



MARKET-LEADING INSIGHT, RISE OF LED LIGHTING

Since been established in 1993, the Unity Opto has constantly focus on R&D application in infrared and used to be the largest optical mouse manufacturer in the world. With visible light technology matures day by day, development can be this fast in decades. From LED indicator, mobile phone keyboard backlight, backlight display on laptop computer, right up to recently popular jumbo-size LED TV. Unity Opto has take the lead from domestic competitors, becomes the first group of Taiwanese manufacturers that into overseas LED television supply chain, thanks to highly sensitive in the market. Unlike traditional single LED, television screen's backlight is displayed in strip, being the category of medium power LED, developing this is beneficial for us when entering the field of lighting, because in the meantime, occidental companies are mainly for high power, the medium display market is much clearer, a basis that domestics expand their production capacity. LED illumination has been developed for a while, with its benefit of low consumption and longevity, it is been highly anticipated worldwide. Initially, LED was having big gap between conventional lighting, but with companies over the world work day and night, price tag of the chip has dropped dramatically, it nearly touched the sweet point of traditional one's price in 2013. Since then, people named 2013 as "First year of LED lighting", and this is the moment when LED has literally applied to general use, and our development will enter a new phase.

THE LED CYCLE

We reckon that LED development must pass three phases of "LED cycle". Phase one, replacement. In this region, people are more likely to accept the idea that LED is more economical and eco-friendly than traditional lighting, and there are those who are willing to replace incandescent lamp into LED lamp, and total replacement in tube further. Because the illumination of LED is completely different from traditional one, coordination, which is phase two, is also important. Suitable luminaire with professional design not only massively increase efficiency in light source, thermal dissipation design is also vital to longevity of LED. Phase three, development after integrating intelligent control, which is what we are doing now, that already has a initial draft, but still immature. The long-term business strategy of Unity Opto is making high additional value products in "current mature" stage, pursuing stable growth in first priority. Thus, we develop sphere light bulb and luminaries in current, and quantity of delivery on premium smartphone's backlight products are gradually growing, as well.

HOLD THE CROWN OF BULB, 100% TAIWAN MADE PREMIUM LIGHTING

Many years ago, Unity Opto had expand business territory into occident, because local market has smaller demand, we ended up with significant result of over 15 million sphere

light bulb exported, and achieving at 30 million in 2015, holding the crown of bulb export in Taiwan. Besides, Unity Opto had set producing operation in New Taipei Industrial Park, emphasizing the strategy of 100% Made In Taiwan, adopting demands from occidental hyper markets. And high specification, quality and high color rendering index, can reach over 90% of natural chromaticity, even more suitable for house living environment, compare with traditional lights. People might wonder, why not do the investment in China, since it is the largest market in the world? Taiwanese LED industry are technique and quality oriented, while Chinese is big, but not the best choice for us, considering price and environment, rather than Japan and occident with higher CPI (Consumer Price Index), are where we pay attention on. If not able to conquer in this industry or owning brand, we eventually will fall into situation of OEM and competence with China.

INDEPENDENT VERIFYING UNIT, EXPERTS IN THE ODM

What makes Unity Opto different from competitors, is that besides invisible R&D experience, we own the one certified lab in the industry, which is qualified the certification in light source and luminaire by Energy Star, making us able to offer complete test report, digitize the R&D and verify standard of lighting, ensuring it fits the developing goal and demand, in requirements such as color, brightness or color rendering index, it can be developed due to different character, bonding LED package with lighting together, rapidly response demands, shorten the time to hit the market, achieve the goal of high quality and performance that we pursue. In the future, rather than having private brand, Unity Opto will jump out the frame of OEM after a further mature technique, by integrating midstream and downstream manufacturing line for more stable quality and quantity, going hand in hand with distributors, turning into a business model of ODM, we will return to market as "Distributor brand", providing consumers a more advanced lighting experience.



LED Bulb 60W



This dimmable light bulb with 90 CRI is the perfect product to replace the very popular 60 W incandescent bulb. Color temperature options of 2700K and 4000K with dimming capability offer the most comfortable ambience for your room.

LED Shop Light 5 feet



This dual 5 ft LED shop light brings a significant sales in the consumer market , it is an excellent solution for high ceiling applications. With it's efficient high lumen output of 4,600 lm results in substantial energy savings without compromising light level or quality, plug and play also make user easily to install.