Brief company intro

Company Product Lines

Strategy-driven and highly customized product portfolio

Instrument Cluster and Infotainment BU

In-vehicle Infotainment System

- Intelligent process terminal
- Seamless connecting for smart devices
- High precision map for navigation
......

Instrument Cluster

- Full HD Cluster
- Alarm Display
......

Body Control System BU

Car Body Control System

- High precision mechanical design
- Automatic algorithm
- Energy-saving comfort system
......

Automotive Display System BU

Display Terminal

- High resolution
- AR HUD
- Customized requirements
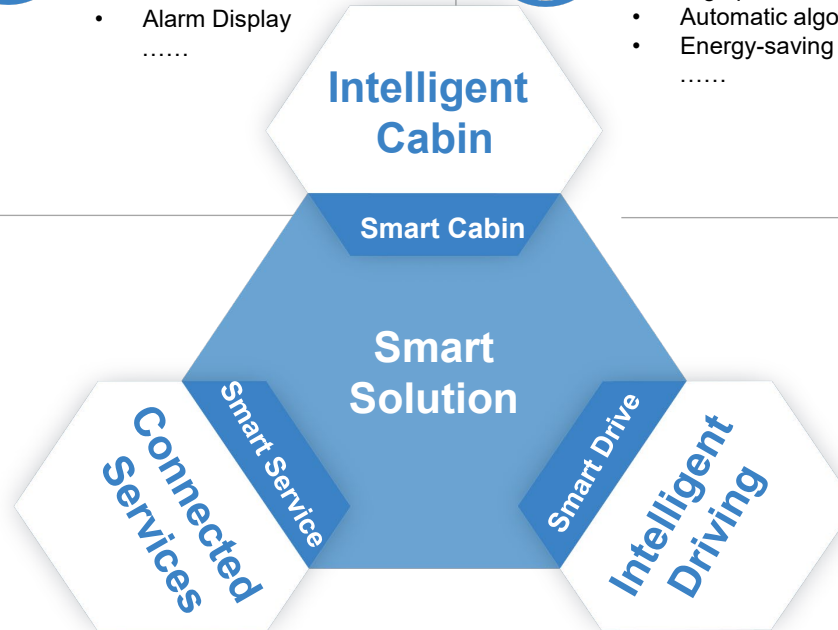......

Internet Of Vehicle BU

- Software for integrated products
- Cyber security
- Big data
- In-vehicle OTA
......

Intelligent Driving Assistance BU

- Driving/parking domain controller
- V2X/5G/MEC/smart antenna
- Camera//MMW/ultrasonic radar
- Intelligent Transport System
......

Intelligent Cabin — Smart Cabin

Smart Solution

Connected Services — Smart Service

Intelligent Driving — Smart Drive

Company Product Lines

Operating Divisions

Intelligent Cabin (IC)

Business Units

- Instrument Cluster & Infotainment 1
  ICI1
- Instrument Cluster & Infotainment 2
  ICI2
- Instrument Cluster & Infotainment 3
  ICI3
- Body Information & Control
  BIC
- Automotive Display System
  ADS

Intelligent Driving (ID)

Business Units

- Intelligent Driving Sensor
  IDS
- Intelligent Driving Compute System
  IDC

Connected Services (CS)

Business Units

- Internet of Vehicle
  IOV
- Big Data Analytics
  BDA
- Software As Service
  SAS

Company Product Lines

IOV Domain

Car Special Service
- OTA
- Car Cloud Platform
- AppStore
- VR Agent

Global & Local Service & Contents
DUEROS · Tencent 腾讯 · 阿里巴巴 Alibaba.com · 斑马

V2H & Smart Home

V2I/V2V/V2P/V2N

BIC Domain
- Climate Controller
- Gateway
- Indicator
- Steering Wheel Controller
- Touch Controller
- Body Electronic Domain Controller
- Wireless Charger
- AT Indicator
- USB Hub

Cluster Domain

Cluster

AUTOSAR
- ◆ Compliance Software Components

QNX

IVI Domain

Infotainment
- Media | Bluetooth | Security | OTA
- Smart Phone | Camera | Navigation
- AppStore | Vehicle Control | Telematics

Linux

Android Automotive

Linux/Android/ham

Hypervisor (R-Car H3N/M3, SA8155P)

RTOS

Connectivity
4G   5G

Switch

IDA Domain
- RVC/SVC/Fisheye HD Camera
- Front View Camera
- Driver Monitoring System
- Event Data Recorder
- L3 Autonomous Driving Domain Controller
- HD Map Box
- Safe stop ECU

