of market demands and industry trends, Huaxian can provide partners with the whole industry chain of electronic price tag products and services, from system research and development, structure and mold design, to the development and production of core components.





# 6. Corporate Honors





## 7.Key partners





### HUA XIAN Business outlets

#### Beijing Branch

• 608, 6F, Tower A, Jintai International Building, No.11 Guangqu Road, Chaoyang District, Beijing, China

#### Kunshan Headquarters

• Headquarters address: 128 Chenghu Road, Kunshan Economic and Technological Development Zone, Jiangsu Province, China

#### Shanghai Branch

• No. 58, Fumin Branch Road, Chongming District, Shanghai, China

#### Shengzheng Branch

• 4F, Building 2, Internet Industry Zone A, Baoan District, Shenzhen, China

In order to embrace the huge demand of the market, on the basis of the headquarters in Kunshan, Beijing, Shanghai, Shenzhen branches were set up respectively, based on East China, radiation in North China, South China region developed economic circle, the future will be set up offices in the country's major regions, products gradually radiating the country, and actively layout of overseas outlets.



THANKS