



# 協禧電機股份有限公司 ADDA CORPORATION

## *Company Profile* *Ver4.0*



# Agenda

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- 1. Company Introduction**
- 2. QRA Introduction**
- 3. Fan RD Introduction**
- 4. Thermal Dept. Introduction**
- 5. Production Process & Plant tour**
- 6. Q&A**





# 1. Company Introduction



# 1-1. Company Milestone

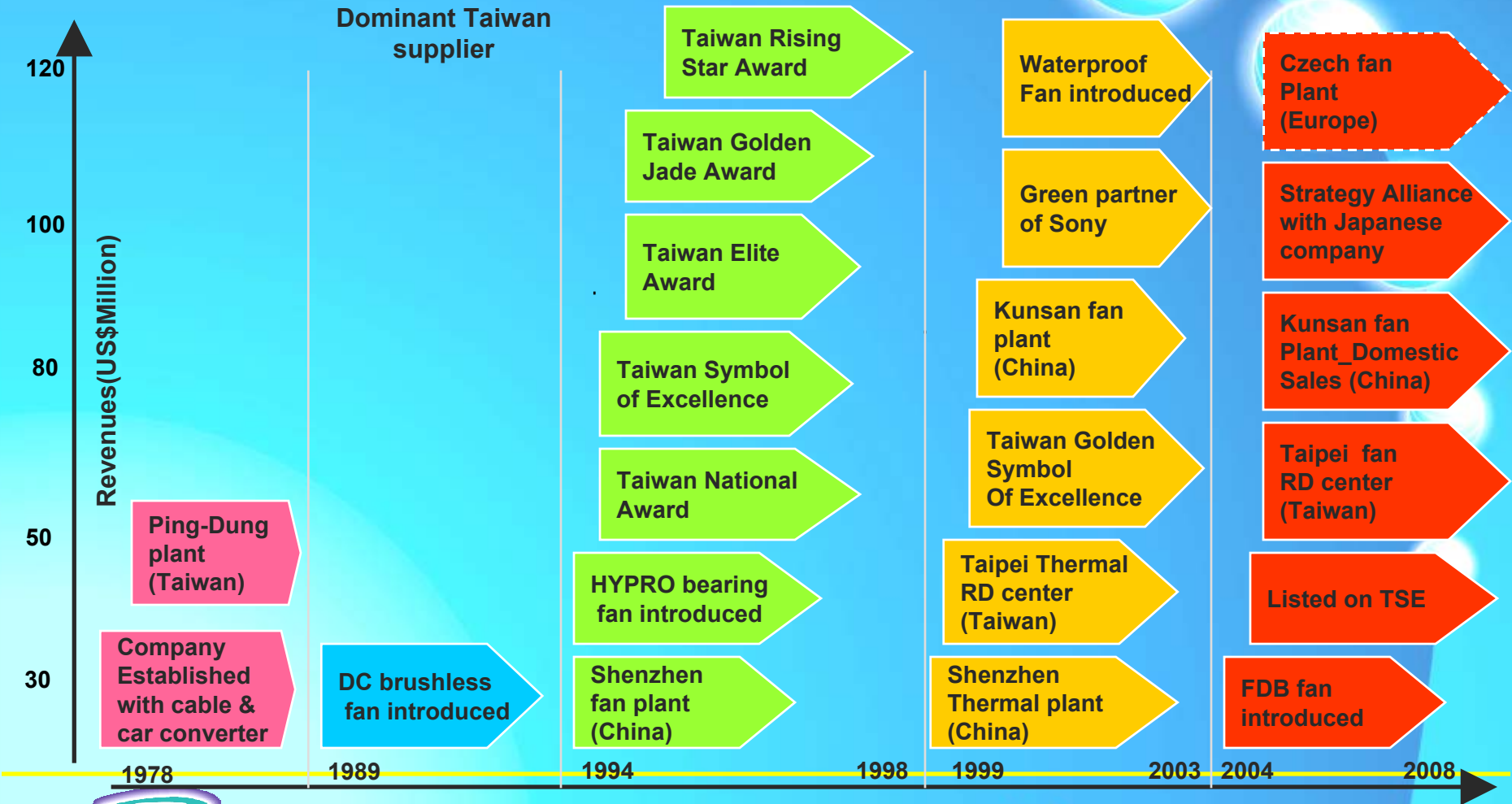


Originally a cable & car converter producer

Focus on the quality excellence strategy

Expand the Capacity in China

Embarked on globalization strategy

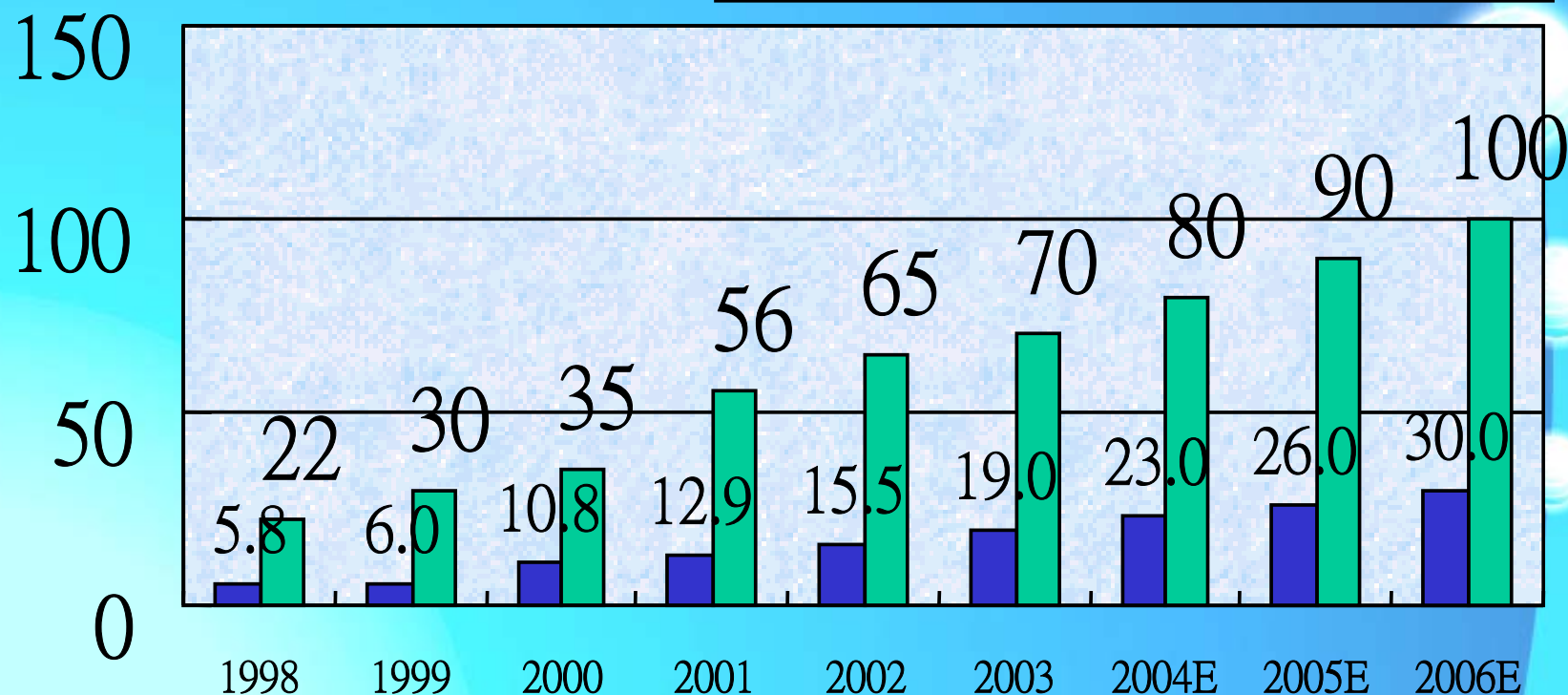


# 1-2. Capital / Sales



UNIT:US\$(Million)

Capital Turnover



# 1-3. Global Operation Network



- ★ HQ
- ☀ RD
- ▲ Production plant
- Sales office
- ⊕ Expandable Sales office



# 1-4. Factory Status



Capacity expand from 6,000K/M(2003) to 7,000K/M(2004)

Factory	Taiwan#1	Taiwan#2	China#1	China#2	China#3	China#4
Location	Ping-Tung	Taipei	Shenzhen	Shenzhen	Kunsan	Kunsan
Setup Year	1978	1998	1994	1999	2002	2004
Employee	300	40	1600	400	400	300
Plant Size	1,750m2	1,000m2	9,600m2	5,500m2	12,000m2	5,000m2
Products	Mini DC Fan N/B Fan	Thermal Module Cooler	DC/AC Fan VGA Fan	DC Fan Cooler Heat Sink	DC/AC Fan N/B Fan Cooler	DC/AC Fan
Monthly Capacity	1,200K 7 Lines	80K 2 Lines	4,000K 10 Lines	2,000K 8 Lines	1,000K 6 Lines	800K 6 Lines
Type of DC fan manufacturing	Back-end Assembly	N/A	Front-end manufacturing + Back-end assembly	Back-end Assembly	Front-end manufacturing + Back-end assembly	Back-end Assembly
Certification (Approved year)	ISO9002(1994) ISO9001(1995) QS9000(2000) ISO14001(2001)		ISO9002(1997) ISO9001(2002)	ISO9001(2002)	ISO9001(2003)	



# 1-5. China Experience



- Leveraging its mass production expertise, cost control management and China's low labor cost (which is running at 1/8 of Taiwan's), ADDA now operates the cost competitive fan plant in Shenzhen / Kunsan.
- Coming from the same Chinese culture and language background, ADDA finds itself in an advantageous position running a successful China operation.
- ADDA stands to reap the massive China market potential with its proprietary managerial know-how in China.



# 1-6. RD Equipment / System



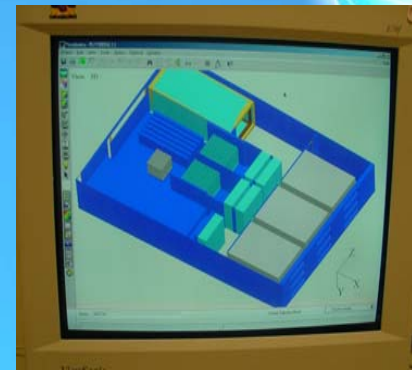
## A. Thermal R&D Lab (Taipei)