HiCar · WELINK

USB Type-A USB Type-C

Company Product Portfolio

BU Instrument Cluster & Infotainment

Radio/DA/AVN

Cluster

Virtual Cluster

Intelligent Cabin
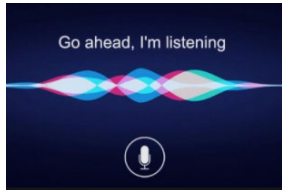
VR

Big/HD Screens

Apps

Security

OTA

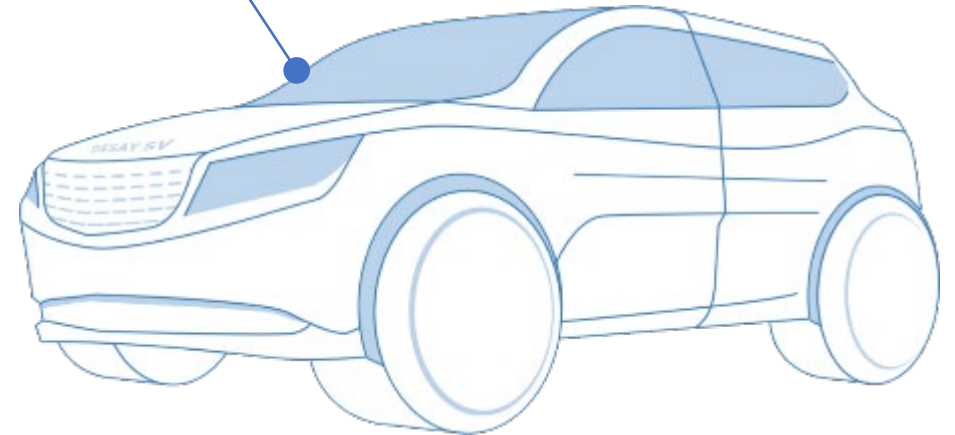**Full HD cluster**
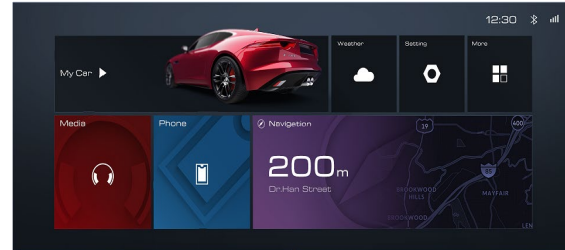

ADAS/IVI Integrate

Quick Charge

Phone Projection

Main Trends

- Hardware & Software Separated
- Hypervisor & UX Driven
- Integration Cockpit, Multiple displays

Company Product Portfolio

Infotainment System/Smart Cockpit

Full **In-house design** solution, more than 30years product design experience, **No.1 market share in China, No.7 market share in Global(2020),** Can provide **HW/SW separate product solutions.**

Instrument Cluster

Digital clusters offer rich **2D/3D graphics with over-the-air software upgrade** and support to display vehicle information, **Deep interact with infotainment features** such as music, BT, navigation..

USB HUB Devices

More than 10 years USB HUB product design experience, more than 20mios sales quantity, **support Type C PD and OTG features.**

Desay Global Footprint Overview
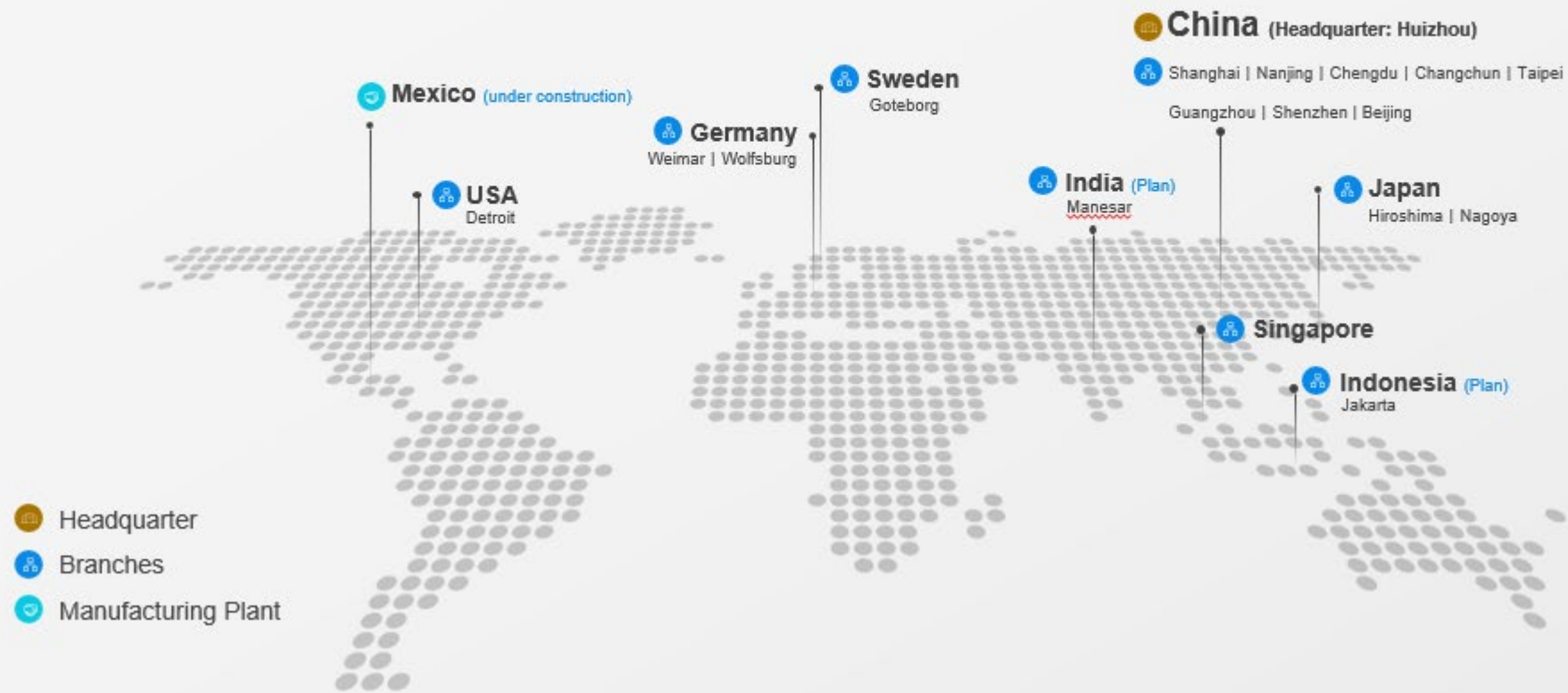
Over 10 service locations around the world can provide service for global business