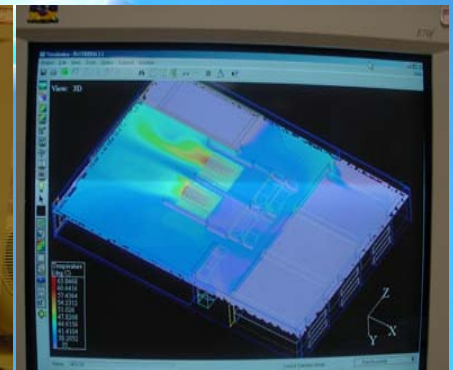
**Humi./Temp.  
Chamber**



**Wind Tunnel**



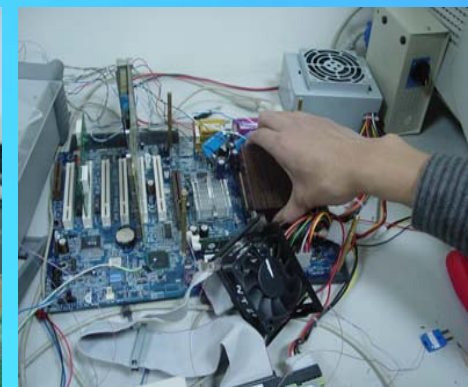
**Flotherm**



**IR**



**Pressure Simulator**



**Thermal Test**



**Data Logger**



# B1. Fan R&D Lab (PingTong HQ)



**CNC**



**Acoustic Chamber**



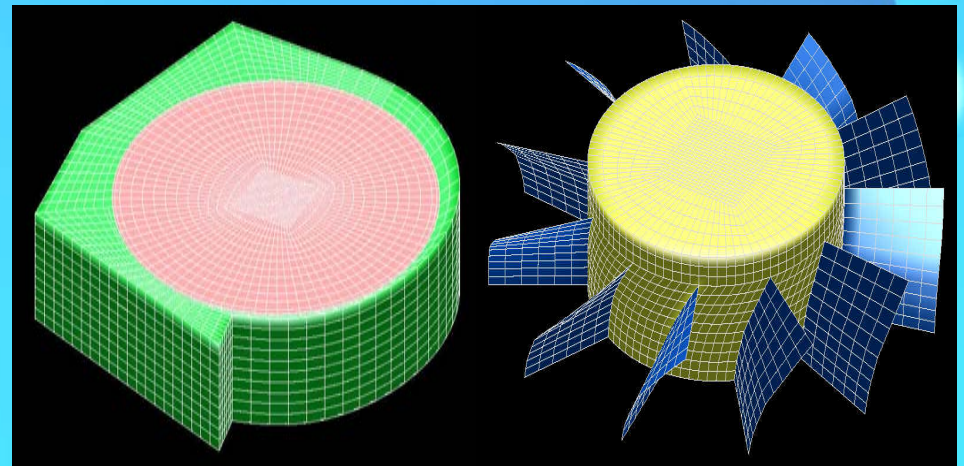
**Wind Tunnel**



**A.F.D.C**



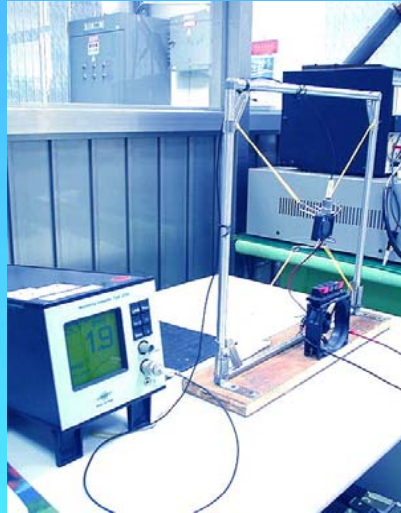
**PROTEL**



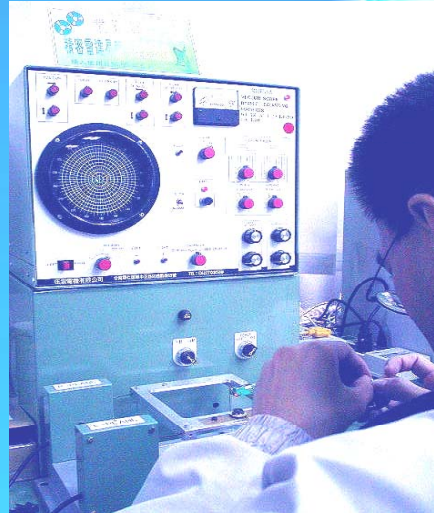
**Star-CD**



## B2. Fan R&D Lab (PingTong HQ)



**Vibration testing system**



**Balance system**



**Oscilloscope**



**PCB NC system**



**FAN MTTF Burning system**



**Gauss test system**



## C. Lab in Shenzhen (China)



**Wind Tunnel**



**Thermal Measure Device**



**Mash Welder**



**Vibration Test**



**Clip Force Measure Device**



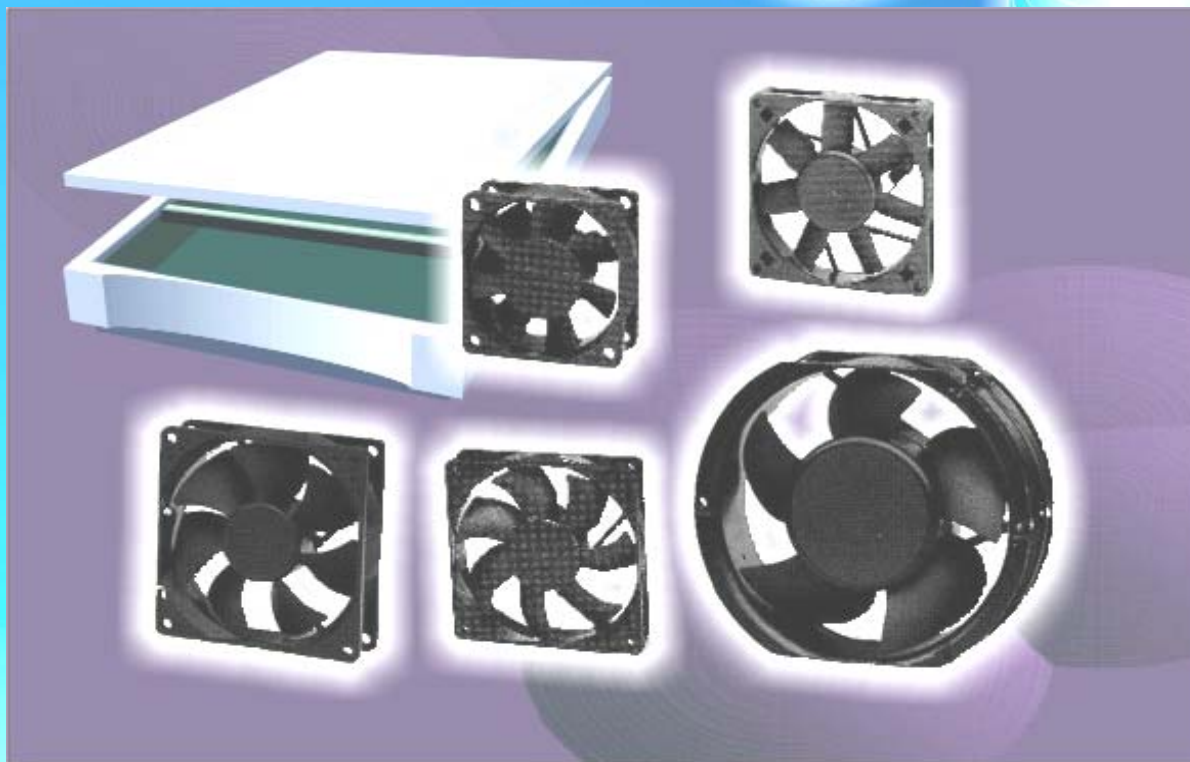
**Acoustic Chamber**



# 1-7. Products Introduction



## A. DC Brushless Fan



**Dimension: From 15mm to 170mm**

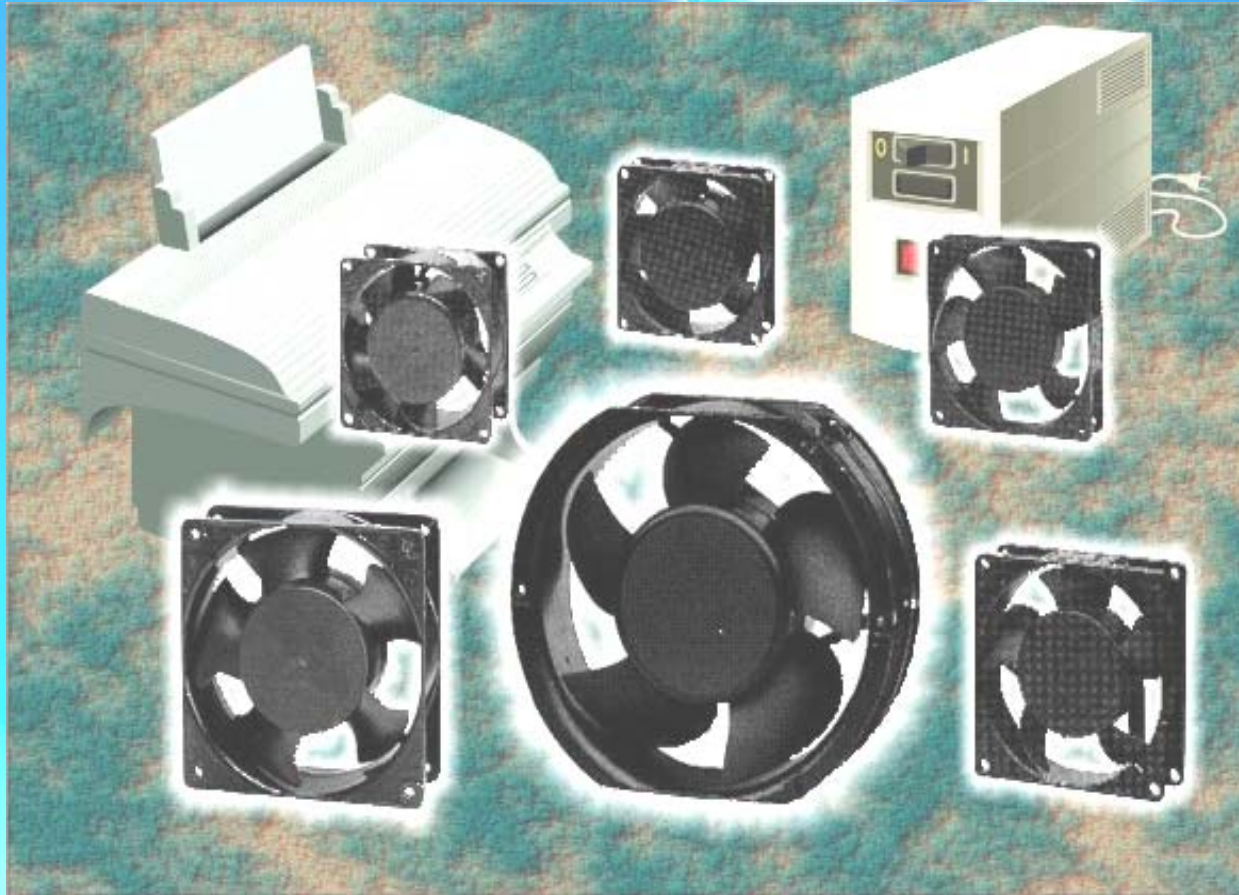
**Voltage: 5 / 12 / 24 / 48VDC(option)**

**Application: IT,NB,OA,Network,Telecom.**

**20/25/30/40/50/60/70/80/92/120mm**



## B. AC Brushless Fan



**Dimension: From 80x25mm to 172x150mm**

**Voltage: 110 / 220 VAC**

**Application: Industry, Equipment, Power.**

**Remark: Dual voltage (VAC220v → VDC12v)**

## C. DC Blower Fan



**Dimension: From 20x07mm to 120x32mm**  
**Voltage: 5 / 12 / 24 / 48 VDC (option)**  
**Application: Server, NB, Instrument.**

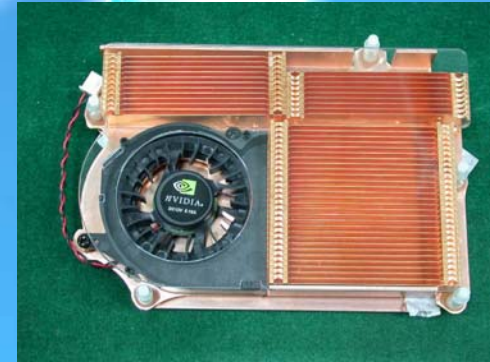
## D. VGA Cooler



**FX 5700 Ultra**



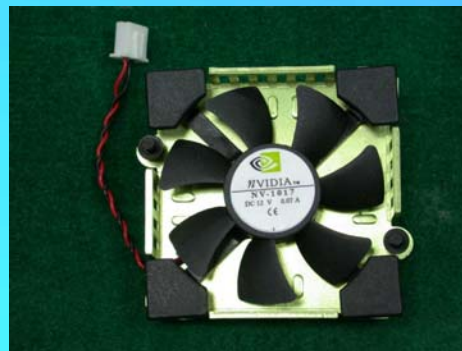
**Geforce Series**



**FX 5900**



**Radeon 9200**



**Geforce Series**



**Radeon 9800**

Re: "NVIDIA", "ATI" are trademarks or registered trademarks are the property of their respective owners.

## E. Desktop CPU Cooler



2001  
Intel / B66-1  
INTEL P4-478



2002  
Intel / C60  
INTEL P4 -478



2002  
Intel / C68  
INTEL P4-478



2002  
Intel / C38  
INTEL P4 -478



2003  
Intel / E63  
INTEL P- 775



2001  
AMD / B53  
AMD Athlon XP

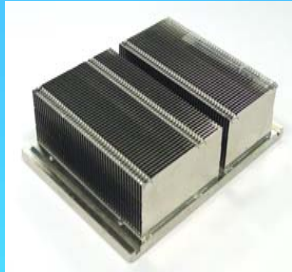


2002  
AMD / D20  
AMD Athlon XP



2003  
AMD / E32  
AMD Athlon 64

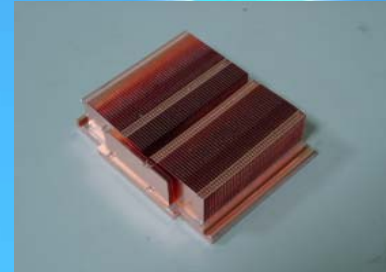
## F. Server solution



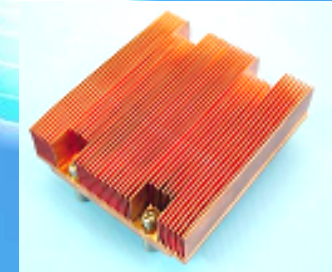
2002  
Intel / B81  
INTEL Prestonia



2002  
Intel / B80  
INTEL Prestonia

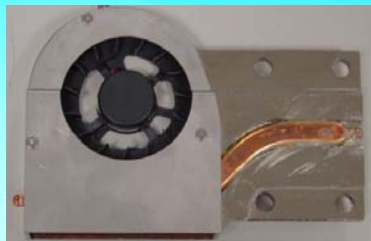


2003  
Intel / E83  
INTEL Prestonia

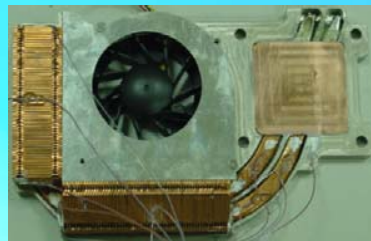


2003  
Intel / E83  
INTEL Nocona

## G. Mobile thermal module



2002  
INTEL Mobile  
P4



2002  
INTEL D/T  
P4-478



2003  
INTEL D/T  
P4-478



2002  
INTEL Mobile  
Dothon

# 1-8. Market/Our customer



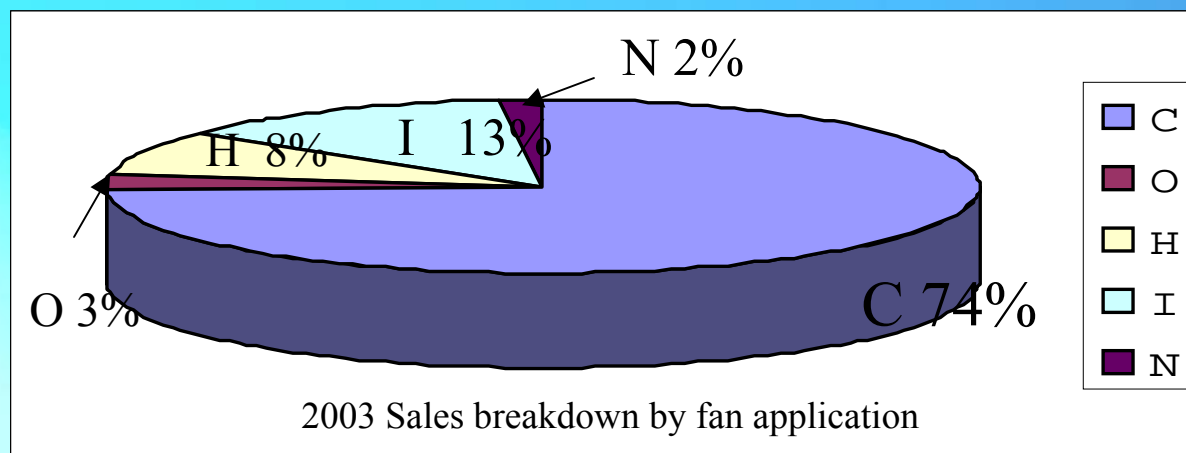
## A. Main customers list

<b>Region</b>	<b>Customer</b>	<b>Applied Industry</b>
<b>Asia Pacific</b>	Sony, Sharp ,Hitachi, Samsung, Founder Tech, LG, Creative Lab, Foxconn, Legend, NMB	Audio, Copier, Printer, Medical equipment,VGA, SPS, PC,PDP-TV,LCD-TV
<b>Taiwan</b>	Acer, Asus, GigaByte , Mitac Compal, Wistron , MSI, BENQ Delta, Lite-on, AVC, Quanta	PC, N/B,VGA card, SPS, Server, Projector , LCD-TV
<b>Europe</b>	3 Com, Siemens, Infocus.	Network, Industry, Projector.
<b>ADDA USA</b>	Microsoft, Dell, HP, Xerox, Nvidia, ComairRotron, ATI	Xbox, PC Server, Copier, Printer, VGA card, Telcom



## B. Sales breakdown by application

Code	Items	Contents
C	Computer Industry	(1)CPU Cooler (2)NB Cooler (3)SPS (4)VGA Cooler (5)Disc Cooler (6)Case fan (7)UPS (8)Server Use
O	Office Automation	(1)Copier (2)Printer (3)Fax Machine (4)Projector
H	Home Appliance	(1)Console Game (2)Freezer(3)Oven(4)AV(5)Panel
I	Industry	(1)Equipment (2)Instrument(3)Power System(4) Automobile
N	Networking Telecomm	(1)Networking system (2)STB (3)Telecomm

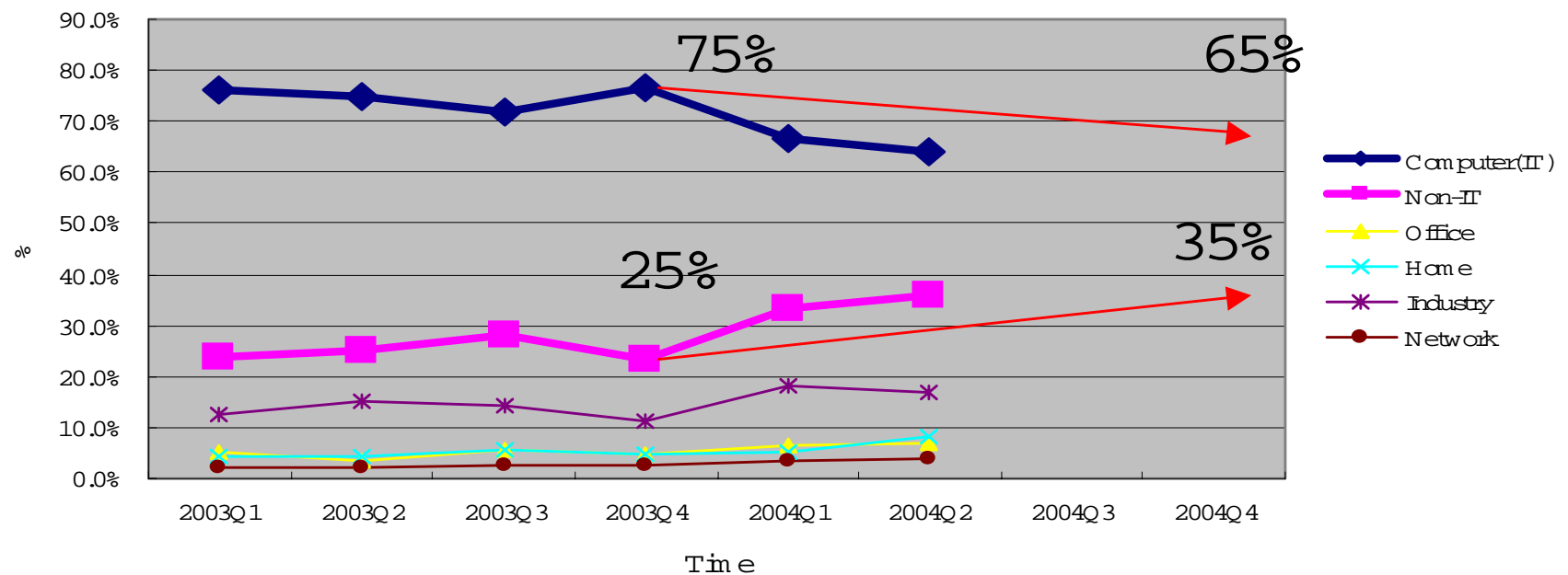


## B. Sales trend by fan application segment

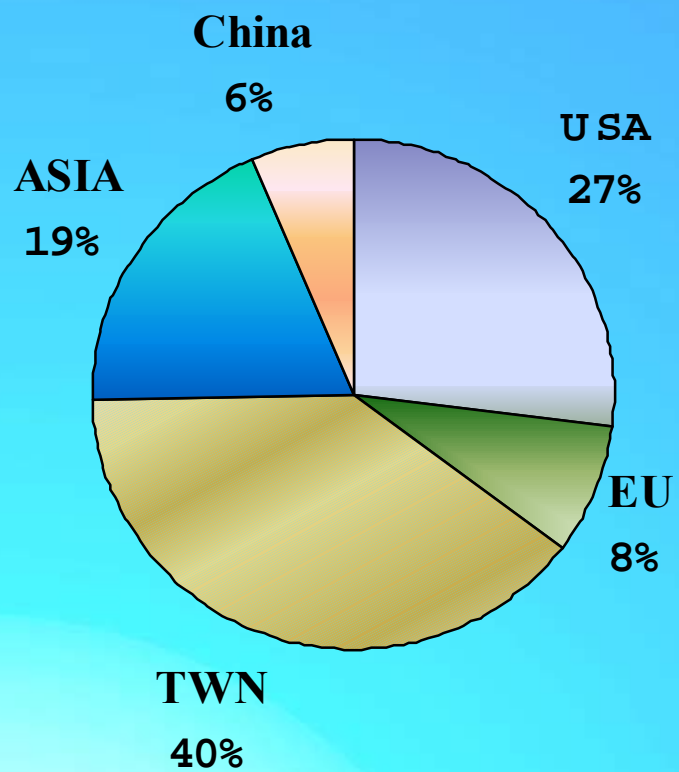
ADDA's sales is increasing by the growing rate 15%.

ADDA is expanding the sales of the non-Computer(Office, Home, Industry)

2003-2004 Trend chart of product application segment(C-O-H-IN)

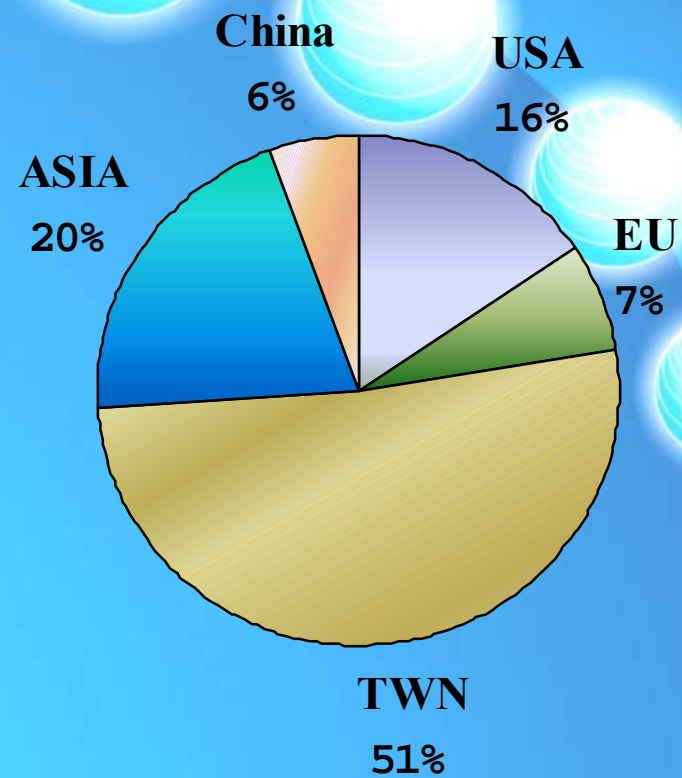


# C. Sales breakdown by geography



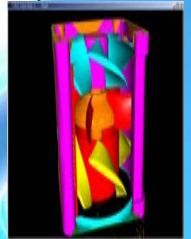
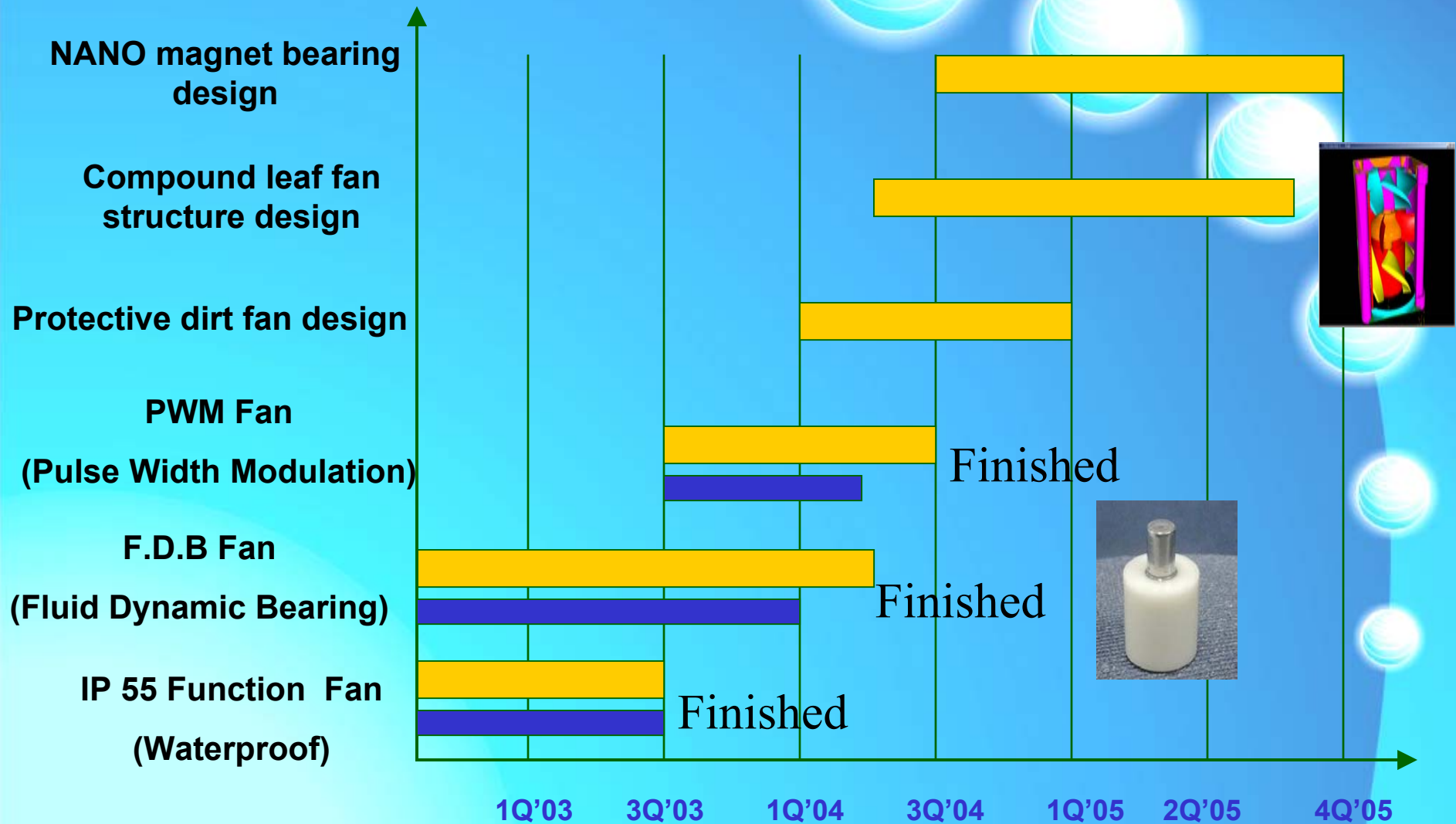
**2002**

**V.S.**

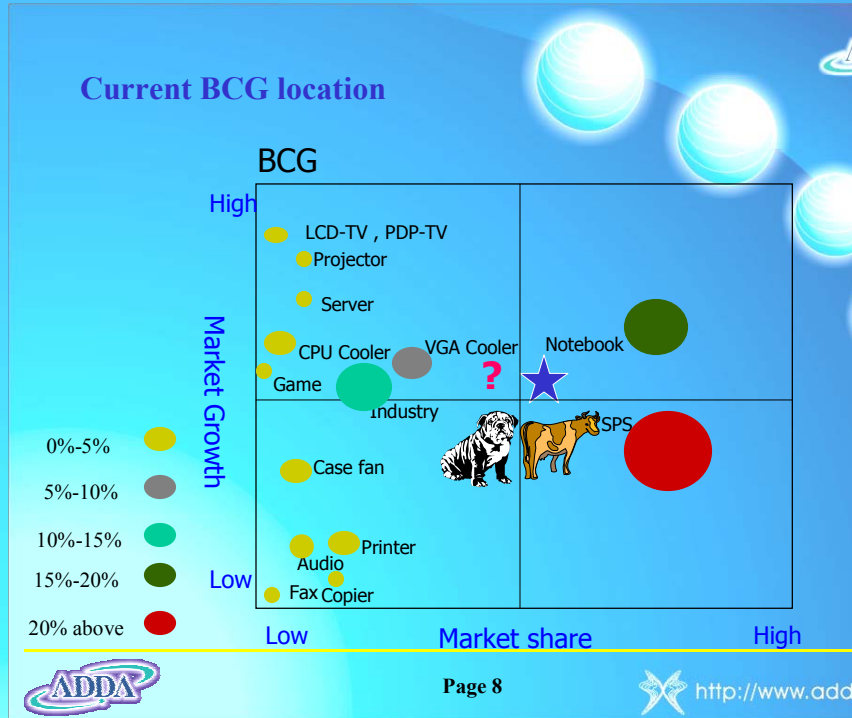


**2003**

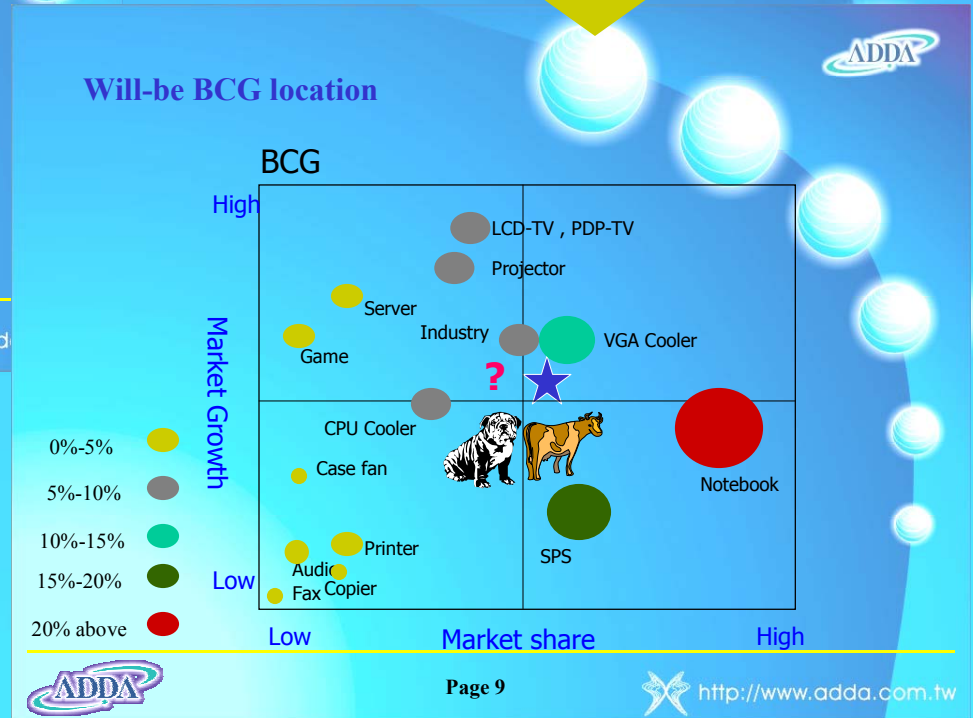
# 1-9. Fan technology roadmap



# 1-10. Movement of Market segment



2004Q1-Q2



2004Q3-Q4



# Contact us



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IT'S VERY WELL  
MADE IN TAIWAN





***Thank you***  
***Any Question?***

